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Flash sale characteristics and attitude as determinant of impulse buying behavior

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Article Info	Abstract
Keywords: Flash Sale Characteristics, Attitude, Impulse Buying, Shopee, Promotion	<i>Technological advances, driven by the increased use of the Internet and electronic commerce, are creating tremendous business opportunities. The use of flash sales as a medium for promotion and sales is one form of e-commerce use. This study examines the effects of promotion characteristics information, visualization, entertainment, and economic benefits on impulse buying. Quantitative methods with non-probability sampling techniques are used in the research. Data was collected from 240 respondents consisting of Gen Z in 9 cities in East Java using a five-point Likert scale through an online questionnaire. The results of the research show that information and visibility in flash sales can have an impact on attitudes, but entertainment information and economic benefits do not. There is evidence that customers' impulse buying behavior can be influenced by entertainment information and economic benefits. Therefore, it is recommended that future researchers re-examine the variables which do not influence. To increase customer interest and purchase intention, sellers should conduct flash sales at certain times or moments.</i>

1. INTRODUCTION

People's lives are changing with the development of technology. By 2023, the number of Indonesians using the Internet is expected to reach 212.9 million (Rizaty, 2023a). At the same time, e-business growth reached 78 per cent, once again making Indonesia the highest-ranked e-business in the world (Kominfo, 2019). This fact can certainly be a great business development opportunity for companies. This is due to the fact that 62.6% of Indonesians have a high level of online shopping intensity (Rizaty, 2023b). Several factors, including not having to leave the house and the many discounts or promotions offered, motivate the high intensity of online shopping (Pusparisa, 2021).

One type of promotional program that is often carried out in e-commerce is a flash sale. E-commerce players often use flash sale promotional programs to increase brand awareness and increase sales (Atrisia & Hendrayati, 2021; Hadi, 2022). The existence of flash sale promotions can influence customers to make impulse buying (Renita & Astuti, 2022; Vongurai, 2021). However, this statement contradicts the findings of Lamis et al. (2022) which shows that customer attitudes due to flash sale promotions do not influence customers to make impulse buying. Some of the characteristics of flash sales that can attract customers



to make purchases in e-commerce are information, visuality, entertainment and economic benefits (Liu et al., 2019).

Information refers to an organized and meaningful collection of data used to make decisions (Sukoharsono, 2008). Consistent with previous research conducted by Danish & Qayyum, (2018), Ho et al. (2022), Lamis et al. (2022), Moro et al. (2020), Murillo-Zegarra et al. (2020), and Rizqullah & Indrawati, (2022), good information in flash sale promotions can also influence consumer attitudes toward flash sales. Consumers tend to make impulse purchases when presented with information in flash sales. This is confirmed by the following studies Danish & Qayyum (2018); Lamis et al. (2022); Moro et al. (2020); Murillo-Zegarra et al. (2020) which states that being informed influences impulse buying in a positive way. Therefore, e-commerce sellers must provide accurate information in order to create a purchase decision for customers (Lee & Lin, 2005). But the results of these studies differ from those of the Destari et al., (2020).

In addition to information, visuality is an important means of conveying information and influencing customer choice (Di et al., 2014). Visuality in e-commerce reflects a certain impression for customers of the product (Chopdar & Balakrishnan, 2020). Attractive visuality also encourages customers to find out more about the products they need (Galih, 2022). In Abdullah & Artanti, (2021), Lamis et al. (2022), Lee et al. (2022), and Orth & Malkewitz, (2008) research shows that attractive visual displays can influence how consumers feel about flash sales. In the research of Lee et al. (2021) and Ramadhani et al. (2020) state that visuality can influence impulse buying actions. This differs from the findings of no effect of visuality in flash sale promotions on impulse purchases, as found in studies conducted by Lamis et al. (2022), Trifiyanto et al. (2019), and Wiranata & Hananto, (2020).

Include entertainment in the flash sale, because shoppers are unlikely to buy if they are uninterested (Wu et al., 2019). Customers who are entertained in promotional programs are characterized by uncontrolled shopping behavior (Anggraini et al., 2023). Entertainment in flash sales perceived by consumers can influence consumer attitudes toward flash sales. this is consistent with research conducted by Lamis et al., (2022) and Rizqullah & Indrawati, (2022). But these findings are inversely proportional to the results of Ho et al. (2022), which shows that entertainment cannot influence consumer attitudes. Thus, in a flash sale promotion program someone will make impulse buying when they feel entertained. This is consistent with research conducted by Lamis et al. (2022), Liu et al. (2019), Prashar et al. (2017), Rizqullah & Indrawati (2022), and Sai et al. (2019).

The element that customers are most interested in in promotional programs is the economic benefits received. Economic benefits are the results obtained by a person in the form of economic benefits from using a product (Calvin & Hatane, 2014). Economic benefits make the basis of a person's consideration in buying a product, in this case the economic benefits received by customers are expected to be in accordance with the sacrifices that have been made (Harahap, 2015). Thus, someone who gets the opportunity to get economic benefits with a promotion will influence their attitude in responding to a flash sale promotion program. This is consistent with the work of Lamis et al. (2022) and Sinha & Singh (2017). Furthermore, impulse buying is triggered by offering financial benefits in a

flash sale promotion program. This is consistent with the research done by (Lamis et al. (2022), Liu et al. (2019), Sinha & Singh (2017), and Tan et al. (2014). However, these results are in contradiction to Joseph & Balqiah, (2022) and Rachmawati & Bukhori (2020) research that economic benefits have no effect on impulse purchases.

Based on these phenomena and gaps, researchers are interested in re-examining the various variables that influence customer attitudes to make impulse buying in flash sale promotional activities.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Flash Sale

Flash sale as a promotional program carried out in a short period of time in e-commerce (Kodrat, 2020). Flash sales are carried out by sellers to influence customers to make purchases (Herlina et al., 2021; Renita & Astuti, 2022; Vongurai, 2021). Flash sale is also defined as a new sales method to offer products at discounted prices with a limited number of supplies and time (Zhang et al., 2018). There are several characteristics in flash sales that affect customer attitudes and customer impulse buying behavior, including information, visuality, entertainment and economic benefits provided (Liu et al., 2019).

Information is a collection of data that is organized and has meaning that serves as material in making decisions (Sukoharsono, 2008). Generally, information is divided into two, namely information created by customers as a review of a product and information provided by the seller (Chen & Xie, 2008). Information at flash sales is important for customers to make the right decision in buying products (Zhang et al., 2021). Information conveyed by sellers through catalogs in the form of descriptions, specifications and informative images can help change customer perceptions related to products (Febriany et al., 2023). Indicators of information consist of relevance, accuracy, timeliness, and completeness of the content of the information submitted (Hall, 2001). Flash sale disclosures influence consumer attitudes toward flash sale promotions in the form of intrusive buying behavior (Danish & Qayyum, 2018; Moro et al., 2020; Murillo-Zegarra et al., 2020; Lamis et al., 2022).

H_{1a}: Customer attitudes toward flash sales are positively and significantly influenced by information.

H_{2a}: Information positively and significantly affects impulse buying.

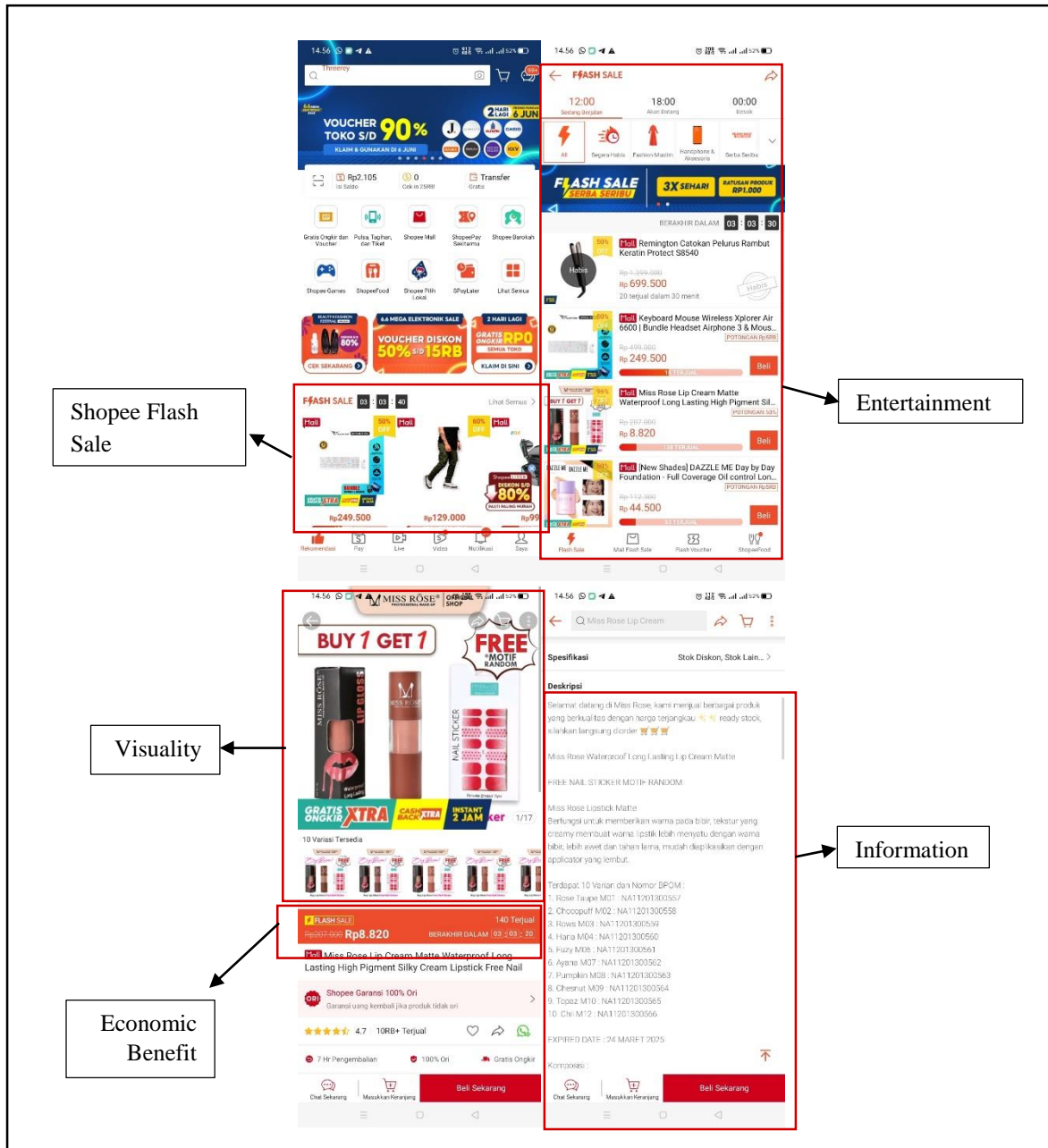


Figure 1. E-Commerce Flash Sale

Suyanto (2007) defines visuality as the art and process of creating aesthetics on web displays (Hamzah et al., 2013). Visuality is very important to attract customers to explore more information (Zheng et al., 2019). Attractive product images in flash sales can influence customer responses emotionally increase customer perceptions of products and provide a sense of pleasure for customers to make purchases (Abdullah & Artanti, 2021; Lee et al., 2022). Layout, colour, and visual hierarchy in catalogue design play an essential role in influencing customer attention, perception and evaluation of products (Orth & Malkewitz, 2008). Attractive product visuality can also increase a sense of urgency and encourage customers to make impulse buying (Waseem, 2018). Indicators in this visuality include online product merchandising, visual website/application design, and web/application

advertising (Trifiyanto et al., 2019). Visuality in flash sale promotional programs can affect customer attitudes which will trigger impulse buying made by customers.

H_{1b}: Customer attitudes toward flash sales are positively and significantly influenced by visuality.

H_{2b}: Visuality positively and significantly affects impulse buying.

Entertainment is one part of content-based advertising and can influence customer attitudes towards advertising (Taylor et al., 2011). Entertainment is a major part of promotional programs that can influence customers to buy a product (Wu et al., 2019). Furthermore, feelings of pleasure, excitement, feelings of having to make a purchase and lack of control also contribute to impulse buying behavior (Verplanken & Herabadi, 2001). Entertaining advertisements in e-commerce can influence customer behavior to make purchases (Cahyani & Artanti, 2020; Febriany et al., 2023). In this case, entertainment can influence customer attitudes towards flash sale promotional programs and make impulse buying. This is in line with research conducted by Ho et al. (2022), Lamis et al. (2022), Liu et al. (2019), Prashar et al. (2017), Rizqullah & Indrawati (2022), and Sai et al. (2019).

H_{1c}: Customer attitudes toward flash sales are positively and significantly influenced by entertainment.

H_{2c}: Entertainment positively and significantly affects impulse buying.

Economic benefits are the results obtained by a person in the form of economic benefits from using a product (Calvin & Hatane, 2014). The economic benefits offered in flash sale promotion programs can influence customer attitudes towards flash sales and impulse buying. Economic benefits play a role in influencing impulse buying in flash sales, both in terms of perceived benefits and cost savings of e-commerce products (Susanti et al., 2022). Customers with high incomes tend to make impulse buying (Zaman et al., 2023). In addition, online purchase intentions can be positively influenced by the economic benefits of e-commerce platforms (Şahin & Güler, 2022; Susanti et al., 2022).

H_{1d}: Customer attitudes toward flash sales are positively and significantly influenced by economic benefit.

H_{2d}: Economic benefit positively and significantly affects impulse buying.

Attitude Towards Flash Sale

Schiffman, Kanuk and Wisenblit (2010) state that attitude is a consistent tendency given by an individual to behave favourably or unfavourably about a particular object (Vongurai, 2021). Attitude formation in a buying process causes impulse buying (Renita & Astuti, 2022). Attitude refers to the overall evaluation or feelings of individuals towards certain objects, people or situations (Rook & Fisher, 1995). Positive attitudes due to flash sale promotion programs can influence impulse buying (Lavuri et al., 2022; Shi et al., 2023; Yulianto et al., 2021). Attitudes towards certain product features, such as social status or novelty, can also influence impulse buying behavior (Christian et al., 2021; Lavuri et al., 2022). Indicators of attitude are customer knowledge and perceptions, customer feelings and actions taken by customers (Schiffman & Kanuk, 2007). A customer's attitude towards a

flash sale promotion program affects an impulse buying action (Wulandari & Edastama, 2022; Liu et al., 2019; Renita & Astuti, 2022; Vongurai, 2021).

H₃: Positive and Significant Impact of Customer Attitudes Toward Flash Sale Programs on Impulse Purchases.

H_{3a}: The effect of information on impulse buying may be mediated by customers' attitudes toward flash sales.

H_{3b}: The effect of visuality on impulse buying may be mediated by customers' attitudes toward flash sales.

H_{3c}: The effect of entertainment on impulse buying may be mediated by customers' attitudes toward flash sales.

H_{3d}: The effect of economic benefit on impulse buying may be mediated by customers' attitudes toward flash sales.

3. RESEARCH METHOD

This is a quantitative comparative research. The data in this research was collected from May 8, 2023, to June 1, 2023, by distributing questionnaires to respondents online using the Google form system. The object of this research consists of Gen Z with an age range of 11 to 26 years who have shopped on e-commerce platforms and live in nine cities in East Java. This study consists of six variables Information (IF), Visuality (VS), Entertainment (ETN), Economic Benefits (EBB), Attitude towards flash sales (ATF), and impulse buying (IPB). Calculation of sample size in this study refers to the theory Hair Jr. et al., (2021) which states that the number of samples must be 10 times the number of arrows pointing to the latent variable. The number of arrows referred to is the number of indicators on each variable as presented in table 1. So the sample collected in this study amounted to 240 respondents. Non-probability sampling is the sampling technique used in this study. Data analysis using the Smart PLS 4 program.

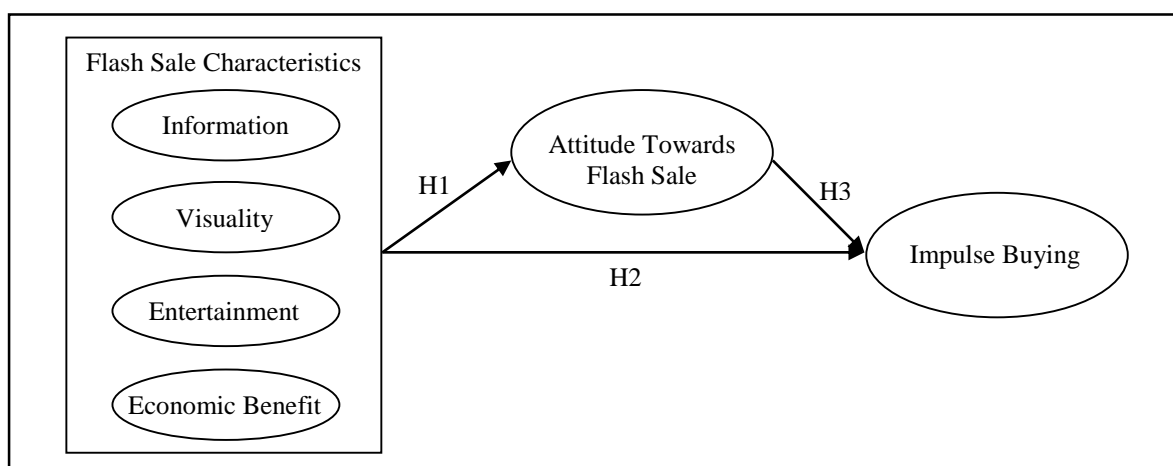


Figure 2. Conceptual Framework

Table 1. Variables and Item

Variable	Item	
Information	INF1	Flash sales provide product information that is relevant to what I need.
	INF2	Flash sales provide accurate product information.
	INF3	Flash sales provide the latest product information.
	INF4	Flash sales provide sufficient product information.
Visuality	VSL1	I find the way flash sales display product information interesting.
	VSL2	I think flash sales are visually appealing.
	VSL3	I like the visual appearance of flash sales.
	VSL4	I found the overall look and feel of the flash sale visually appealing.
Entertainment	ENT1	I was happy to see the products in the flash sale.
	ENT2	I find flash sales entertaining.
	ENT3	I find flash sales interesting.
	ENT4	I think flash sales are interesting.
Economic Benefit	ECB1	I can get products at affordable prices at flash sales.
	ECB2	I can buy products at a lower price in flash sales compared to other options.
	ECB3	Flash sales allow me to save money spent on buying products.
	ECB4	Buying products on flash sales benefits me financially.
Attitude Towards Flash Sale	ATT1	I find that flash sales make my life easier in getting products at low prices.
	ATT2	I love flash sale offers.
	ATT3	I enjoyed the Flash sale.
	ATT4	In general, I am in favor of flash sales.
Impulse Buying	IB1	I usually buy products in flash sales spontaneously.
	IB2	The products I buy in flash sales are mostly unplanned.
	IB3	I bought a product in the flash sale that I didn't originally want to buy
	IB4	I ended up buying the product in the flash sale even though I had no intention of buying it in the first place.

Source: Data processed, 2023.

4. RESULT AND DISCUSSION

Result

Demographic Characteristics of Respondents

Table 1. Demographic Characteristics of Respondents

Items	Characteristics	Frequency	(%)
Gender	Male	67	28%
	Female	173	72%
Age	13 – 15	0	0%
	16 – 18	8	3,3%
	19 – 21	117	48,8%
	22 – 24	82	34,2%
	25 – 28	33	13,7%
Residential Address	Batu	24	10%
	Blitar	22	9%

	Kediri	25	10%
	Madiun	26	11%
	Malang	43	18%
	Mojokerto	24	10%
	Pasuruan	26	11%
	Probolinggo	24	10%
	Surabaya	26	11%
Marital Status	Not Married	222	92,5%
	Married	18	7,5%
Monthly Income	< Rp. 1.000.000	139	58%
	Rp. 1.000.000 – Rp. 2.000.000	67	28%
	Rp. 2.000.000 – Rp. 3.000.000	15	6%
	Rp. 3.000.000 – Rp. 4.000.000	5	2%
	Rp. 4.000.000 – Rp. 5.000.000	7	3%
	> Rp. 5.000.000	7	3%
E-Commerce platform used for flash sale shopping	Shopee	210	87%
	Tokopedia	12	5%
	Tiktok Shop	14	2%
	Lazada	4	6%
	Blibli	0	0%
	Others	0	0%

Source: Primary data processed, 2023.

Respondent data obtained by researchers amounted to 240 respondents with 72% of them being female. Furthermore, the dominance of respondents aged 19 to 23 years with an income level of <Rp. 1,000,000. Based on the data obtained, it also shows that 87% of respondents made shopping transactions at flash sales on the Shopee application.

Outer Model Analysis

This means that all variables used in an analysis are included in this analysis, and that all variables used in an analysis are included in this analysis. It also provides an indication of how accurate, i.e., how valid and reliable, these variables are. In this case, the test is reviewed based on two stages. The first stage of testing aims to review convergent validity which focuses on the loading factor, AVE, and discriminant validity, all of which are indicated by the cross-loading value. The second stage is a test that aims to review the reliability of the research which focuses on the composite reliability value (Hamid & Anwar, 2019). Figure 3 shows the results of testing the outer model in this study.

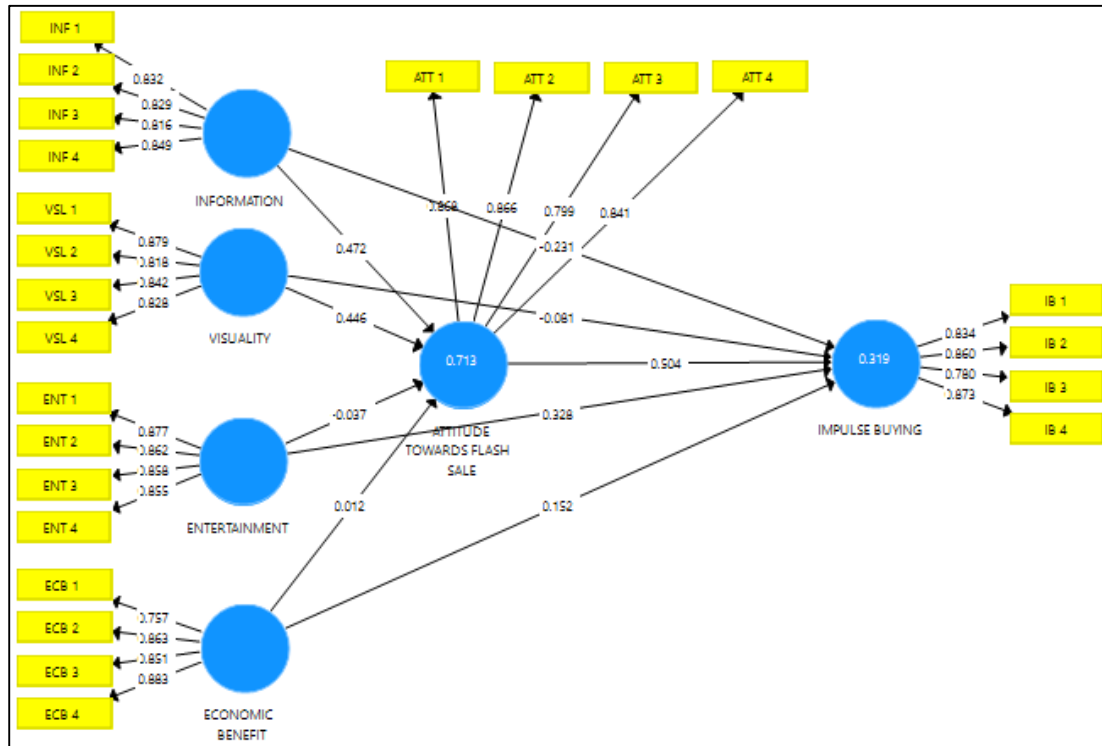


Figure 3. Outer Model Test Results.
Source: Primary data processed, 2023

Convergent Validity

It refers to the value of the load factor and the value of the average variance inflation (AVE) when testing convergent validity. When testing convergent validity, indicators must be highly correlated for each tested variable. In this test, the value of the load factor for each indicator must be greater than 0.70, which is an indication that the value is above the error variance (Hair et al., 2010). Based on the test results that have been carried out, each indicator that measures the variables in this study as a whole is categorized as valid with a loading factor value above 0.70. Furthermore, based on the AVE value, the amount of construct value for each variable must be above 0.50. This means that the test results that have been carried out show that overall the variables in this study are categorized as valid.

Discriminant Validity

According to the results obtained, the correlation coefficient shows that the indicators measuring each variable in this study were considered to be valid overall, as the correlation between the indicators in measuring a variable was higher than the correlation with other variables. In addition, based on the value of the Fornell-Lacker criterion, the correlation between the same variables must be higher than the correlation with other variables. This is shown in Table 2.

Table 2. Fornell-Lacker criterion value

	ATT (Z)	ECB (ECB)	ENT (ENT)	IB (Y)	INF (INF)	VSL (VSL)
ATT (Z)	0,844					
ECB (ECB)	0,374	0,840				
ENT (ENT)	0,289	0,465	0,863			
IB (Y)	0,411	0,371	0,440	0,838		
INF (INF)	0,787	0,369	0,315	0,267	0,832	
VSL (VSL)	0,779	0,460	0,384	0,341	0,722	0,842

Source: Primary data processed, 2023.

Based on Table 2, it is known that the correlation between the ATT variable and ATT is 0.844, if reviewed, this value shows a higher value compared to the relationship between the ATT variable and other variables. This also happened to other variables which showed that the correlation value of the ECB variable with ECB was 0.840; the correlation value of the ENT variable with ENT was 0.863; the correlation value of the IB variable with IB was 0.838; the correlation value of the INF variable with INF was 0.832; the correlation value of the VSL variable with VSL was 0.842.

Reliability Test

The reliability test using Smart PLS is reviewed based on the value in the construct reliability and validity table. In this study, the results of the reliability test carried out are presented in Table 3. All values in the validity test must be more than 0.7 to be categorized as valid (Hamid & Anwar, 2019; Hadi, Sentosa, & Ab Wahid, 2022). From this table, it is possible to see that the Cronbach's Alpha, Composite Reliability and Average Variance Extraction (AVE) values for the six variables are above 0.7. All variables in the study were therefore considered valid.

Table 3. Construct Validity and Reliability Test Result

	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
INF1	0,832			
INF2	0,829			
INF3	0,816	0,692	0,852	0,900
INF4	0,849			
VSL1	0,879			
VSL2	0,818			
VSL3	0,842	0,709	0,863	0,907
VSL4	0,828			
ENT1	0,877			
ENT2	0,862			
ENT3	0,858	0,745	0,886	0,921
ENT4	0,855			
ECB1	0,757			
ECB2	0,863	0,705	0,861	0,905

ECB3	0,851			
ECB4	0,883			
ATT1	0,868			
ATT2	0,866	0,712	0,865	0,908
ATT3	0,799			
ATT4	0,841			
IB1	0,834			
IB2	0,860	0,702	0,857	0,904
IB3	0,780			
IB4	0,873			

Source: Primary data processed, 2023.

Inner Model Analysis

To verify the amount of influence between variables in a study, the test and analysis of the internal model are performed. In this case, the R-square value and the size of the significance value are the focus of the test (Hamid & Anwar, 2019).

R-Square Value

In R-squared tests, the magnitude of the R-squared is the result of a linear regression test. An R-squared value of 0.75 means strong, 0.50 means moderate, and 0.25 means weak (Hair et al., 2010). The results of the R-Square test as presented in table 4.

Table 4. R-Square Test

	R Square	R Square Adjusted	Remark
ATF (Z)	0,713	0,708	Strong
IPB (Y)	0,319	0,304	Moderate

Source: Primary data processed, 2023.

Based on Table 4, it can be seen that the R-Square value of the IPB (Y) variable is 0.319, in this case changes in the IPB (Y) mediation variable can be explained by the IF, VS, ETN, and EB variables simultaneously by 31.9%. Furthermore, the variables IF, VS, ETN, and EB and IPB simultaneously affect changes in ATF by 0.713 or 71.3%. Furthermore, simultaneously the IF, VS, ETN and EB variables affect changes in IPB by 0.304 or 30.4% and the rest is influenced by other variables outside the study. So it can be said that simultaneously the IF, VS, ETN and EB variables are categorized as moderate.

F-Square Value

The analysis of the F Square value is used to review the direct influence between variables. The category of influence on F Square analysis is categorized into three, namely 0.02 indicating a small influence, 0.15 indicating a moderate influence, 0.35 indicating a large influence and below 0.02 indicating that there is no influence between variables.

Based on the test results that have been carried out, it can be seen that the correlation between IF and ATF has a large influence worth 0.368. The VS correlation with ATF has a

value of 0.296 which indicates a moderate influence. The correlation between the ETN variable and ATF is 0.004 which indicates that there is no influence between the two variables. The correlation between the EB variable and ATF is 0.000 which indicates that there is no influence between the two variables. The correlation between ATF and IPB is 0.107 which indicates a small influence. The correlation between the IF variable and IPB shows a correlation of 0.027 which indicates a moderate influence. The correlation between the VS variable and IPB is 0.003 which indicates no influence between the two variables. The correlation between ETN variable and IPB amounted to 0.023 indicating a small influence. Meanwhile, the correlation between the EB variable and IPB is 0.117 which indicates a moderate influence.

Path Coefficients

The path coefficients present the influence between variables, the significance value presented t-value 1.65 for a significance value of 10%, 1.96 for a significance value of 5% and 2.58 for a significance value of 1%. The results of the value of path coefficients in this study are presented in table 5.

Table 5. Path Coefficients and Total Indirect Effect

Hypothesis	Correlation	Path Coefficient	T Statistics	P Values	F ²	Description
H1a	IF > ATF	0,472	7,239	0,000	0,368	Supported
H2a	IF > IPB	-0,231	2,493	0,013	0,027	Supported
H1b	VS > ATF	0,446	6,901	0,000	0,296	Supported
H2b	VS > IPB	-0,081	0,716	0,474	0,003	Not Supported
H1c	ETN > ATF	-0,037	0,792	0,429	0,004	Not Supported
H2c	ETF > IPB	0,328	4,362	0,000	0,023	Supported
H1d	EB > ATF	0,012	0,265	0,791	0,000	Not Supported
H2d	EB > IPB	0,152	1,998	0,046	0,117	Supported
H3	ATF > IPB	0,504	4,564	0,000	0,107	Supported
H3a	IF > ATF > IPB		3,923	0,000		Mediated
H3b	VS > ATF > IPB		3,874	0,000		Mediated
H3c	ETN > ATF > IPB		0,741	0,459		Not Mediated
H3d	EB > ATF > IPB		0,245	0,807		Not Mediated

Source: Primary data processed, 2023.

Discussion

Hypothesis 1a which has been tested in this study states that customer attitudes towards flash sale promotions can be influenced by information in flash sales. This is in line with the findings conducted by [Habib & Qayyum \(2018\)](#), [Ho et al. \(2022\)](#), [Lamis et al. \(2022\)](#), [Moro et al. \(2020\)](#), [Murillo-Zegarra et al. \(2020\)](#), and [Rizqullah & Indrawati \(2022\)](#). This study's findings indicate information that is relevant to what customers need, complete and accurate product-related information and timely delivery of information on Shopee flash sales can foster positive customer attitudes towards flash sales. Furthermore, based on testing hypothesis 2a, it shows that relevant product information, completely accurate and delivered at the right time in Shopee flash sale promotions also encourages customers to make impulse buying. In this case, the information in the flash sale promotion is informative and encourages decision-making by customers ([Febriany et al., 2023](#)). The test results on this hypothesis also support previous studies conducted by [Habib & Qayyum \(2018\)](#), [Kim et al. \(2021\)](#), and [Prawira & Sihombing \(2021\)](#) that information can encourage impulse buying by customers.

Customer attitudes towards flash sales are also influenced by attractive promotional visuals (H_{1b}). In this case, the researcher proves that attractive product visuality in flash sales will influence positive emotional responses and increase the perceived value of the products offered in flash sales ([Lee et al., 2022](#)). This is in line with previous studies conducted by [Abdullah & Artanti, \(2021\)](#), [Lamis et al. \(2022\)](#), [Lee et al. \(2022\)](#), and [Orth & Malkewitz, \(2008\)](#). This study's findings indicate the visuality of Shopee flash sales is attractive in conveying product information, visually appealing, attractive sales nuances and an attractive appearance compared to the appearance of a regular catalogue can foster positive customer attitudes towards flash sales. Furthermore, testing of hypothesis 2b shows that the visually appealing visuality of Shopee flash sales, the feel of the sale, the information conveyed and the display are not sufficient to influence customers to make impulse buying. This means that providing attractive visuals on Shopee flash sales, is not enough to encourage customers to buy a product. This contradicts previous studies which state that attractive visuality can encourage customers to make impulse buying ([Waseem, 2018](#)).

Entertainment is a form of enjoyment felt by customers while exploring promotions in flash sales. Customers who feel entertained will feel emotional pleasure which influences their attitude towards flash sale promotions (H_{1c}). The results of the tests that have been carried out show that the feelings of pleasure, entertainment and customer interest in Shopee flash sales cannot influence customer attitudes towards Shopee flash sale promotions. This study's findings indicate the existence of Shopee flash sales for customers is commonplace and ordinary. This finding contradicts previous research which states that entertainment in promotions can influence customer attitudes towards flash sale promotions ([Lamis et al., 2022](#); [Rizqullah & Indrawati, 2022](#)). However, even though customers do not express a special attitude towards the existence of flash sales, flash sales that are interesting, fun and entertaining for customers encourage customers to make purchases (H_{2c}). This is evidenced by testing hypothesis 2c which supports previous studies that entertainment in flash sales can affect impulse buying ([Verplanken & Herabadi, 2001](#); [Wu et al., 2019](#)). These results

indicate that Shopee flash sales that can create a sense of pleasure, interest and entertainment for customers tend to encourage customers to make impulse buying.

Economic benefits in flash sale promotions in the form of discounts or price cuts can also influence customer attitudes towards flash sales. However, based on the results of testing hypothesis 1d, shows that economic benefits in flash sales cannot influence customer attitudes towards flash sales. These results oppose previous studies conducted by [Lamis et al. \(2022\)](#) and [Sinha & Singh, \(2017\)](#). This study's findings indicate there is no change in customer attitudes towards price discounts on Shopee flash sales. However, the economic benefits of flash sale promotions can influence customers to make impulse buying (H_{2d}). This behavior is caused by the existence of lower prices on Shopee flash sales compared to discount promotions on weekdays. Furthermore, customers feel that by making purchases at Shopee flash sales, customers feel financially benefited and can make cost savings to buy products. The test results that have been carried out support previous studies that have been conducted by [Şahin & Güler, \(2022\)](#), [Susanti et al. \(2022\)](#), and [Yulianto et al., \(2021\)](#).

Attitude as a customer response and action on flash sales can encourage customers to make impulse buying (H₃). The test results that have been carried out show that the existence of flash sales fosters an attitude of pleasure, enjoyment, convenience and support for Shopee flash sales which also encourages customers to make impulse buying. The test results are also by previous research conducted by [Dsilva et al. \(2021\)](#), [Lavuri et al. \(2022\)](#), [Ramadhani et al. \(2020\)](#), [Renita & Astuti, \(2022\)](#), and [Shi et al. \(2023\)](#). However, these results oppose the findings conducted by [Lamis et al. \(2022\)](#) that customer attitudes towards flash sales cannot influence customers to make impulse buying. This study's findings indicate customer attitudes in the form of feelings of pleasure, and enjoyment during flash sales, and the ease felt by customers in finding products sought after in Shopee flash sales encourage customers to make impulse buying.

Testing the mediating effect played by attitudes towards flash sales shows that customer attitudes towards flash sales can mediate the effect of information on impulse buying and the effect of visuality on impulse buying. However, based on the tests that have been carried out, also show that customer attitudes towards flash sales cannot mediate the effect of entertainment on impulse buying and the effect of economic benefits on impulse buying.

5. CONCLUSION AND SUGGESTIONS

The results of the research that has been conducted show that the information and visuality of Shopee flash sales can influence customers' positive attitudes towards flash sales. However, the entertainment and economic benefits of Shopee flash sale promotions cannot influence customers' attitudes towards flash sale promotions. Furthermore, the visuality of flash sales that is attractive to customers cannot encourage customers to make impulse buying. Information that is relevant, complete, accurate and delivered on time can create enjoyment, and entertainment and help customers find low prices compared to discounts on weekdays to make cost savings can encourage customers to make impulse buying. Suggestions for future researchers to re-examine variables that have no influence, namely visuality on impulse buying and entertainment and economic benefits on attitudes.

For sellers in e-commerce, especially Shopee e-commerce, in conducting flash sales, it is recommended to pay attention to information, attractive visuals, entertainment and economic benefits for customers specifically and differently from other promotions. E-commerce sellers are advised to conduct flash sale promotions at certain times or special days to attract customer interest and interest in shopping.

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