

The Effect of Flash Sale, Shopee Live, and Twin Date Promo on Shopee Users' Impulse Buying Behavior

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Abstract. The rapid development of digital technology has prompted e-commerce platforms like Shopee to innovate their marketing strategies, introducing features like Flash Sale and Shopee Live. These strategies are believed to trigger impulsive purchasing behavior, particularly among young, active e-commerce users. This study aims to examine the influence of Flash Sale and Shopee Live on impulsive purchasing behavior and to explore the role of twin-date promotions as a supporting factor. The study uses a qualitative systematic literature review (SLR) approach with 17 articles from reputable sources. The results of the analysis indicate that Flash Sale and Shopee Live positively and significantly influence purchase interest and impulsive buying, and that twin-date promotions further enhance the appeal of promotions. The study also identifies relevant theories, such as the S-O-R model, the uses and gratification theory, and the trust theory, which explain the relationship between digital stimuli and consumer purchasing responses. These findings are expected to contribute to the academic understanding of, and practical marketing strategies for, the e-commerce industry.

Keywords: Flash sale, Shopee Live, Twin Date Promotion, Impulsive Purchases

Introduction

The rapid development of digital technology and the internet has become a major catalyst in changing the consumption patterns of the global community, including in Indonesia. This phenomenon is reflected in the dominance of e-commerce platforms such as Shopee, which has become the first choice for modern consumers, especially the younger generation (Digital Natives), because of the convenience and efficiency it offers in fulfilling shopping needs. To attract consumers' attention and drive sales, Shopee aggressively implements various innovative marketing strategies, including Flash Sale and Live Streaming feature (Shopee Live). Flash Sale is a promotional strategy that offers products at discounted prices within a very limited time and stock. These characteristics inherently create urgency and scarcity, which in turn tend to trigger impulse buying or purchase decisions that are not pre-planned and occur spontaneously (Rahmah et al., 2025; Jonet et al., 2024). Meanwhile, Shopee Live facilitates direct interaction between sellers and buyers through interactive live broadcasts. This feature has the potential to increase psychological intimacy as well as significantly influence purchasing decisions (Ningrum & Muslih, 2022; Sukma & Siregar, 2024).

The phenomenon of impulse buying is a crucial issue in the context of e-commerce. Consumers often make spontaneous purchases in response to various external stimuli, such as large discounts in flash sales, tight time constraints, dynamic interactions in live streaming, and the appeal of advertising campaigns (Savitri & Riva'i, 2024; Syauqi et al., 2024). Generation Z, as the dominant digital user segment, is allegedly more susceptible to this impulse buying behavior. This is due to intensive access to e-commerce platforms and constant exposure to various promotional campaigns designed to stimulate purchases (Sukma & Siregar, 2024).

Although Flash Sale and Live Streaming have been the object of study in relation to impulse buying, the existing literature still shows some significant gaps that require further exploration. First, the majority of studies have not simultaneously examined the influence of Flash Sale and Shop ee Live on impulse purchase behavior, particularly among young consumers in Indonesia, by empirically considering the local market context and dynamics (Jonet et al., 2024; Savitri & Riva'i, 2024). Secondly, there are inconsistent results in the literature regarding the extent of the role of livestreamers in driving impulse purchases, where some studies indicate a significant influence, while others find the opposite (Rahayu et al., 2024). Lastly, the specific role of twin date promos-as one of Shopee's signature promotional strategies-in triggering impulse purchases has been relatively minimally explored

in previous research (Rahayu et al., 2024).

Based on the research gap above, this study aims to empirically analyze the effect of Flash Sale and Shopee Live features on Shopee users' impulse buying behavior, as well as examine the role of twin date promos as a trigger factor for impulse buying. The contribution of this research is expected to provide more comprehensive and in-depth empirical evidence regarding how this digital marketing strategy affects impulse buying behavior, especially among the younger generation of Shopee users in Indonesia. The results of this study can serve as a basis for e-commerce businesses to optimize feature design and promotional strategies to effectively increase sales, while helping consumers understand the patterns and triggers of their impulse buying behavior.

Literature Base

Flash Sale

Flash sale is a sales promotion strategy that offers products at discounted prices for a limited time and limited stock. According to Agrawal and Sareen (2016), a flash sale is a sales program with a short duration that provides unique restrictions for consumers to buy products at a lower price than the normal price. This strategy aims to create urgency and encourage consumers to make purchases immediately. Rahmah et al. (2025) explain that flash sales are able to increase impulse purchases by presenting attractive offers that trigger consumers to buy without prior planning. In the context of Shopee e-commerce, flash sales are one of the main factors that significantly increase visits and transactions (Jonet et al., 2024).

Shopee Live

Live streaming shopping is a sales method that utilizes live broadcasts over the internet to promote products interactively. Shopee Live is a feature that allows sellers to make real-time product presentations to potential buyers who can directly interact through the comments column (Ningrum & Muslih, 2022). According to Fitriyani et al. (2021), live streaming presents a rich and interactive medium that can increase consumer buying interest. Syauqi et al. (2024) found that live streaming significantly increases impulse purchases because consumers can obtain live product information, see demonstrations, and feel an emotional urge to buy. However, Rahayu et al. (2024) mentioned that the role of livestreamers in influencing impulsive buying can vary, depending on the credibility and attractiveness of the broadcaster.

Twin Date Sale

Twin date promos are promotional strategies that utilize special dates (e.g. 11.11, 12.12) to offer various incentives such as discounts and free shipping. This promo is a very effective moment in triggering impulse purchases on the Shopee platform (Rahayu et al., 2024).

Research Methodology

This research uses the Systematic Literature Review method with a qualitative technique called qualitative SLR. The keywords or keywords we use are Shopee Live, shopee flash sales and Impulsive buying. The literature sources we use come from one of the trusted sources, namely Google Scholar scientific journals.

Literature Selection

The selection was made to filter the 32 articles found into journals that answer the formulation of the problem raised by the author. Each selection was done twice and at the title selection stage to finally determine 17 articles to be used, the results of this selection were calculated as of April 30, 2025.

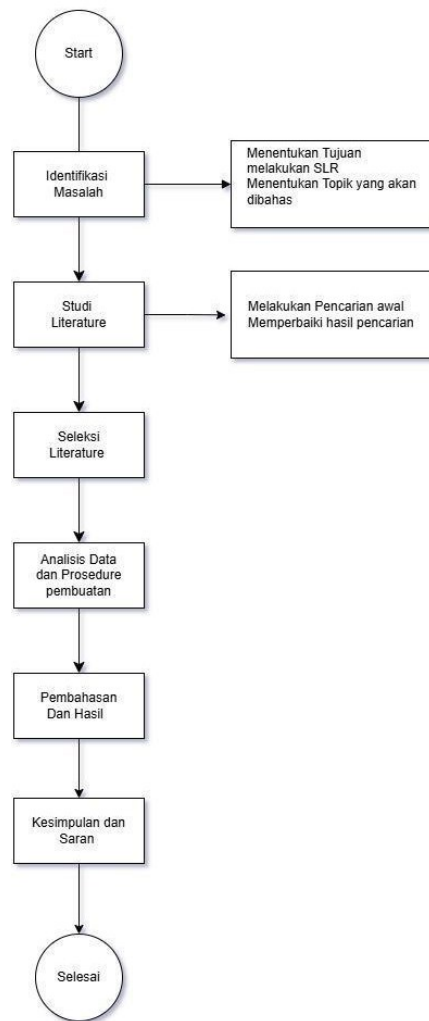


Figure 1. Flowchart Systematic Literature Review (SLR)

Data Analysis and Discussion

The analysis was conducted by extracting data from the 15 selected data and identifying relevant factors and theories.

Factors influencing flash sales and live shopping on consumer behavior

Effect of Flash Sale: The answers of the majority of studies show that the benefits of flash sales are very positive and significant on purchase intention, decision to buy, impulsive buying. Flash sale is an e commerce sales technology of retail sales that sells buy with discount buy low price, but this low price is only valid only within a predetermined time. Creating Immediate Desire and Encouraging Them to Buy No Thinking Stage Required, the Modern Book Building hopes to create the pressure of need and encourage consumers to buy instantly without planning. From Anggraini's research, Aravik, & Meriyati (2023) found a positive and significant effect of flash sale promos 3.3 and 4.4 on student purchasing interest. Similarly, research by Rahmawati, Winarso, & Anas (2023) and Husniyyah, Giningroem, & Pitoyo (2024) shows that flash sales partially have a significant effect on planning purchases on The Originote and Skintific products at Shopee. Badan-artikel Caniago & Elsandra (2025) also found that flash sales are effective in impulsive purchasing Shopee users by 86% in Padang City.

Effect of Live Shopping: The live shopping / live streaming feature in addition to consistently having a positive and significant effect on purchase intention and purchase decision. Live shopping is defined as an activity where the seller broadcasts live about the product being sold and in some live often demonstrates how to use the product. Real-time interaction of seller and buyer partners and live product demonstrations increase engagement, transparency, and consumer trust. For example, Aini, Rizal, & Mahardani's (n.d.) research provides results that live streaming has a positive and significant influence on the purchase intention of the Pinkflash brand. Similar disconnects were also reported by Rahmawati, Winarso, & Anas (2023) and Husniyyah, Giningroem, & Pitoyo

(2024). However, Wardi (n.d) in his research found that live sales have a positive but insignificant effect on repurchase intention, meaning that the possibility of an increase is more on first or impulse purchases.

Discounts & Cashback: Discounts can help shoppers feel more confident and suitable to choose a product and even gifts, cashback or discounted prices are usually the main attraction. according to a study on Discounts influence to determine the buyer's decision to purchase and even gifts. Cashback promotions are also significantly influenced in attracting buying interest, especially for segments that are price sensitive customers. This was mentioned in previous studies by Aini, Rizal, & Mahardani (n.d.) and Husniyyah, Giningroem, & Pitoyo (2024). However, from a study by Ningrum & Muslih (n.d.) found that price discounts have a positive influence but do not have a significant effect on impulsive buying in Shopee live selling.

Public Reviews / E-WOM: Online customer reviews or Electronic Word of Mouth (E-WOM) can generally play a significant role in shaping perceptions and purchasing decisions. Positive reviews will increase trust, buyer interest. The study by Aini, Rizal, & Mahardani (n.d.) shows a positive and significant influence of online customer reviews on buying interest. However, from the research of Rahmawati, Winarso, & Anas (2023) it was found that E-WOM partially had no effect on purchasing decisions for the Skintific brand.

Scarcity Message: The use of scarcity messages either in terms of time and or number of items, has been shown to have a positive and significant impact on impulsive buying. This is what happens to create the Fear of Missing Out (FOMO) that drives the purchase.

Free shipping: Despite being an attraction as well, one study from Ningrum & Muslih (n.d.) found that the free shipping tagline was indeed found to have a negative and not meaningful effect on impulsive buying in Shopee live selling.

Consumer Factors: students' positive perceptions of Shopee flash sales are driven by the attractiveness of various promos, discounts, and a more satisfying payment system. Purchasing decisions are also determined by product image, interpersonal personality (recommendations or reviews) and conformity to social groups.

Theoretical identification of purchase intention in live shopping and flash sales

Stimulus-Organism-Response (SOR) Theory: This theory, as seen in Mindiasari, Priharsari, and Purnomo's (2023) SLR example, argues that an external stimulus (e.g. flash sale, discount, live shopping) to the organism (consumer with its thoughts and feelings) will lead to a response (purchase intention or impulsive buying). The study by Ningrum and Muslih (n.d.) explicitly employs Stimulus Response Theory for explaining impulsive buying construct.

Dromology: This theory, proposed by Paul Virilio and discussed in Rahmah, Julianto, & Suhariyanto (2025), analyzes how speed accelerated by technology, such as in flash sales, reshapes social space, creates competition (involuntary war), and even leads to technological control over individuals (endo colonization).

Utility and Usage (U&G) Theory: This theory is also widely used, as mentioned by Mindiasari, Priharsari, & Purnomo (2023). U&G claims that media users are very active in seeking media sources to meet their needs. This is relevant in the live shopping framework, where consumers may need information, entertainment, or social interaction. In their research, Adi Suta & Sinduwiatmo (2024) also refer to this theory to explain how Shopee users actively shape their perceptions.

Constructive Perception Theory: This theory, used in Adi Suta and Sinduwiatmo's (2024) research on the statement that the perception process is predicted on possibilities or hypotheses, which are the result of a combination of sensory information, experience and knowledge. This explains the origin of how the positive perception of students towards the Shopee flash sale began.

Signaling Theory: Although in spots are not explicitly elaborated in the review of this study, this theory is also included in the popular theory of live shopping in addition to referring to the theory of Mindiasari, Priharsari, & Purnomo (2023).

Trust Theory: Trust is also important, especially during live shopping where it can also build trust in the product or seller.

Conclusion

The results of this study show that Shopee users, especially the younger generation, are significantly influenced by Flash Sale, Shopee Live, and twin date promos. It is evident that digital marketing tactics that utilize special incentives, real-time interactions, and urgency help consumers make spontaneous purchasing decisions. This study shows that promotional strategies and optimization of e-commerce features are essential to increase sales and raise consumer awareness of impulse buying behavior.

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