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HOW FLASH SALES BOOST ONLINE IMPULSE PURCHASES BY TRIGGERING POSITIVE EMOTIONS IN FASHION CONSUMERS ON TIKTOK SHOP

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ABSTRACT

This research seeks to explore how flash sales impact online impulse buying, with positive emotions acting as a mediating factor among Jiniso consumers on TikTok Shop. A quantitative methodology was applied, incorporating both descriptive and verification techniques. The central question investigates the direct and indirect effects of flash sales on impulse buying, mediated by positive emotions. Data were gathered through a survey distributed to 100 Jiniso customers who had previously made purchases on TikTok Shop. The study utilized Structural Equation Modeling Partial Least Square (SEM-PLS) for analysis, supported by SmartPLS software. The findings indicate that flash sales significantly influence impulse buying behaviors among Jiniso consumers. Moreover, flash sales were shown to have a substantial effect on generating positive emotions, which in turn play a critical role in driving impulse buying. Based on these findings, it is recommended that Jiniso maintain a consistent flash sale schedule while continually improving the quality of their offerings to keep consumers engaged. Additionally, Jiniso is encouraged to enhance promotional appeal through more creative marketing strategies to boost impulse buying. Jiniso should also continue to maintain high product quality standards to ensure a pleasant and satisfying shopping experience.

Keywords: Flash Sale, Impulse Buying, Positive Emotions, Online Shopping, TikTok Shop

INTRODUCTION

In recent years, Indonesia has witnessed rapid growth in the online shopping industry, driven by increased internet penetration and technology adoption. This shift in consumer behavior has made online shopping an integral part of daily life, with e-commerce platforms playing a significant role in shaping these trends (Sindhuja et al., 2023). As of 2023, 72% of Indonesia's population is online, and over 90% of internet users engage in online shopping. This transition has been supported by factors such as easy access, improved payment technologies, and growing trust in online transactions. One of the dominant platforms in the Indonesian e-commerce market is Tokopedia, which was acquired by TikTok in 2021, thus merging social media and online shopping (BBC News Indonesia, 2023). TikTok, a platform known for its short-video content, launched TikTok Shop in 2021, allowing users to buy products directly through the app. This integration provides a smooth and uninterrupted shopping experience for consumers. TikTok Shop has grown rapidly, leveraging TikTok's large user base in Indonesia, where the country ranks as the second largest TikTok market globally (ByteDance, 2022). In particular, the fashion category, including women's clothing, has gained substantial traction on TikTok Shop. Fast fashion cycles and ever-changing trends have created a market environment where consumers continuously seek the latest fashion products (Nadia & Abdurrazak, 2022). A leading brand in this category on TikTok Shop is Jiniso, a local fashion retailer known for its affordable, high-quality denim products. Jiniso has become a significant player in the fashion segment, with a GMV (Gross Merchandise Value) of 6.84 million USD through TikTok Shop. TikTok's interactive features, such as live streaming and video content, have enabled brands like Jiniso to create engaging shopping experiences. According to Rahmawati et al. (2023), content marketing plays a vital role in matching entertainment and information with consumer needs, making it easier for customers to view products and make immediate purchases. This environment fosters impulse buying, a spontaneous, unplanned purchase often triggered by promotional activities like flash sales (Renita & Astuti, 2022). Impulse buying refers to spontaneous purchases made without prior planning (Wu et al., 2020). Factors such as discounts, free shipping, and flash sales often trigger impulse buying behaviors (Darwipat et al., 2020). Flash sales, in particular, create a sense of urgency that compels consumers to buy products they perceive as limited-time offers (Agrawal & Sareen, 2016). Research shows that flash sales can lead to higher sales volumes and revenue, especially during events like Harbolnas (National Online Shopping Day), where Jiniso's sales volume surged significantly (maulana). Flash sales also evoke positive emotions in consumers, which can influence purchase decisions (Darmayasa & Sukaatmadja, 2017). Consumers report feeling happiness when they secure products at discounted prices, which serves as an emotional trigger that impacts impulse buying (Nunung Ayu Sofiati et al., 2023). Positive emotions, derived from fulfilling a need or desire, are a key factor influencing consumer decision-making, including in the context of impulse purchases.

Unfortunately, there are some differences in this study compared to previous research. According to the study by Martaleni et al. (2022), promotional activities in the form of flash sales—such as discounts, limited time periods, product availability, and attractive promotions—can directly stimulate emotions in consumers. This suggests that the more intense the flash sale promotions are, the greater the impact on consumer emotions. This finding supports the first hypothesis of this research, which states that flash sales significantly influence emotions. In contrast, Adrian et al. (2023) found that flash sales positively influence impulse buying, a conclusion consistent with Zakiyyah (2018) research, which highlights that impulse buying is often initiated during flash sale events. However, Martaleni et al. (2022) present a differing perspective, suggesting that flash sales do not significantly affect consumers' impulse buying tendencies, indicating that such promotions may not consistently drive impulsive purchasing behaviors. Additionally, Setiawati & Zulfikar (2021) demonstrated that positive emotions play a crucial role in impulse buying among consumers. For example, when shoppers experience happiness, the act of shopping becomes more pleasurable, thereby increasing the probability of making unplanned purchases (Ozer & Gultekin, 2015) Furthermore, Martaleni et al. (2022) revealed that flash sales indirectly but significantly impact impulse buying through the mediation of positive emotions. Promotional tactics, such as discounts, time-limited offers, product availability, and appealing deals, can trigger impulse purchases when consumers feel emotions like joy, excitement, fear, or even disappointment during flash sales. This finding aligns with Bandyopadhyay et al. (2021), who argue that emotions serve as mediators in the relationship between flash sales and impulse buying. Conversely, Peng et al.

(2019) contended that the time-sensitive nature of flash sales does not mediate their emotional influence on purchase intentions during online promotional events.

This research seeks to explore how flash sales influence impulse buying, with positive emotions acting as a mediating factor, among consumers of a fashion brand on TikTok Shop. The study adopts a quantitative approach, utilizing both descriptive and verification research methods. Primary data were gathered by distributing questionnaires to a sample of 100 consumers who had previously made purchases from the fashion brand on TikTok Shop. The data were analyzed using the Structural Equation Modeling Partial Least Square (SEM-PLS) technique, supported by SmartPLS software.

LITERATURE REVIEW

Flash sales are an e-commerce marketing strategy where products are offered at significant discounts for a limited time to encourage impulse buying (Zhang et al., 2018). This model creates urgency and anticipation, prompting consumers to make quick purchase decisions without much deliberation. According to Martaleni et al. (2022), flash sales evoke positive emotions, such as excitement, which further drive impulsive buying behavior. Several factors influence the success of flash sales, including the size of the discount (typically 50% or more), the frequency of promotions, the duration of the sale, and product availability (Martaleni et al., 2022; Zhang et al., 2018). Properly managing these elements can maximize the appeal of flash sales, encouraging consumers to revisit platforms frequently and increasing the likelihood of impulsive purchases (Agrawal & Sareen, 2016).

Positive emotions, such as happiness, satisfaction, and excitement, significantly affect consumer behavior, particularly impulse buying. According to Ozer & Gultekin (2015) (cited in Martaleni et al., 2022), positive emotions are a response to interactions with products or services that influence purchasing decisions. Emotions like happiness and excitement increase consumers' likelihood to make spontaneous purchases (He et al., 2018; Tasci & Ko, 2016). Key indicators for measuring positive emotions in the context of impulse buying are Pleasure, Arousal, and Dominance (Peter, 2014). Pleasure measures the level of enjoyment or displeasure a consumer experiences, Arousal gauges excitement, and Dominance assesses the feeling of control. Flash sales often amplify these emotions, triggering impulsive buying behavior. Additionally, Chang & Tseng (2014) proposed a model using four emotional indicators—Happy, Stimulated, Afraid, and Worried—which are important for understanding consumer purchasing decisions in the online shopping context. Emotions like fear of missing out (FOMO), triggered by limited stock or time-sensitive offers, further drive impulse purchases.

Impulse buying refers to an unplanned purchase made quickly, often triggered by external stimuli Xiao & Nicholson (2013) define impulse buying as a sudden, strong, and persistent decision to purchase immediately. Consumers are often driven by an urgent desire to buy, without considering the consequences or whether they truly need the product (Ittaqullah et al., 2020). The key indicators of impulse buying include the spontaneity of the purchase, the intensity of the urge to buy, and the inability to resist the urge (Xiao & Nicholson, 2013). Flash sales enhance these tendencies by creating emotional urgency, limiting time for rational decision-making, and offering attractive discounts that trigger an immediate desire to purchase.

TikTok Shop, as a newer platform, utilizes flash sales to drive sales in a unique way. By leveraging algorithms that tailor content to individual preferences and incorporating social features such as live interactions, TikTok Shop enhances the sense of urgency and excitement among consumers. This approach is closely aligned with the positive emotions described earlier, further increasing the likelihood of impulse purchases on the platform.

METHODOLOGY

This research utilizes a descriptive-verificative approach, employing a quantitative method to analyze the impact of flash sales on impulse buying, mediated by positive emotions, among Jiniso consumers on TikTok Shop (Nopiani & Narimawati, 2022). Descriptive analysis is used to clarify the key variables, such as Flash Sales, Positive Emotions,

and Impulse Buying, while verificative analysis is employed to test the hypothesis concerning the direct and indirect effects of flash sales on impulse buying through positive emotions (Darwis et al., 2023).

The population for this study consists of Jiniso consumers who have made purchases on TikTok Shop, with 2.937 consumers recorded in the last seven days (Kalodata, n.d.). Using Slovin's formula, the study determined that a sample size of approximately 100 respondents would be appropriate. These respondents were chosen based on their engagement with the platform and participation in flash sales, ensuring a relevant sample of consumers for the research.

The primary data for this research was gathered by distributing questionnaires directly to Jiniso customers who had purchased products on TikTok Shop. This data collection approach forms the basis for testing the hypothesized relationships among the variables under investigation. The survey was conducted between April and August 2024, and the questions were designed to capture consumer behavior, emotional responses, and impulsive buying tendencies during flash sales. This primary data serves as the foundation for testing the hypothesized relationships between the variables.

For the analysis, Partial Least Squares (PLS) was selected due to its effectiveness in handling latent variables that cannot be directly observed or measured. Latent variables are assessed based on their corresponding manifest indicators, and PLS allows for evaluating the strength and weakness of these variables while accounting for measurement error. As noted by Ayu et al. (2020), path analysis serves as a regression-based modeling technique used to explore causal relationships between independent, dependent, and mediating variables. In this study, path analysis was employed to investigate how flash sales (the independent variable) impact impulse buying (the dependent variable), with positive emotions acting as the mediating factor.

Data analysis was performed using SmartPLS v.4.1.0.6 software. The analysis included both the outer model, which tests construct validity and reliability, and the inner model, which evaluates R-Square (goodness-of-fit model), path coefficients, and both direct and indirect effects. Hypothesis testing was performed to evaluate whether the proposed relationships could be accepted or rejected, utilizing t-statistics and p-values to determine the significance of the effects (Alvin et al., 2023; Hafni Sahir, 2022). Additionally, a VAF test was conducted to quantify the mediating role of Positive Emotions in the relationship between Flash Sales and Impulse Buying.

Based on the literature review and prior research, the variables examined in this study include impulse buying as the dependent variable, flash sales as the independent variable, and positive emotions as the mediating variable. The resulting research design is illustrated in Figure 1.

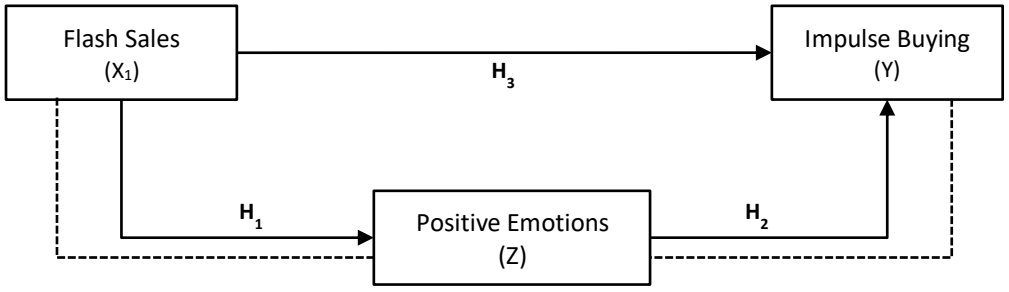

Figure 1: Proposed Research Framework
Source: Data processed and adapted by the author (2024)

Based on the research framework illustrated in Figure 1, the primary hypothesis of this study suggests that flash sales have an impact on impulse buying, with positive emotions acting as a mediating factor. This hypothesis aims to explore how flash sales, by evoking positive emotions, lead to impulsive purchasing behavior among Jiniso consumers on TikTok Shop. Additionally, three sub-hypotheses are proposed to further investigate the relationships between these variables. H_1 suggests that flash sales have a significant impact on positive emotions. H_2 posits that positive emotions influence impulse buying behavior. Lastly, H_3 examines whether flash sales directly affect impulse buying. These hypotheses are designed to evaluate both the direct and indirect effects of flash sales on impulse

buying, with positive emotions serving as the mediating element, within the context of online shopping on TikTok Shop.

DISCUSSION

Outer Model

In the outer model, which evaluates the measurement model, two key tests are performed: validity and reliability. The validity assessment is based on Convergent Validity and the Average Variance Extracted (AVE), while the reliability assessment relies on Cronbach's Alpha and Composite Reliability values. These analyses were carried out using the Structural Equation Modeling Partial Least Squares (SEM-PLS) technique with the SmartPLS v.4.1.0.6 software, as illustrated in Figure 2.

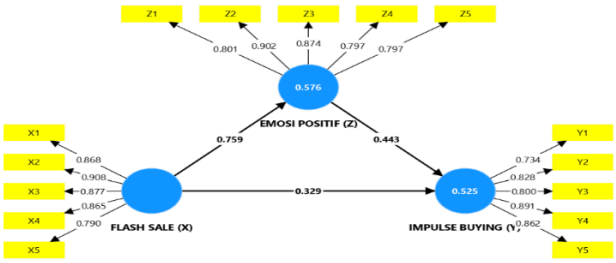

Figure 2: Outer Model Convergent Validity
Source: Data processed and adapted by the author (2024)

As illustrated in Figure 2, all indicators for the Flash Sale (X1), Positive Emotions (Z), and Impulse Buying (Y) variables demonstrate Outer Loading values exceeding 0.7. According to Alvin et al. (2023), an Outer Loading value within the range of 0.5 to 0.6 is deemed adequate to satisfy the necessary criteria. Additionally, Table 1 displays the results of the discriminant validity analysis, which was performed using the Average Variance Extracted (AVE).

Table 1: Average Variance Extracted (AVE)

Variable	AVE Value
Flash Sale (X_1)	0.744
Positive Emotions (Z)	0.698
Impulse Buying (Y)	0.680

Source: Data processed and adapted by the author (2024)

According to Table 1, the Average Variance Extracted (AVE) values for the study variables are as follows: 0.744 for Flash Sale (X1), 0.698 for Positive Emotions (Z), and 0.680 for Impulse Buying (Y). These findings demonstrate that all variables in this research exceed the threshold of 0.5 for AVE, indicating satisfactory convergent validity. This suggests that the AVE values for all variables demonstrate good convergent validity. Furthermore, Table 2 presents the composite reliability for each of the variables used in this study.

Table 2: Composite Reliability

Variable	Composite Reliability Value
Flash Sale (X_1)	0.936
Positive Emotions (Z)	0.920
Impulse Buying (Y)	0.914

Source: Data processed and adapted by the author (2024)

As shown in Table 2, the composite reliability values exceed the threshold of 0.7, Therefore, it can be stated that all variables meet the criteria and are sufficiently reliable. To further reinforce the reliability assessment, Cronbach's

alpha values were also analyzed. Table 3 presents the Cronbach's alpha values for each variable included in this study.

Table 3: Cronbach's Alpha

Variable	Cronbach's Alpha
Flash Sale (X_1)	0.914
Positive Emotions (Z)	0.891
Impulse Buying (Y)	0.881

Source: Data processed and adapted by the author (2024)

As shown in Table 3, the Cronbach's Alpha values exceed the required threshold of 0.7. This indicates that all variables in this study satisfy the necessary criteria and demonstrate a high level of overall reliability. The strong reliability ensures that the collected data is dependable and suitable for further analysis and interpretation.

Inner Model (Path Coefficient and R-Square)

In the inner model, several tests will be conducted, including the results of R-Square, Path Coefficients, and Hypothesis Testing, both direct and indirect (Direct Effect and Specific Indirect Effect), as shown in Figure 3.

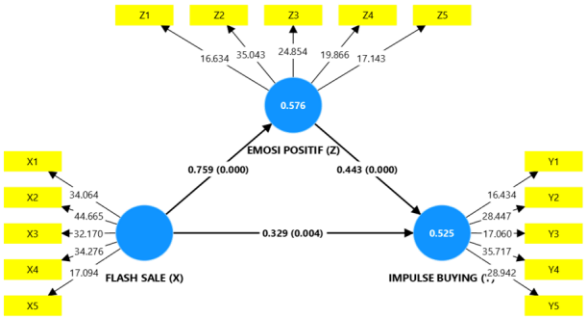

Figure 3: Inner Model (Path Coefficient, P-Value, dan T-Value)
Source: Data processed and adapted by the author (2024)

R-Square Value

In R-Square analysis, the strength of the model is evaluated based on specific interval ranges. According to Ferra (2021) an R-Square value greater than 0.67 indicates a strong model, while a value between 0.33 and 0.67 is considered moderate. Additionally, values ranging from 0.19 to 0.33 are categorized as weak. These criteria are illustrated in Table 4.

Table 4: R-Square Value

Variable	R-Square Value
Positive Emotions (Z)	0.576
Impulsive Buying (Y)	0.525

Source: Data processed and adapted by the author (2024)

Based on the calculations presented in Table 4, the R-Square value for the Positive Emotions variable is 0.576 (or 57.6%), while for the Impulse Buying variable, it is 0.525 (or 52.5%). These findings suggest that Flash Sales contribute 57.6% to the variance in Positive Emotions, which is considered moderate as it falls within the range of 0.33 to 0.67. The remaining 42.4% of the variance in Positive Emotions can be attributed to other factors not examined in this study. Similarly, Flash Sales account for 52.5% of the variance in Impulse Buying, with the remaining 47.5% influenced by variables outside the scope of this research. This suggests that elements within flash sales, such as significant discounts, short durations, limited product quantities, intensive promotions, and product variety, can evoke feelings of happiness, satisfaction, excitement, and stimulation in consumers, which in turn influence their positive emotions

during the flash sale event. According to Berezina et al. (2016), promotional activities through flash sales can trigger emotions in consumers, such as joy, admiration, fear, and disappointment.

The contribution of Flash Sales to Impulse Buying stands at 52.5%, which is categorized as moderate since it falls within the range of 0.33 to 0.67. The remaining 47.5% is attributed to other variables not examined in this research. This implies that components of flash sales—such as substantial discounts, brief durations, limited product availability, aggressive promotions, and diverse product offerings—can drive consumers toward unplanned purchases or impulse buying. Prior research on flash sales has demonstrated that this approach is effective in increasing sales and encouraging consumers to make spontaneous purchasing decisions (Martaleni et al., 2022).

Path Coefficients

The path coefficient serves to illustrate the strength and direction of the relationship between independent and dependent variables. This value reflects the degree to which one variable impacts another within the model, as demonstrated in Table 5.

Table 5: Path Coefficient Value

Variable	Path Coefficient Value
Flash Sale → Positive Emotions	0.759
Positive Emotions → Impulsive Buying	0.443
Flash Sale → Impulse Buying	0.329

Source: Data processed and adapted by the author (2024)

According to the Path Coefficient values in Table 5, the path coefficient for Flash Sale impacting Positive Emotions is 0.759, reflecting a very strong influence. A positive path coefficient suggests that as flash sale discounts become more significant, positive emotions also increase. The more successful and effective the flash sale strategy, the better the consumer's positive emotions. According to Berezina et al. (2016), flash sale promotions, such as discounts, limited periods, product availability, and attractive offers, evoke emotions like happiness and excitement in consumers.

The path coefficient for Flash Sale to Impulse Buying is 0.329, indicating a moderate relationship. A positive coefficient suggests that as the flash sale improves, impulse buying also increases among Jiniso consumers on TikTok Shop. An effective flash sale strategy increases the likelihood of impulse purchases. Zhang et al. (2018) highlight that substantial discounts and limited-time offers generate a perception of product scarcity and increased value, which in turn stimulates impulse buying behavior.

The path coefficient from Positive Emotions to Impulse Buying is 0.443, indicating a moderate strength. A positive relationship means that better positive emotions lead to more impulse buying. When consumers feel positive emotions while shopping on TikTok Shop, they are more inclined to make unplanned purchases. According to Ozer & Gultekin (2015), emotions such as happiness, excitement, fear, and anxiety can play a significant role in shaping consumer behavior and driving impulsive buying decisions.

Hypothesis Testing

Hypothesis testing between constructs, including exogenous to endogenous constructs as well as among endogenous constructs, is carried out using the resampling bootstrap method proposed by (Blanca et al., 2023) The decision-making process for hypothesis testing in this study relies on the Original Sample (Path Coefficient), T-Statistics, and P-Values. These results are generated using the Bootstrapping feature available in the SmartPLS 4.1.0.6 software.

Further analysis involved conducting the Goodness of Fit (GoF) test, which evaluates both the structural and measurement models to provide a straightforward assessment of how well the model predictions align with the data. The results of this test are presented in Table 6.

Table 6: Bootstrapping Results for Direct Effect

Hypothesis	Effect	*T-Statistics*	*P-Values*	Results
H_1	*Flash Sale → Positive Emotions*	13.398	0.000	Accepted
H_2	*Positive Emotions → Impulsive Buying*	3.871	0.000	Accepted
H_3	*Flash Sale → Impulse Buying*	2.857	0.004	Accepted

Source: Data processed and adapted by the author (2024)

Based on Table 6, it can be concluded that H_1, H_2, and H_3 are supported, as the direct effects of each variable exhibit a P-Value of less than 0.05. This indicates that the relationships between Flash Sale and Positive Emotions, Positive Emotions and Impulse Buying, and Flash Sale and Impulse Buying are all statistically significant. Figures 4, 5, 6, and 7 correspond to the direct effects or sub-hypotheses that have been tested.

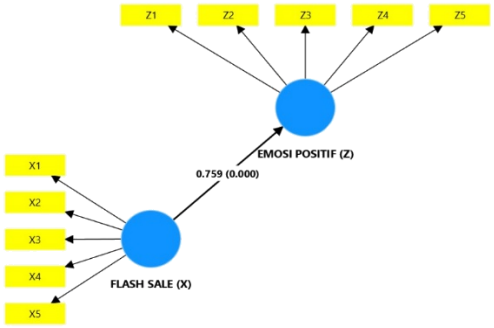

Figure 4: Flash sale affects positive emotions (H_1)
Source: Data processed and adapted by the author (2024)

According to Table 5, the Original Sample Path Coefficient for Flash Sale on Positive Emotions is 0.759, reflecting a robust and positive impact. This suggests that higher levels of Flash Sale promotions significantly enhance consumers' positive emotions. This means that higher Flash Sale promotions result in more positive emotions from consumers. The T-Statistics value of 13.398 exceeds the critical t-table value of 1.984, and the P-Value of 0.000 is less than the significance threshold of 0.05. These results confirm that Flash Sales have a significant impact on Positive Emotions, leading to the acceptance of Hypothesis 1 (H_1). This suggests that Flash Sale promotions effectively trigger positive emotions, enhancing consumer experience and increasing purchase interest.

Table 6 indicates that the t-value of 13.398 lies within the rejection region for the null hypothesis (H0), providing evidence to support the claim that Flash Sales have a positive impact on Positive Emotions among Jiniso consumers on TikTok Shop. The findings indicate that Flash Sales directly increase consumer emotions like happiness, satisfaction, and excitement during shopping, creating a more enjoyable experience.

These results align with research by Nighel & Sharif (2022), which proves that Flash Sales impact positive emotions in e-commerce, and by (Adrian et al., 2023), who also confirm this positive relationship. Martaleni et al. (2022) further supports this by showing a significant direct connection between Flash Sales and emotions. Flash Sales in e-commerce platforms like TikTok Shop create a positive mood in consumers, increasing their happiness, enthusiasm, and motivation to shop. This emotional response is often driven by perceived value, such as large discounts, exclusive products, and enjoyable shopping experiences. Additionally, time limits and product availability heighten urgency and exclusivity, prompting immediate purchases. Zhang et al. (2018) suggest that consumer perceptions of added value, like discounts and rare products, boost consumer happiness and excitement.

The hypothesis test results show that Flash Sale indicators significantly influence positive emotions. In summary, Flash Sale indicators boost consumer feelings of joy, enthusiasm, and control during purchasing. The combination of discounts, frequency, duration, availability, and promotional appeal creates an environment that significantly impacts positive emotions, ultimately driving impulse buying behavior. Figure 5 also illustrates the direct effects or sub-hypotheses that have been tested.

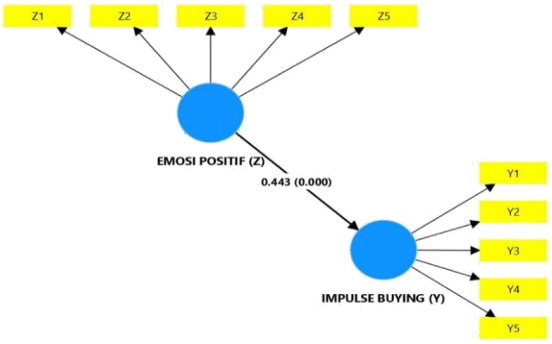

Figure 5: *Positive emotions* affects *impulsive buying* (H_2)
Source: Data processed and adapted by the author (2024)

According to Table 5, the Original Sample Path Coefficient for Positive Emotions impacting Impulse Buying is 0.443, reflecting a positive and direct influence. This implies that as consumers experience stronger positive emotions, their tendency to engage in impulse buying increases. The T-Statistics value of 3.871 exceeds the critical t-table value of 1.984, and the P-Value of 0.000 is below the significance threshold of 0.05, confirming that positive emotions have a significant impact on impulse buying (H_2 accepted). This suggests that positive emotions experienced while shopping contribute significantly to impulsive buying behavior. In other words, the stronger consumers' positive feelings (like happiness, joy, satisfaction, and excitement), the greater the chance they will make an unplanned purchase.

As illustrated in Table 6, the t-value of 3.871 lies within the rejection region for the null hypothesis (H0), suggesting that Positive Emotions significantly influence Impulse Buying among Jiniso consumers on TikTok Shop. This shows that positive emotional experiences during shopping directly increase consumers' likelihood of making spontaneous purchases. The more intense the positive emotions experienced by Jiniso consumers on TikTok Shop, the higher their likelihood of making unplanned purchases. Consumers who feel happy are less likely to resist the urge to buy, as they seek to maintain or enhance their positive feelings through consumption. Moreover, when consumers experience a sense of control (dominance), they are more inclined to make impulsive purchasing decisions. This is because they feel assured in their ability to manage any potential consequences that may arise from their actions. It can be concluded that higher levels of pleasure, excitement, and control strengthen the urge to buy. These positive emotions heighten the desire to purchase, prompting consumers to act quickly.

This finding aligns with the research conducted by Pipih Sopiyan & Neny Kusumadewi (2020), which highlights that positive emotions have a significant impact on impulse buying. Likewise, Christanto & Aprillia (2023) demonstrated that emotions exert a positive and meaningful influence on impulse purchasing behavior. Martaleni et al. (2022) further corroborated these findings, revealing a substantial positive effect of emotions on impulse buying. These outcomes suggest that emotions such as happiness, joy, and enthusiasm can shape consumer behavior, leading to unplanned purchases. For instance, when consumers experience happiness, shopping becomes more pleasurable, thereby increasing the likelihood of spontaneous buying decisions. In a positive emotional state, consumers tend to respond emotionally to situational triggers, resulting in impulse buying behavior.

However, this study diverges from the conclusions of Šeinauskienė et al. (2015), who argued that happiness alone does not necessarily lead to impulse buying. Instead, consumers who find it challenging to regulate their urge to make unplanned purchases are more prone to becoming impulse buyers. This tendency is often fueled by intense desires to acquire products online, coupled with excitement when they successfully complete such purchases (Febrilia & Warokka, 2021; He et al., 2018). Figure 6 also illustrates the direct effects or sub-hypotheses that have been tested.

Figure 6: *Flash sale* affects *impulse buying* (H_3)
Source: Data processed and adapted by the author (2024)

According to Table 5, the Original Sample Path Coefficient for Flash Sale on Impulse Buying is 0.329, reflecting a positive and direct influence. This implies that as Flash Sale promotions become more prominent, consumer impulse buying also rises. The T-Statistics value of 2.857 exceeds the critical t-table value of 1.984, and the P-Value of 0.004 is below the significance threshold of 0.05, confirming that Flash Sales significantly impact Impulse Buying (H_3 accepted). This indicates that Flash Sale promotions effectively encourage impulse buying behavior among consumers. The more appealing or extensive the Flash Sale promotion, the higher the probability that consumers will engage in impulsive buying. This highlights the strategic role of Flash Sales in boosting sales through unplanned purchases, especially on e-commerce platforms like TikTok Shop. However, this finding is inconsistent with the results reported by Martaleni et al. (2022), which indicated that while Flash Sales had a positive effect on impulse buying, the impact was not statistically significant.

As illustrated in Table 6, the t-value of 2.857 lies within the rejection region for the null hypothesis (H0), demonstrating that Flash Sales have a positive impact on Impulse Buying among Jiniso consumers on TikTok Shop. This finding implies that the Flash Sale strategy implemented by Jiniso on TikTok Shop plays a significant role in shaping consumer impulse buying behavior. In other words, the more attractive and effective the Flash Sale offered, the greater the likelihood consumers will make spontaneous purchases without prior planning. Significant discounts increase the urge and intensity to buy, as consumers feel strongly compelled to take advantage of the offer before it ends. The short duration of Flash Sales also triggers impulse buying, as consumers rush to make a decision before the offer expires. Additionally, frequent Flash Sales by Jiniso make consumers more susceptible to unplanned purchases, as they are often presented with tempting offers. Flash Sale indicators such as significant discounts, high frequency, short durations, limited product availability, and promotional appeal can trigger spontaneous purchases, where consumers act quickly without prior planning.

These results align with the study by Zhang et al. (2018), which highlights that Flash Sales can stimulate impulse buying. Specifically, by providing substantial discounts and imposing short holding periods, Flash Sales generate a perception of product scarcity and heightened value, prompting consumers to make impulsive purchases. Similarly, Adrian et al. (2023) found that Flash Sales have a positive impact on impulse buying, a conclusion also reinforced by Zakiyyah (2018), who observed that impulse buying tends to occur during Flash Sale events. Consumers are attracted to these sales due to the reduced prices and the sense of urgency they create, increasing the likelihood of purchasing products perceived as exclusive or time-limited. These elements provide numerous opportunities for impulse buying. This idea is further supported by the theory that impulse buying behavior is influenced by external stimuli, such as promotional activities and marketing tools that serve as triggers for consumer action. Figure 7 also illustrates the direct effects or sub-hypotheses that have been tested.

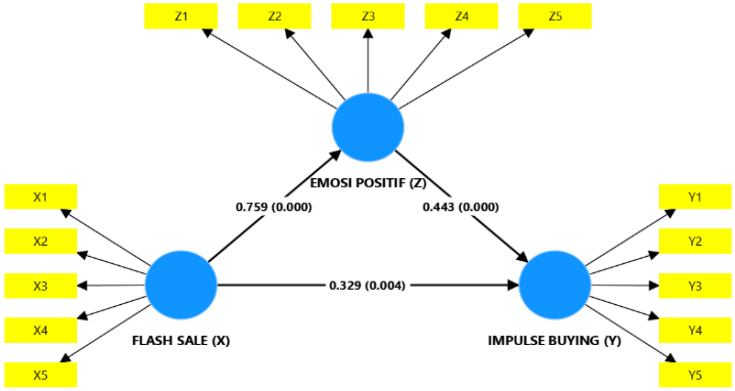

Figure 7: The Impact of Flash Sales on Impulse Buying, Mediated by Positive Emotions (H_4)
Source: Data processed and adapted by the author (2024)

According to Table 5, the Original Sample Path Coefficient for Flash Sale impacting Impulse Buying through Positive Emotions is 0.336, reflecting a positive and direct influence. This means that as Flash Sale promotions become more effective, the Impulse Buying mediated by Positive Emotions also improves. The T-Statistics value of 3.499 exceeds the critical t-table value of 1.984, and the P-Value of 0.000 is below the significance threshold of 0.05. These results confirm that the effect of Flash Sales on Impulse Buying, mediated by Positive Emotions, is statistically significant (H_4 accepted). This highlights that Positive Emotions serve as a key mediator in the relationship between Flash Sales and Impulse Buying. An effective Flash Sale strategy not only directly encourages impulse purchases but also amplifies consumers' positive emotions, which further increases their likelihood of making unplanned buying decisions. Thus, a well-designed Flash Sale strategy can maximize its impact on impulse buying by enhancing consumers' positive emotional experiences.

As illustrated in Table 6, the t-value of 3.499 lies within the rejection region for the null hypothesis (H0), demonstrating that Flash Sales positively influence Impulse Buying through Positive Emotions among Jiniso consumers on TikTok Shop. This implies that consumers are likely to respond emotionally during Flash Sale events, with these promotions serving as stimuli that evoke positive emotions and, in turn, encourage impulse buying. These findings are consistent with Martaleni et al. (2022), who revealed that Flash Sales have an indirect yet significant effect on impulse buying, mediated by emotional responses.

The findings suggest that significant discounts during Flash Sales create positive feelings (pleasure) in consumers. When consumers perceive added value, their positive emotions, such as excitement (arousal) and a sense of control (dominance), increase. These emotions then encourage spontaneous and intense actions (strength, compulsion, and intensity), often without considering the consequences (disregard for consequences), leading to difficulty resisting the urge to buy (inability to resist urges). High-frequency Flash Sales continuously expose consumers to appealing offers, further enhancing their excitement and happiness. The positive emotions triggered by frequent Flash Sales increase consumers' likelihood of engaging in impulse buying. These results are consistent with Adrian et al. (2023), who highlight that Flash Sales have a significant influence on impulse buying, with Positive Emotions acting as an intervening variable. Promotional strategies using discounts, limited timeframes, limited product availability, and appealing promotions can enhance impulse buying when positive emotions like happiness, excitement, and motivation are present. As stated by Bandyopadhyay et al. (2021), emotions can act as a mediating factor in the effectiveness of Flash Sale strategies, prompting consumers to participate in impulse buying.

VAF Test

To determine the extent to which the mediating/moderating variable (Positive Emotions) mediates the relationship between the independent variable (Flash Sale) and the dependent variable (Impulse Buying), a Variance Accounted For (VAF) test is conducted. The VAF test results are categorized into three levels based on Hair et al.

(2019): if the VAF value exceeds 80%, it indicates full mediation, meaning the mediating variable fully explains the relationship between the independent and dependent variables; a VAF value between 20% and 80% suggests partial mediation, where the mediating variable plays a significant but not exclusive role; and a VAF value below 20% implies little to no mediation, indicating that the mediating variable has minimal or no influence in the relationship (Zahra Mirzamani & Shafiee, 2024).

According to Preacher & Hayes (2008), the VAF test calculates the proportion of the total effect that is mediated by the intervening variable (Qalati et al., 2024). The formula for calculating VAF is presented in Equation 1.

$$\text{VAF} = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

$$\text{VAF} = \frac{0{,}336}{0{,}329+0{,}336} = \frac{0{,}336}{0{,}665} = \mathbf{0,505\ or\ 50,5\%} \qquad \textbf{(1)}$$

The calculation of VAF (Variance Accounted For) reveals that the impact of Flash Sale on Impulse Buying, mediated by Positive Emotions, represents partial mediation, as it falls within the 20%–80% range. This indicates that only a portion of the effect of Flash Sale on Impulse Buying can be explained by Positive Emotions, such as happiness and excitement, which increase the likelihood of impulse purchases but are not the sole mediating factors. Other factors, such as ease of access, time availability, and financial capacity, also influence online impulse buying (Chen & Lee, 2015; Zhang et al., 2018). While Jiniso's flash sale strategy on TikTok Shop significantly enhances consumer positive emotions, these emotions account for only 50.5% of the mediation effect on impulse buying, implying that flash sales have a strong direct influence on impulse buying, with positive emotions still playing a substantial but partial mediating role.

To enhance this, Jiniso could improve its flash sale strategy by offering more significant discounts, increasing flash sale frequency, or creating more engaging and interactive promotions to encourage impulse buying even when positive emotions are weak. Although SmartPLS suggests full mediation, the VAF test results indicate partial mediation due to the differing approaches of the two methods: SmartPLS models structural relationships, while VAF measures the variance explained by the mediating variable.

CONCLUSION AND RECOMMENDATION

This research investigates how Flash Sales influence Impulse Buying, mediated by Positive Emotions, among Jiniso consumers on TikTok Shop. The findings reveal that Flash Sales significantly influence Positive Emotions, which, in turn, lead to increased Impulse Buying. The more effective the Flash Sale promotions, the stronger the Positive Emotions experienced by consumers, and the greater the likelihood of them making unplanned purchases. The study also shows that Flash Sales directly influence Impulse Buying, with Positive Emotions playing a key role in strengthening this effect. The findings underscore the critical role of Flash Sales in improving the shopping experience, increasing consumer engagement, and enhancing sales performance on e-commerce platforms such as TikTok Shop. Based on these findings, it is recommended that Jiniso further enhance its Flash Sale strategies on TikTok Shop to increase consumer engagement and impulse buying. By emphasizing substantial discounts, time-limited promotions, and exclusive product offerings, businesses can generate a sense of urgency and excitement, prompting consumers to make impulsive buying decisions. Additionally, Jiniso should focus on creating positive emotional experiences through its marketing efforts, as this can increase consumer enthusiasm and the likelihood of impulse buying. Increasing the frequency of Flash Sales, while maintaining their effectiveness, can keep consumers engaged and excited. Ensuring product availability and emphasizing exclusivity during sales events will further enhance perceived value, motivating consumers to act quickly. Lastly, Jiniso should prioritize providing a seamless and enjoyable shopping experience during Flash Sales, as a positive experience can drive stronger emotional responses and boost impulse buying. By implementing these strategies, Jiniso can strengthen its sales performance and build greater consumer loyalty on TikTok Shop.

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