

## Is It True That Live Streaming and Flash Sale Promotion Will Influence Young People Purchasing Decisions?

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**ABSTRACT:** The high level of internet usage has the potential to create opportunities for businesses through internet access. This study aims to determine whether live streaming and flash sale promotions can influence the purchasing decisions of young people. This research is quantitative. The population in this study were university students in Malang. The sample size was 168. Data analysis in this study was conducted using multiple linear regression analysis. The results showed that live streaming and flash sale promotions did not significantly influence purchasing decisions. This suggests that online purchasing decisions are not directly influenced by live streaming and flash sale promotions.

**KEYWORDS:** live streaming, flash sale promotion, purchase decision

### I. INTRODUCTION

Digitalization is accelerating, and everything is inseparable from technology. Purchasing activities no longer require direct contact with sellers. If you want to shop, simply open an online shopping app. The current development of e-commerce and the emergence of new markets are enabling the growth of online businesses. According to (Tiara et al., 2020) e-commerce is a type of business that sells goods and services through electronic systems. Social commerce is a new type of e-commerce that utilizes social media tools and focuses on social relationships, interaction, and personalization. However, it still simplifies the process of buying and selling goods. TikTok Shop is one of the most attractive social e-commerce platforms, as the TikTok wave has spread across the globe in recent times. Rising popularity: As one of the most popular social media platforms today, this application has one billion active users every month (Omar & Dequan, 2020).

Essentially, the TikTok user environment consists of various social-related elements that influence users' social experiences. TikTokers create short video content and interact with their users. People on TikTok are attractive with attractive appearances, friendly personalities, and rich knowledge, which encourage users to enjoy watching, interacting, and participating in activities (Lee & Watkins, 2016).. Viewers can actively interact with others in videos with additional features such as clicking likes, comments, and sharing (Pai & Tsai, 2011). TikTok has grown into one of the most popular and well-known platforms influencing user perceptions, beliefs, and decisions due to its growing user base and widespread video distribution (Meng & Leung, 2021). Users stream live streams and short clips on the platform primarily for entertainment (Chen & Yang, 2023). Live streaming is one way for marketers to engage customers and influence their purchasing intentions. According to (Wongkitrungrueng et al., 2020) live streaming, a form of real-time self-expression video broadcasting supported by social media, has grown rapidly as a result of the development of social technology (Lu et al., 2021). According to (Cai et al., 2018), several social media sites, such as Facebook, Twitter, and YouTube, are investing significant resources to incorporate live streaming features into their websites. Facebook Live, Twitch, and YouTube Connect are examples.

Live streaming involves people uploading real-time video content, such as gameplay, talent performances, and daily activities (Hamilton et al., 2014; Hu et al., 2017). During the live stream, the streamer has the opportunity to talk and engage with the audience. Meanwhile, the audience on the streamer's channel has the opportunity to comment and interact with each other in a text-based discussion forum (Hamilton et al., 2014). The enhanced relationship between streamers and audiences, as well as audience interaction, has been considered a crucial factor in attracting and maintaining consumer loyalty (Hamilton et al., 2014; Lim et al., 2012). Through live streaming interactions, consumers can feel confident in the product's quality and the manufacturer's ability to explain it well. This in turn fosters trust. A previous study (Iisnawati et al., 2022) found that live streaming increased customer trust and had a positive and significant impact on trust. Another study (Saputra & Fadhilah, 2022) also found that live streaming increased trust.

Furthermore, sales promotions, particularly flash sales, also influence purchase intention. Flash sales, also known as "daily deals," are a type of sales promotion that offers customers an offer or discount on an item for a limited time (Mahardhika &

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Zakiyah, 2020). Flash sales are a common promotional tactic to reduce prices and item quantities within a short period. Flash sales can accelerate sales. One promotional approach used by e-commerce is flash sales. Discounts, frequency, availability, duration, and promotions are metrics used to measure flash sales (Belch & Belch, 2018). One component of a sales promotion strategy is a flash sale program, which typically offers a special price on an item for a limited time and quantity. These flash sales are sure to entice customers to purchase. This research finding aligns with (Dukalang et al., 2022), who found that flash sales increase product interest and purchase decisions. This is due to the fact that items of the same quality are sold at very economical rates, although, as a result, customers are more likely to purchase the items they want when they see a flash sale program. Flash sales programs also serve as a tool to determine product demand and reach more consumers (Aribowo et al., 2020).

Purchase intention is defined as a consumer's tendency or desire to purchase a product or service within a specific timeframe (Dennis et al., 2020). After assessing their needs and considering available product or service options, customers take a crucial first step in the purchasing process. Purchase intention can be an excellent tool for predicting actual purchasing behavior, but other factors such as product availability, price, and shopping experience can also influence a consumer's final decision (Peña-García et al., 2020). A flash sale is a marketing strategy in which a seller offers an item or service at a reduced price for a short period of time, usually within hours or even minutes (Prasetyo et al., 2020). With a flash sale, customers are encouraged to make an immediate purchase even if they initially lacked a strong purchase intention (Rita & Guinard, 2023). This aligns with research (Mustikasari et al., 2023), which explains that flash sales have a positive impact on purchase intention. Flash sales are a promotional method often used to increase sales and brand awareness by offering products at discounted prices for a short period of time (Zhang et al., 2018). While there is a wealth of research on purchase intention, we believe there are still some gaps in the research that specifically consider the characteristics of live streaming and flash sales. The increasing use of the internet has the potential to create opportunities for businesses through internet access. This study aims to determine whether live streaming and flash sale promotions can influence young people's purchasing decisions.

## HYPOTHESIS

### Relationship between Live Streaming and Purchase Intention

According to (Yushita et al., 2024) using interactive live streaming as a product promotion medium is an effective method for increasing consumer awareness and retention of a product. Research by (Faiza & Rahman, 2024) shows that live streaming has a significant influence on consumer purchase intention. Similar results were also found by (Chan & Asni, 2022) who stated that live streaming has a positive impact on purchase intention, where an engaging live streaming presentation can increase consumer interest in purchasing a product.

### Relationship between Flash Sales and Purchase Intention

Flash sales are a highly anticipated marketing activity for many consumers. Flash sales are discount promotions offered by marketplaces or e-commerce platforms for a short period of time and in limited quantities. Flash sales essentially aim to sell large quantities of products at relatively affordable prices (Sundjaja et al., 2020). Flash sales, which offer a wide range of goods or services at significant discounts for a short period of time, are what differentiates the e-commerce model and possibly limited product inventory. Research on flash sales indicates that flash sales have influence on impulsive buying (Asadiyah & Vania, 2024); (Madania & Purwanto, 2024).

## II. METHOD

This research uses a quantitative approach. The population in this study is university students in Greater Malang. The sampling method used in this research is purposive sampling, with 165 samples. Data collection techniques include distributing questionnaires. The researcher used a Likert scale to collect the research data.

**Table of Operational Definition of Variables**

Variable	Indicator	Source
Live streaming	Attractiveness Trustworthiness Expertise Product Usefulness	(Philip Kotler, 2012) (Muna & Putu Sulistya Dewi, 2024)
Flash sale	Promotion frequency Promotion quality Promotion quantity Promotion timing Promotion target accuracy and suitability	(Kotler et al., 2021) (Syauqi et al., 2022)
Purchase Decision	According to needs and desires Repeated purchases	(Muna & Putu Sulistya Dewi, 2024)

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	Determination to buy after knowing the product information Recommendations from others	
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### III. RESULTS AND DISCUSSION

#### Hypothesis Analysis

##### Table of T-statistics and P-Values

	T-statistics	P-Value	Note
X1 - Y	1.483	0.138	Not significant
X2 - Y	1.943	0.052	Not significant

Based on the results of the table above, the following explanation can be obtained: The relationship between live streaming selling (X1) and purchase intention (Y) can be seen from the T-statistic, which is 1.483, meaning it is less than 1.96. The P-value is 0.138, meaning it is greater than 0.05. Therefore, the effect of X1 on Y is not significant, or H1 is rejected. The relationship between sales promotion (X2) and purchase intention (Y) can be seen from the T-statistic, which is 1.943, meaning it is less than 1.96. The P-value is 0.052, meaning it is slightly greater than 0.05. Therefore, the effect of X2 on Y is not significant, or H2 is rejected.

#### Research Discussion

##### The Effect of Live Streaming on Purchase Intention

The results of the study indicate that live streaming does not have a significant effect on purchase intention, as evidenced by the T-statistic of  $1.483 < 1.96$  and the P-value of  $0.138 > 0.05$ . Thus, the first hypothesis (H1) is rejected. Although live streaming can provide a more interactive and real-time shopping experience, it has not significantly influenced consumer purchase intention. This is likely because consumers pay more attention to other aspects, such as product quality or trust in the seller, than to the live streaming content itself. This means that live streaming has not yet become a significant factor for consumers to consider when deciding to purchase a product.

According to (Kotler & Keller, 2016), live streaming is a form of digital marketing interaction that allows sellers to communicate directly with consumers in real time. Through this feature, consumers can obtain product information in a more interactive and visual way, which should increase purchase intention. However, in the context of this study, interactions via live streaming have not been able to create a strong enough experience to drive purchase decisions. This could be due to the poor quality of information delivery, limited interaction time, or the lack of engagement from the host during the live session. Therefore, although live streaming has significant potential in digital marketing, its effectiveness in increasing purchase intention still depends on the presentation and relevance of the content to the audience. The results of this study are supported by research conducted by Pratama et al., (2023) which found similar results, indicating that student purchase intention in TikTok Shop was not influenced by live broadcast variables.

(Misbakhudin & Komaryatin, 2023) live streaming is a video broadcast live to an audience and can increase sales for sellers from TikTok users who purchase products during the live stream. Although the live stream feature helps consumers choose products, some consumers are dissatisfied with the inability to negotiate during the live stream and are hampered by slow network connections, which reduces their interest in purchasing N'pure products through live streams. Therefore, while the credibility of the organizer, discounts, and visual marketing strategies can influence consumer interest, these factors can lead to a decision not to purchase the product, reducing the likelihood of a transaction. Based on the factor loading values for the live stream variable, it can be concluded that respondents tend to consider the credibility of the organizer, discounts offered during the live stream, clear product descriptions, and visual quality such as lighting and clarity as important factors in promoting products through live streams. However, on the other hand, weak network issues that cause live streams to be interrupted or interrupted can make consumers more likely to purchase products based on reviews or repeat purchases, ultimately influencing their decision to purchase. These findings align with research conducted by (Purwaningrum & Saputro, 2024); and (Wicaksana & Nuswantoro, 2024) which showed that live streaming had no significant effect on purchasing decisions. One strategy that can be implemented is improving broadcast quality, strengthening the credibility of the presenter, providing exclusive offers, offering special discounts during live streaming, and enhancing visual marketing elements to make it more attractive. This is also supported by the theory used, namely the Theory of Planned Behavior (TPB), which assumes that individuals are able to think logically and consider the consequences of their actions before deciding to perform a behavior.

##### The Effect of Flash Sales Promotions on Purchase Intention

The test results indicate that sales promotions do not significantly influence purchase intention, with a T-statistic of  $1.943 < 1.96$  and a P-value of  $0.052 > 0.05$ . Therefore, the second hypothesis (H2) is rejected. Although sales promotions can attract consumers' attention through discounts, cashback, or other special offers, promotions alone are not sufficient to drive consumers

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to the purchase decision stage. This may be because consumers are more selective and consider other aspects such as user reviews or level of trust in online stores. This finding could be due to several factors, including the flash sale indicators used, such as promotional frequency, promotional quality, promotional timing, and the accuracy or appropriateness of promotional targeting. In this study, flash sales were not able to fully influence purchase decisions. Purchase decisions can also be influenced by factors other than flash sales, such as taglines, on-site payment, and other factors, such as ratings, price, product quality, and pay later, which were not discussed in this study. In order for flash sales to have a significant influence on purchasing decisions, flash sales must be accompanied by other sales promotions such as free shipping promotions.

(Kotler et al., 2021) said that sales promotions are short-term incentives to encourage the purchase or sale of products and services. The goal of this strategy is to attract consumer attention and create urgency. However, the effectiveness of sales promotions also depends heavily on consumer perceptions of the value offered, as well as the frequency and authenticity of the promotion. If consumers perceive promotions to be too frequent or not providing genuine benefits, their effect on purchase intention will be reduced. The results of this study align with research by Anwar (2014); (Faturrohman & Widarta, 2024); (Pasaribu et al., 2023) which revealed a very small relationship between sales promotions and purchase intention. (Cahyadi, 2020) also found that flash sales were unable to influence purchasing decisions. For flash sales to have a significant influence on purchasing decisions, they must be accompanied by other sales promotions, such as free shipping. One possible reason for the inconsistency between these results and previous studies is the timing or frequency of flash sales observed in this study. If flash sales are deemed too frequent, they can lose their urgency and fail to stimulate consumer purchasing behavior. Furthermore, the products offered during these flash sales may not align with consumer demand or preferences, further reducing their effectiveness (Novitasari & Barusman, 2025).

### III. CONCLUSIONS

The current development of e-commerce and the emergence of new markets are enabling the growth of online businesses. Live streaming is one way for marketers to engage customers and influence their purchasing intentions. Next component of a sales promotion strategy is a flash sale program, which typically offers a special price on an item for a limited time and quantity. The results showed that live streaming and flash sale promotions did not significantly influence purchasing decisions. This means that live streaming has not yet become a significant factor for consumers to consider when deciding to purchase a product. sales promotions can attract consumers' attention through discounts, cashback, or other special offers, promotions alone are not sufficient to drive consumers to the purchase decision stage. This may be because consumers are more selective and consider other aspects such as user reviews or level of trust in online stores.

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