



The Effect of Flash Sales and Limited-Time Offers in Tiktok Shop Live Shopping on Impulse Buying Behavior Among Students in Mataram City

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ABSTRACT (10 PT)

The growth of live shopping on TikTok Shop has significantly transformed consumer purchasing behavior, particularly among university students who are active social media users. Urgency-based promotional strategies such as flash sales and limited-time offers are widely utilized to stimulate impulse buying behavior; however, empirical findings regarding their effectiveness remain inconsistent. This study aims to analyze the effect of flash sales and limited-time offers on impulse buying behavior among Management students at Universitas Pendidikan Mandalika.

This study employed a quantitative research design using a survey method involving 100 respondents selected through random sampling techniques. Data were collected through an online questionnaire and analyzed using multiple linear regression analysis. The findings reveal that flash sales have a positive and significant effect on impulse buying behavior ($\beta = 0.575$; sig. = 0.000). Likewise, limited-time offers also have a positive and significant effect ($\beta = 0.161$; sig. = 0.012). Simultaneously, both variables significantly influence impulse buying behavior, with an R^2 value of 0.449. The study concludes that flash sales represent the most dominant promotional strategy in encouraging impulse buying behavior within the context of TikTok Shop live shopping.

1. INTRODUCTION

The advancement of digital technology has driven significant transformations in consumer consumption patterns, particularly in online shopping activities. The integration of social media with e-commerce features has given rise to the concept of social commerce, which enables social interaction, entertainment, and transactions to occur simultaneously. In Indonesia, TikTok Shop has become one of the fastest-growing live shopping platforms by combining live streaming, real-time communication, and various urgency-based promotional strategies to influence consumer purchasing decisions.

Live shopping offers a shopping experience distinct from conventional e-commerce because consumers are simultaneously exposed to visual, verbal, and social stimuli. In this context, promotional strategies such as flash sales and limited-time offers are frequently employed to create time pressure and perceptions of scarcity. These strategies are designed to encourage consumers to make quick purchasing decisions, even without prior planning. This phenomenon is closely associated with impulse buying behavior, which refers to spontaneous purchasing behavior driven more by emotional responses than rational considerations (Solomon, 2019; Schiffman & Wisenblit, 2019).

Previous studies indicate that impulse buying is influenced by a combination of internal and external factors. Ngo et al. (2020), in their systematic review, emphasized that promotional stimuli, time limitations, and situational conditions are major external factors

triggering impulsive purchases in digital environments. Specifically, time-limited promotions have been shown to increase time pressure and fear of missing out (FOMO), thereby strengthening consumers' emotional urges to purchase immediately (Cialdini, 2021).

Flash sales are promotional strategies that offer substantial discounts within a very limited period and are often accompanied by limited product availability. This strategy creates dual scarcity effects, both in terms of time and product availability, thereby increasing purchase urgency (Kotler & Keller, 2016; Tjiptono, 2019). Several empirical studies have found that flash sales positively and significantly influence impulse buying, particularly through enhanced shopping enjoyment and emotional consumer responses (Utami & Thaib, 2025; Rachmania et al., 2025).

In addition to flash sales, limited-time offers are also widely implemented in live shopping environments. These promotions emphasize restricted promotional periods without necessarily involving extreme discounts. Wang et al. (2020) demonstrated that time-limited promotions can increase purchasing decisions through time-pressure mechanisms. Within livestream e-commerce contexts, Dong et al. (2023) found that time pressure significantly influences consumers' tendency toward impulse buying. However, several studies have reported inconsistent findings, indicating that time-scarcity promotions do not always significantly affect impulsive purchasing behavior when tested separately (Sutrisno et al., 2022; Gunawan et al., 2024).

These inconsistencies indicate the existence of a research gap regarding the effectiveness of urgency-based promotions on impulse buying behavior, particularly within live shopping contexts. The Stimulus–Organism–Response (SOR) approach provides a relevant conceptual framework for explaining this phenomenon. According to the SOR model, external stimuli such as flash sales and limited-time offers influence consumers' internal psychological conditions (organism), such as arousal and emotions, which subsequently trigger behavioral responses in the form of impulsive purchases (Huo et al., 2023). In live shopping environments rich in visual stimulation and social interaction, the effects of promotional stimuli are expected to become stronger.

University students represent a relevant consumer segment for investigation in this context. Despite their limited purchasing power, students are recognized as active social media users and are highly sensitive to prices and promotions. In Mataram City, TikTok usage among younger generations is relatively high, and TikTok Shop live shopping has become increasingly popular as a practical, entertaining, and economical shopping medium (Radar Lombok, 2024). These conditions make university students particularly vulnerable to impulse buying behavior resulting from exposure to urgency-based promotions.

Based on the foregoing discussion, this study aims to analyze the effect of flash sales and limited-time offers in TikTok Shop live shopping on students' impulse buying behavior. This study is expected to provide empirical clarity regarding the role of urgency-based promotional strategies in live shopping contexts and to enrich the literature on digital marketing and consumer behavior.

Based on the theoretical framework and previous research findings, the hypotheses proposed in this study are as follows:

- **H1:** Flash sales in TikTok Shop live shopping significantly influence the impulse buying behavior of Management students at Universitas Pendidikan Mandalika.
- **H2:** Limited-time offers in TikTok Shop live shopping significantly influence the impulse buying behavior of Management students at Universitas Pendidikan Mandalika.

- **H3:** Flash sales and limited-time offers simultaneously have a significant influence on the impulse buying behavior of Management students at Universitas Pendidikan Mandalika.
- **H4:** Flash sales have a more dominant influence on impulse buying behavior compared to limited-time offers.

2. METHOD

This study employed a quantitative research design using a survey approach to examine the causal relationship between flash sales and limited-time offers on impulse buying behavior in TikTok Shop live shopping. A quantitative design was selected because the study aims to test the formulated hypotheses through statistical analysis of numerical data (Creswell & Creswell, 2018).

The population of this study consisted of students from the Management Study Program at Universitas Pendidikan Mandalika who had previously made purchases through the TikTok Shop live shopping feature. The sampling technique used was probability sampling with a random sampling method. Respondents were selected based on specific criteria, namely active students of the Management Study Program at Universitas Pendidikan Mandalika who had watched and conducted purchase transactions through TikTok Shop live shopping. The sample size was determined using the Slovin formula and was considered adequate for multiple linear regression analysis (Hair et al., 2019).

Data collection was conducted using a structured questionnaire distributed online through Google Forms. The research instrument was developed based on relevant literature reviews to ensure the suitability of indicators with the constructs being measured. The flash sale variable was measured through indicators including discount intensity, promotional time limitation, product quantity limitation, and promotional attractiveness (Kotler & Keller, 2016; Tjiptono, 2019). The limited-time offers variable was measured through perceptions of time pressure, purchase urgency, and clarity of promotional time limits (Wang et al., 2020). Meanwhile, the impulse buying behavior variable was measured using indicators of unplanned purchases, emotional urges, and the speed of purchase decision-making (Solomon, 2019). All statement items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree, which is commonly used in consumer behavior research.

Data analysis was performed using statistical software through several stages. The initial stage involved validity and reliability testing to ensure that the research instrument possessed adequate levels of accuracy and consistency. Subsequently, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met statistical assumptions. Hypothesis testing was carried out using multiple linear regression analysis to determine the effects of flash sales and limited-time offers on impulse buying behavior. The t-test was used to examine the partial effect of each independent variable, while the F-test was employed to test the simultaneous effects of the independent variables on the dependent variable. All statistical tests were conducted at a 5% significance level to ensure the reliability of the research findings (Ghozali, 2018).

3. RESULTS AND DISCUSSION

1. Based on Gender

The characteristics of respondents based on gender are presented to provide an overview of the composition of respondents involved in this study.

Table 1. Gender Distribution

Gender	Frequency	Percentage
Female	55	55%
Male	45	45%
Total	100	100%

Source: Processed Research Data (2026)

The number of female respondents was 55 individuals or 55%, while male respondents totaled 45 individuals or 45%. This indicates that the respondents in this study were relatively balanced in terms of gender composition, although female respondents slightly dominated the sample.

2. Based on Enrollment Year

The classification of respondents based on enrollment year was conducted to identify the academic background of respondents participating in this study.

Table 2. Respondents Based on Enrollment Year

Enrollment Year	Frequency	Percentage
2021	3	3%
2022	72	72%
2023	13	13%
2024	7	7%
2025	5	5%
Total	100	100%

Source: Processed Research Data (2026)

Based on the table above, the majority of respondents came from the 2022 enrollment cohort, totaling 72 individuals or 72% of the sample. This was followed by students from the 2023 cohort at 13%, the 2024 cohort at 7%, the 2025 cohort at 5%, and the 2021 cohort at 3%.

4. CONCLUSION (12 PT)

This study concludes that flash sales and limited-time offers in TikTok Shop live shopping have positive and significant effects on students' impulse buying behavior. Partially, flash sales demonstrated a stronger influence on impulse buying behavior compared to limited-time offers. This finding indicates that promotional strategies emphasizing large discounts and limited product availability are more effective in encouraging spontaneous purchasing decisions among students.

Simultaneously, flash sales and limited-time offers significantly influenced impulse buying behavior, indicating that urgency-based promotional strategies play an important role in shaping consumer purchasing behavior within live shopping environments. The findings also support the Stimulus–Organism–Response (SOR) theory, which explains that

external promotional stimuli can affect consumers' psychological conditions and subsequently encourage impulsive purchasing responses.

This study contributes to the development of digital marketing and consumer behavior literature, particularly in the context of live shopping on social commerce platforms. Practically, the findings may serve as a reference for business practitioners and digital marketers in designing more effective promotional strategies to increase consumer engagement and purchasing decisions through live shopping features. Future research is recommended to examine additional variables, such as fear of missing out (FOMO), shopping enjoyment, or consumer trust, and to involve broader respondent characteristics in order to provide more comprehensive findings.

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