

The Influence of Flash Sales and Free Shipping on Shopee on Impulsive Buying Among Gen Z in Nganjuk Regency

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ABSTRACT

This study aims to examine the influence of flash sales and free shipping vouchers on impulsive buying on Shopee among Generation Z in Nganjuk Regency. The background of this research is the high online shopping activity among Generation Z, which is influenced by e-commerce promotions. This study uses a quantitative design with a survey method. The subjects of the research are Generation Z in Nganjuk Regency who have an income and frequently use the Shopee application. The data collection instrument is a questionnaire distributed online via Google Forms. Data analysis techniques include validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis conducted with SPSS 25. The results of the study show that flash sales and free shipping vouchers have a significant influence on impulsive buying. The conclusion of this research is that promotional strategies such as flash sales and free shipping vouchers can increase impulsive purchases among Generation Z. This study provides insights for e-commerce businesses in designing effective marketing strategies to attract young consumers.

Keywords: Flash Sale, Free Shipping, and Impulse Buying.



INTRODUCTION

The development of information technology in the digital era has significantly impacted various aspects of life, including education, commerce, economy, and governance (Saebah, 2022). In Indonesia, the number of internet users continues to increase every year, reaching 205 million in January 2022, covering 73.7% of the population (Saebah, 2022). The internet has evolved from a communication tool and information exchange to an electronic commerce (e-commerce) platform that enables sellers and buyers to transact globally without geographical and time limitations. One manifestation of this change is the increasing activity in digital marketing.

Digital marketing has become a dominant form of marketing, utilizing website ads, microsites, web banners, mobile marketing, brand applications, social media, and insights from key influencers (Kurniawan, 2021). This evolution not only affects how companies market their products but also changes consumer behavior to become more sophisticated. Various e-commerce platforms such as Shopee, Tokopedia, Bukalapak, and Lazada, as well as the use of social media such as Instagram and Facebook, have become integral parts of modern lifestyle that prioritize convenience and speed (Saebah, 2022).

Generation Z, born between 1995 and 2010, is known as the most active generation in online shopping. They are highly familiar with technology and tend to seek convenience and speed in various aspects of life, including online shopping (Qurniawati & Nurohman, 2019). This generation dominates the use of e-commerce platforms because they are considered practical and time-saving. The presence of Shopee with various attractive offers such as flash sales and free shipping has encouraged impulsive buying behavior among consumers, especially Generation Z (Syauqi et al., 2022).

Flash sale, as a marketing strategy, offers discounts with limited availability for a certain period, while free shipping is another popular strategy to attract buyers (Wangi & Andarini, 2021). Both strategies have been proven effective in increasing sales volume and triggering impulsive purchases. Impulse buying itself is a phenomenon where consumers suddenly feel a strong urge to buy something without prior planning (Yustanti et al., 2022).

This research focuses on the influence of flash sales and free shipping on impulsive buying on the Shopee platform, particularly among Generation Z in Nganjuk Regency. Based on the literature review, previous studies have shown that digital marketing strategies can influence consumer buying behavior (Kurniawan, 2021; Saebah, 2022). However, there is still a research gap regarding how these two marketing strategies specifically affect impulsive buying among Generation Z.

Formulation of The Problem

This research aims to explore the impact of flash sales and free shipping on impulsive purchasing behavior on Shopee among Generation Z in Nganjuk. Three main questions are posed to formulate the

research problem: Does flash sale partially influence impulsive buying on Shopee? Does free shipping partially influence impulsive buying on Shopee? And do flash sales and free shipping simultaneously influence impulsive buying on Shopee? Research hypotheses are built based on these questions to provide a foundation for comprehensive data analysis. In this section, the author is asked to describe the formulation of the problem underlying the research, from the background of the problem above.

Writing Purpose

The purpose of this study is to analyze the impact of flash sales and free shipping on impulsive purchasing behavior on Shopee. By understanding the factors influencing impulsive buying decisions, this research is expected to provide valuable insights for business practitioners in developing more effective marketing strategies. Additionally, the results of this study can contribute to the literature on consumer behavior in the e-commerce era. Thus, this research has significant benefits for business decision-makers and academics in understanding online purchasing behavior.

LITERATURE REVIEW

Flash Sale

Flash sale is one marketing strategy employed by e-commerce companies to sell products in limited quantities at discounted prices for a very short period. This strategy aims to attract consumer interest through the urgency of time and significant price reductions [1]. According to Ardin (2020), flash sales not only offer discounts but also serve as a way to reduce unsold inventory and boost short-term sales [2]. Flash sales are also often used by companies to introduce new products or limited edition products, which are expected to attract more consumer attention [1].

Flash sales on e-commerce platforms like Shopee are typically held regularly on specific dates such as 6.6, 7.7, 8.8, and 9.9. The products offered in flash sales are carefully selected to ensure attractive offers for consumers. This promotion is also supported by prominent product displays on the Shopee homepage and ad columns, which increase product visibility and attract buyer attention [3]. Sales through flash sales can provide significant benefits for sellers, including increased sales portfolios and opportunities to rank as top sellers [3].

Free Shipping

Free shipping is a marketing strategy that offers free delivery to buyers, so they only need to pay for the product price without any additional shipping costs. According to Saebah (2022), free shipping is an incentive aimed at stimulating product purchases and increasing the quantity of goods purchased by customers [5]. This strategy is highly effective in reducing consumers' psychological barriers to the higher total purchase cost due to shipping fees [5].

Shopee Impulsive

Shopee employs free shipping promotions as one of its main strategies to attract more consumers and increase sales. Free shipping provides significant benefits to consumers, especially those shopping from rural areas or outside the provincial capitals where shipping costs are usually higher [6]. With free shipping, consumers are more inclined to make purchases due to the lower total cost [6].

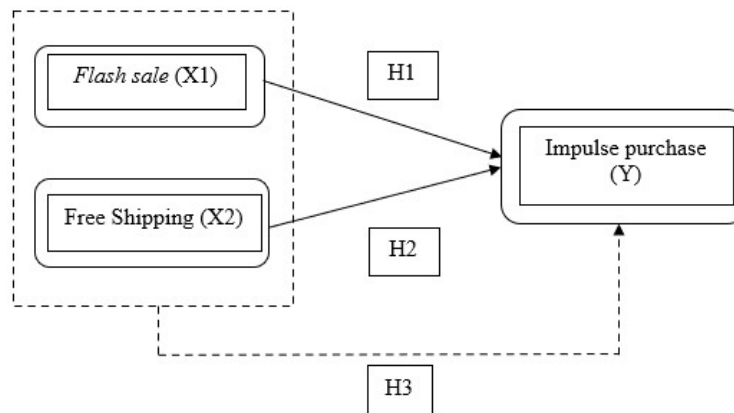
Impulse buying is the tendency for consumers to purchase products spontaneously, without prior planning and with little rational consideration. This phenomenon often occurs when consumers are exposed to visually appealing stimuli or tempting promotional offers [7]. According to Kotler (2014), impulse buying reflects consumer behavior where purchasing decisions are made quickly and spontaneously, often driven by emotions and sudden urges [8].

Hypothesis

H1: Flash sale partially has a significant effect on impulsive buying on Shopee.

H2: Free shipping partially has a significant effect on impulsive buying on Shopee.

H3: Flash sale and free shipping simultaneously have a significant effect on impulsive buying on Shopee.



Source: Processed Primary Data, 2024

Figure 1. Conceptual Framework

RESEARCH METHODS

This study employs a quantitative approach with a survey method and questionnaire to gather data on the relationship between Flash Sale, Free Shipping, and Impulse Buying among Generation Z in Nganjuk Regency. The population is not precisely known; however, a sample of 96 respondents was selected through purposive sampling. Primary data were collected through online questionnaires, while secondary data were obtained from various sources. Data analysis was conducted using multiple linear regression and classic assumption tests as well as hypothesis testing. This research method is expected to

provide a better understanding of Generation Z's online purchasing behavior related to Flash Sale and Free Shipping offers on the Shopee platform.

Research Design

This research adopts a quantitative approach using a cross-sectional survey method. Samples were purposively selected from Generation Z in Nganjuk Regency. Primary data were collected through online questionnaires, while secondary data were sourced from various relevant outlets. Analysis was conducted using multiple linear regression to examine the relationship between Flash Sale, Free Shipping, and Impulse Buying. Classic assumption tests and hypothesis testing were also performed. The aim of this study is to comprehend Generation Z's online purchasing behavior concerning Flash Sale and Free Shipping offers on the Shopee platform.

Research Limits

The research limitations encompass geographical scope, time frame, population, and data collection technique. This study is confined to Nganjuk Regency and conducted over a four-month period from February to May 2024. The population under scrutiny consists of active Generation Z users of the Shopee application for online shopping. Data collection was executed through an online questionnaire with a sample size of 96 respondents selected using purposive sampling techniques.

Variable Identification

This study identifies variables related to flash sales, free shipping, and impulsive buying among Generation Z in Nganjuk Regency. These variables include the frequency, quality, and timing of flash sale promotions, as well as attention, interest, desire, and action related to free shipping. For impulsive buying, variables include spontaneity, strength, excitement, and disregard for consequences.

Participants and Setting

This research was conducted in Nganjuk Regency, targeting the Generation Z population residing in the area. The population consists of individuals who have an income, use the Shopee application, and have participated in flash sale events and used free shipping vouchers on Shopee. Using purposive sampling method, 96 respondents were selected as the research sample to represent the population. The research lasted for approximately 4 months, from February to May 2024. Participants were prepared by distributing online questionnaires via Google Form to individuals who met the criteria. The participant preparation process involved selecting respondents according to the established criteria, ensuring questionnaire availability, and explaining the research objectives and procedures to them.

Measurement

Data Collection

This research utilized an online survey through Google Form to gather data from purposively selected respondents. The questionnaire was designed to obtain information about impulsive buying

behavior related to flash sales and free shipping on Shopee. The primary data were then analyzed using SPSS 25.

Data Analysis

Data analysis was conducted using multiple linear regression to measure the relationship between independent variables (flash sale and free shipping) and the dependent variable (impulsive buying behavior). Classic assumption tests were conducted before analysis. Subsequently, partial t-tests and F-tests (simultaneous) were performed to assess the significance of independent variables on the dependent variable.

RESULTS

Instrument Testing

Table1. Validitas Construct

<u>Variabel</u>	<u>Indikator</u>	<u>r_{hitung}</u>	<u>r_{tabel}</u>	<u>Keterangan</u>
Flash Sale (X1)	X1_1	0,735	0,2006	VALID
	X1_2	0,734	0,2006	VALID
	X1_3	0,824	0,2006	VALID
	X1_4	0,680	0,2006	VALID
	X1_5	0,801	0,2006	VALID
	X1_6	0,775	0,2006	VALID
	X1_7	0,820	0,2006	VALID
	X1_8	0,788	0,2006	VALID
Free Shipping (X2)	X2_1	0,794	0,2006	VALID
	X2_2	0,773	0,2006	VALID
	X2_3	0,842	0,2006	VALID
	X2_4	0,794	0,2006	VALID
	X2_5	0,747	0,2006	VALID
	X2_6	0,824	0,2006	VALID
Impulse purchase (Y)	Y_1	0,661	0,2006	VALID
	Y_2	0,790	0,2006	VALID
	Y_3	0,794	0,2006	VALID
	Y_4	0,827	0,2006	VALID
	Y_5	0,769	0,2006	VALID
	Y_6	0,746	0,2006	VALID
	Y_7	0,756	0,2006	VALID

Source: Processed Primary Data, 2024

From the validity calculation results in the table above, it can be seen that $r_{hitung} > r_{tabel}$. This indicates that all questions are deemed valid.

Table2. Multiple Linear Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,197	1,352		3,843	,000		
	X1	,235	,093	,274	2,527	,013	,200	4,989
	X2	,671	,115	,631	5,827	,000	,200	4,989

a. Dependent Variable: Y

Source: Processed Primary Data, 2024

The multiple regression analysis in this study is used to determine the effect of Flash Sales and Free Shipping on Impulsive Buying. The general form of the regression equation used in this study is:

$$[Y = 5.197 + 0.235X_1 + 0.671X_2 + e]$$

From this regression equation, the following conclusions can be drawn:

Constant (5.197): Indicates that if the independent variables (Flash Sale and Free Shipping) are 0, the level of Impulsive Buying would be 5.197.

Regression coefficient for X₁ (Flash Sale) of 0.235: This means that there is a positive relationship between Flash Sales and Impulsive Buying. Each increase of 1 unit in Flash Sale will result in an increase of 0.235 in Impulsive Buying.

Table 3. Test Results t

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,197	1,352		3,843	,000		
	X1	,235	,093	,274	2,527	,013	,200	4,989
	X2	,671	,115	,631	5,827	,000	,200	4,989

a. Dependent Variable: Y

Source: Processed Primary Data, 2024

Regression coefficient for X₂ (Free Shipping) of 0.671: This means that there is a positive relationship between Free Shipping and Impulsive Buying. Each increase of 1 unit in Free Shipping will result in an increase of 0.671 in Impulsive Buying.

First Hypothesis Testing (H₁): The influence of Flash Sale on Impulsive Buying shows that the t-value is greater than the t-table value (2.527 > 1.985). Therefore, it can be concluded that the Flash Sale variable has a significant effect on Impulsive Buying among Generation Z in Nganjuk Regency.

Second Hypothesis Testing (H_2): The influence of Free Shipping on Impulsive Buying shows that the t-value is greater than the t-table value ($5.827 > 1.985$). Therefore, it can be concluded that the Free Shipping variable has a significant effect on Impulsive Buying among Generation Z in Nganjuk Regency.

Table 4. Test Results F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1513,678	2	756,839	166,287	,000 ^b
	Residual	423,280	93	4,551		
	Total	1936,958	95			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Processed Primary Data, 2024

Third Hypothesis Testing (H_3): Based on the results of the simultaneous test, it is known that the calculated F-value is 166.287, which is greater than the F-table value of 2.70. In the F-test, the significance level obtained is 0.000 (since $\text{sig } 0.000 < 0.05$), indicating that the regression model can be used to predict that the Flash Sale and Free Shipping variables together have a significant effect on Impulsive Buying among Generation Z in Nganjuk Regency.

Table 5. Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,884 ^a	,781	,777	2,133
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Source: Processed Primary Data, 2024

Based on the summary table, the R Square value or the coefficient of determination is 0.781. According to the results from SPSS version 26 and the formula $KD = 0.781 \times 100 = 78.1\%$, this means that the percentage contribution of Flash Sale and Free Shipping to Impulsive Buying is 78.1%. The remaining 21.9% is influenced by other variables not included in this model.

DISCUSSION

The results of this study were critically analyzed to identify the relationship between flash sales and free shipping with impulsive buying behavior on the Shopee platform. These findings align with previous research indicating that such promotions can enhance impulsive buying behavior. However, it's crucial to contextualize these findings within relevant literature. Prior studies have highlighted that factors such as promotion quality, attention, and interest also influence impulsive buying behavior.

Comparisons with previous studies underscore the contextual differences in online purchasing and consumer preferences that can impact the effects of specific promotions on impulsive buying behavior. These results contribute to our understanding of the factors influencing impulsive buying behavior in the e-commerce era and underscore the importance of considering context and consumer preferences in designing effective promotional strategies. Therefore, this research not only confirms previous findings but also provides additional insights useful for advancing knowledge in this field.

CONCLUSION

Flash sale and free shipping promotions have a significant impact on impulsive buying behavior on the Shopee platform. These findings offer a deeper understanding of the factors influencing consumer behavior in the context of e-commerce. As a recommendation, we suggest marketing practitioners to judiciously consider the use of such promotions while paying attention to changing consumer contexts and preferences. To enhance our understanding of online consumer behavior, further research could explore the interaction between promotional factors and other psychological variables. Thus, this study not only concludes empirical findings but also provides practical guidance and directions for future research in this field.

SUGGESION

As a recommendation, we advise marketing practitioners to consider the use of such promotions judiciously, while taking into account changing consumer contexts and preferences. To enhance our understanding of online consumer behavior, further research could explore the interaction between promotional factors and other psychological variables. Thus, this study not only concludes empirical findings but also provides practical guidance and directions for future research in this field.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Hafid Syahromi Wijianto: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Djunaidi Djunaidi:** Conceptualization, Resources, Software, Validation, Visualization, and Writing-review Editing. **Afif Nur Rahmadi:** Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will be made available in request.

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