

THE IMPACT OF FLASH SALES AND DISCOUNT PROGRAMS ON IMPULSIVE BUYING: THE MEDIATING ROLE OF POSITIVE EMOTIONS IN SHOPEE'S MARKETPLACE IN JAMBI

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Abstract

This study aims to examine the influence of flash sales and discount programs on impulsive buying, with positive emotions as a mediating variable, in the Shopee marketplace in Jambi. A quantitative approach was employed, with data collected through questionnaires distributed to 96 Shopee users in Jambi. The data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results indicate that the flash sale program does not have a significant effect on impulsive buying or positive emotions. In contrast, discount programs significantly influence both impulsive buying and positive emotions. Additionally, positive emotions have a significant impact on impulsive buying. While flash sales do not indirectly affect impulsive buying through positive emotions, discount programs do. These findings suggest that discount-based promotional strategies are more effective in driving impulsive purchases than flash sales. This study provides valuable insights for e-commerce businesses in designing more effective marketing strategies to enhance consumer engagement and sales performance.

Keywords: Flash Sale, discount, impulsive buying, positive emotions, marketplace Shopee.

Introduction

Technological advancements have accelerated rapidly, significantly transforming various aspects of daily life. One of the most notable developments is the rise of the internet, which has revolutionized the way people engage in commercial activities. Online shopping, facilitated through digital platforms such as marketplaces and e-commerce sites, has become an integral part of consumer behavior (The Widayani, 2020). This shift has been further amplified by the COVID-19 pandemic, which has led to a substantial increase in online shopping as people prefer the convenience and safety of purchasing goods remotely rather than visiting physical stores (Olii et al., 2020). In Indonesia, one of the most widely used e-commerce platforms is Shopee, which was introduced in December 2015 and continues to operate as a dominant player in the online retail market. Shopee offers a diverse range of products, including beauty items, fashion, home appliances, electronics, baby products, school supplies, sports equipment, food and beverages, as well as digital services such as bill payments and ticket purchases (The Widayani, 2020).

The rapid expansion of e-commerce has not only changed the way consumers shop but has also influenced their purchasing behavior. With the increasing accessibility of online shopping, consumers are more likely to engage in impulsive buying—unplanned purchases driven by spontaneous desires rather than rational decision-making. This phenomenon is further reinforced by the strategic use of promotional techniques by online retailers, particularly flash sales and discount programs, which create a sense of urgency and encourage quick purchasing decisions. Flash sales, which offer limited-time price reductions, and discounts, which provide price cuts on selected items, are among the most common promotional strategies used by online marketplaces to attract consumers and boost sales. However, while discount programs are widely recognized as effective in stimulating impulse purchases, the impact of flash sales remains debatable. Some studies suggest that flash sales may not always lead to impulsive buying, as consumers may hesitate due to concerns about product quality, availability, or the fear of making rushed decisions.

Despite the extensive research on sales promotions and impulsive buying, there remains a gap in understanding how different promotional strategies—specifically flash sales and discount programs—affect impulsive buying behavior through the mediation of positive emotions. Most existing studies focus on direct relationships between promotions and purchasing behavior, without fully exploring the psychological mechanisms that drive these decisions. Consumers' emotions play a crucial role in their buying behavior, as promotional strategies can evoke excitement, pleasure, or satisfaction, which in turn may influence impulsive purchases. However, limited research has specifically examined how positive emotions mediate the relationship between flash sales, discounts, and impulsive buying in the context of e-commerce.

Therefore, this study aims to fill this research gap by analyzing the mediating role of positive emotions in the relationship between flash sales, discounts, and impulsive buying in the Shopee marketplace

in Jambi. By investigating how these promotional strategies influence consumer emotions and impulsive buying behavior, this study seeks to provide deeper insights into the psychological factors that drive online purchasing decisions. The findings are expected to contribute to both academic literature and practical applications, offering valuable recommendations for e-commerce businesses in designing more effective promotional strategies that optimize consumer engagement and sales performance.

Literature Review

Program Flash sale

By Agrawal & Sareen, (2016), flash sales are a strategy *promotion* Where it provides special discounts to consumers in a short time, and applies to certain goods. The program has the goal of providing traffic to online stores, as well as to be able to penetrate the increase in sales, and increase the level of brand awareness so that it is known by the public.

Program *flash sale* It also has the potential to encourage consumers to buy the goods they want. With discount offers like this, a very strong desire to shop *customer* suddenly will buy a product that was not in the plan at first. Consumers will feel excited to make a purchase as quickly as possible (Purnama et al., 2024).

Discount

Discount is a basic price that has been adjusted, this serves to give a form of appreciation for consumers thanks to a certain thing, for example *payment* Receivables are faster, how much spending is done and spending is out of season which means discounted prices are given in certain situations, and these situations give companies a lot of advantages, and so on for consumers (Rusni & Solihin, 2022).

A discount is a form of promotion from a store, which is a discount below the standard price, and this discount is given within a certain period of time. What makes this attractive to sellers is that, by providing discounts, it can arouse customer interest in buying a product that is marketed (Anjarini et al., 2022).

Positive emotions

When consumers visit one of the retail stores or online stores, what will affect how they will behave later is the attitude of the consumer himself. Starting from decision-making, the most important elements are: *'emotion'* which includes the atmosphere felt in the heart. Positive emotions are greatly influenced by actions, including being able to have an impact on *impulsive buying* (Choirul & Artanti, 2019)

Yi and Jai (2020), explained that the possibility of two aspects of *emotion* in *customers*, namely negative and positive emotions, depends on the stimulus given from the store and it can affect the emotions felt by *customers*.

Impulsive Buying.

Implicit purchase is a common situation that arises when individuals think of a brand or a product because the store is providing attractive offers to consumers (Ariyanti & Setyo Iriani, 2022).

And according to Starring Mardi (2020) *impulsive buying* is defined as an unplanned purchase and consumers who do it without planning to buy a product and instead only based on desire, and not because they need the product, and this implicit purchase can not only be seen in online stores but also in physical stores.

The trigger for an implicit purchase is when consumers go to visit shopping centers either directly or online, and at that time, indirectly consumers make implicit purchases from the consequences of environmental stimuli and the feelings they feel at that time (Choirul & Artanti, 2019)

Research Framework

Based on the explanation of the variables above, the following is the framework of thought or concept in this study :

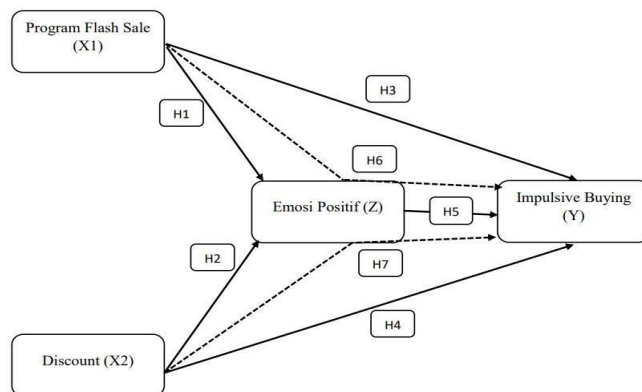


Figure 1. Research Framework

RESEARCH METHODS

The design of this study uses a quantitative approach, the respondents of this study are 96 users of the Shopee marketplace in Jambi. By using *purposive sampling* techniques. According to Sugiyono (2020), this technique is a data collection using certain criteria. The *Purposive Sampling* technique is used because the researcher needs individuals who have experience in using *the marketplace application*, namely the Shopee Application. *Purposive Sampling* allows selecting respondents according to characteristics that suit the needs of the research, so that the data obtained will be more relevant and can be used to achieve the goals of the research. In collecting data sources, researchers collect in the form of primary data and secondary data.

The data of this study was processed using the SmartPLS SEM (*Partial Least Square Structural Equation Modeling*) program. The advantage of using this PLS method is that the data in the PLS analysis does not have to have a normal distribution. In addition, PLS does not require a minimum number of samples because it uses the *bootstrapping* method. The author evaluates the measurement model (*outer model*) with its instruments such as *Convergent validity*, *Discriminant validity*, and *Composite Reability*. And structural evaluation (*inner model*) with R-square and *bootstrapping*.

Table 1. Operational Variable

No	Variable	Definition	Indicator	Scale
1	Impulsif buying (Y) (Gunawan et al., 2023)	impulse buying defined when a consumer experience a boost which suddenly, often strong, and Constantly to Buying something immediately.	1. Sontantany 2. Synchronization 3. Ignoring consequences	Ordinal
2	Positive emotions (Z) (Yi and Jai 2020),	explained that the possibility of the emergence of two parts of emotions in the consumer depends on the stimulus provided by the store so that it can affect the emotional state of the consumer.	1. Exited 2. Enthusiastic 3. Happy	Ordinal
3	Program flash sale (X1) (Agrawal and Sareen, 2016)	Flash Sale is a promotional program that provides discounts Special price on Customers in Short time that applies to certain items. This strategy aims to invite traffic to online stores, and also penetrate increased sales, and Level up brand awareness to be known by Community.	1. Frequency 2. Availability 3. Duration	Ordinal
4	Discount (X2) (Anjarini., et al., 2022)	A discount is a form of promotion from a store, which is a discount below the standard price, and this discount is given within a certain period of time. What makes this attractive to sellers is that, by providing discounts, it can arouse customer interest in buying a product that is marketed.	1. Rebate amount 2. Estimasi discount 3. Types of products with discounts	Ordinal

Results and Discussion

Result

Data Analysis

There are three criteria for data analysis techniques with Smart PLS (v.4.0) to assess the outer model, namely *Convergent validity*, *Discriminant validity*, and *Composite Reability*.

Convergent Validity

The convergent validity of the measurement model with indicator reflection is assessed based on the correlation between the score items /component scores.

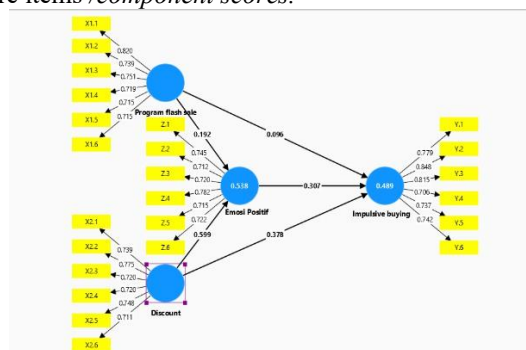


Figure 2. Outer Loading

The figure above shows, if the outer loading of variable indicators does not have a value below 0.5 so that all indicators are said to be valid for use in further research and analysis

Reliability Tests (Composite Reability and Cronbach Alpha)

There are two commonly used methods to measure the reliability of a construct. A construct is considered realistic if the composite reability and cronbach alpha values exceed 0.70. The following is the data from the test analysis:

Table 2. Composite Reability and Cronbach Alpha

Matriks	Cronbac h's Alpha	Rho_A	Composite Reability	Avarage Variance Extraced (AVE)
Discount	0.831	0.833	0.833	0.541
Positive Emotions	0.828	0.834	0.834	0.537
Impulsive Buying	0.864	0.871	0.871	0.597
Program flash sale	0.839	0.841	0.841	0.554

Source: data processed SmartPLS, 2025

The results of the above test show that the composite reability and cronbach alpha are real, which is > 0.70 .

Discriminant Validity

The validity test of the discriminant can be seen from the *cross loading* value of each indicator. In this study, the reference value used is > 0.70

Table 3. Cross Loading

No	Discount	Positive Emotions	Impulsive Buying	Program Flash sale
X1.1	0.516	0.427	0.324	0.820
X1.2	0.339	0.332	0.213	0.739
X1.3	0.474	0.490	0.378	0.751
X1.4	0.365	0.413	0.343	0.719
X1.5	0.635	0.403	0.428	0.715
X1.6	0.366	0.398	0.473	0.715
X2.1	0.739	0.548	0.454	0.554
X2.2	0.775	0.522	0.534	0.614
X2.3	0.720	0.415	0.535	0.347
X2.4	0.720	0.529	0.454	0.320
X2.5	0.748	0.606	0.510	0.503
X2.6	0.711	0.534	0.405	0.343
Y.1	0.470	0.440	0.779	0.476
Y.2	0.605	0.570	0.848	0.417
Y.3	0.457	0.489	0.815	0.375
Y.4	0.445	0.433	0.706	0.429
Y.5	0.552	0.541	0.737	0.373
Y.6	0.486	0.427	0.742	0.337
Z.1	0.558	0.745	0.444	0.429
Z.2	0.415	0.712	0.395	0.339
Z.3	0.523	0.720	0.480	0.455
Z.4	0.621	0.782	0.567	0.476
Z.5	0.517	0.715	0.427	0.333
Z.6	0.489	0.722	0.435	0.406

Source: data processed SmartPLS, 2025

Based on the results obtained, it can be concluded that the indicators used in this study have good *discriminant validity*.

Inner Model Testing

R-Square dan Adjusted R-Square

In assessing the model with PLS, it starts by looking at the R-Square for each dependent variable. The following is a table of R-Square estimation results using *Smart PLS 4*.

Tabel 4. Nilai R-Square

Variable	R-Square	R-Square Adjusted
Positive emotions (Z)	0.538	0.528
Impulsive buying (Y)	0.489	0.427

Source: data processed SmartPLS, 2025

If you look at the table above, it shows that if the R-Square value of the Impulsive buying variable is 0.489 The R-Square value of 0.489 states that the variable of impulsive buying construct that can be explained by the variable of the flash sale and discount program with a value of 48.9% and the remaining 51.1% will be explained by variables outside of this study.

As for the R-Square value, the positive emotion variable is 0.538, which means that positive emotions can be explained by the flash sale and discount program variables of 53.8% and for the rest, which is 46.2%, will be explained by variables outside this study. If the R-Square value is larger, it can be said that the structural equation will be better, this is because the independent variable that can be explained by the dependent variable will also be larger.

Hypothesis Testing

Bootstrapping

In hypothesis testing (*bootstrapping*), it will analyze whether independent variables to dependent variables have a significant influence. Testing this hypothesis was carried out by looking at *path coefficients* that showed the parameter coefficients and statistically significant t-values. The significance of the parameters will provide information about the relationship between the research variables. In this study, the significant value used was p value <0.05 and T-statistic >1.96

Tabel 5. Path Coefficient

Variable	Original sample (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistik (/O/STDEV/)	P Value
Program flash sale (X1)-> Impulsive Buying (Y)	0.096	0.102	0.111	0.861	0.389
Discount (X2)-> Impulsive Buying (Y)	0.378	0.373	0.134	2.828	0.005
Program Flash sale (X1)-> Emosi Positif (Z)	0.192	0.205	0.103	1.870	0.062
Discount (X2)-> Emosi Positif (Z)	0.559	0.593	0.101	5.964	0.000
Emosi Positif (Z)-> Impulsive Buying (Y)	0.307	0.313	0.123	2.497	0.013

Source: data processed SmartPLS 2025

Table 6. Mediation Effect

Variable	Original sample (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistik (/O/STDEV/)	P Value
Program Flash sale (X1) -> Emosi positif (Z) -> Impulsive Buying (Y)	0.059	0.064	0.042	1.390	0.165
Discount (X2)-> Emosi Positif (Z)-> Impulsive Buying (Y)	0.184	0.187	0.084	2.177	0.030

Source: data processed SmartPLS 2025

Respondent classification results

The purpose of this study is to explain the influence of flash sale and discount programs on impulsive buying with positive emotions as a mediating variable in the Shopee marketplace in Jambi. The respondents used as many as 96 people as a sample, and the population is unknown. The following is a grouping and explanation of the data of research respondents that have been distributed.

For classification based on gender, the highest respondent was in Women, as many as 71 responses. As for the male respondents, it was at 25 responses. Which means that for Shopee users, based on the grouping of data from the questionnaire results, the majority are used by women. And for classification according to age, the majority of Shopee marketplace users in the data from the distribution of the questionnaire are dominated by respondents aged 18 to 25 years.

For education itself, the education taken for the respondents in this questionnaire is in high school/vocational school as the last education. As for the classification by occupation or profession, most of the respondents' answers were students. Then for classification by sub- district, because this research focuses on the community of Jambi city, the distribution is carried out in all sub-districts of Jambi city, which number 11.

Based on the table of research methods in the previous sub-chapter, the following is a presentation of the results.

Testing the Dirrect Effect Beetween Flash Sale Program (X1) and Impulsive Buying (Y)

For the results of the effect of the flash sale program on impulsive buying, if viewed in the hypothesis test, it can be seen that the path coefficient is at a value of 0.096 and the P-value that relates the influence of the flash sale program to impulsive buying is 0.389 and then a positive T-statistic value is also added 0.861, then it can be concluded, if adjusted to the rule of thumb where the p value is <0.05 and the T-statistic is >1.96 . then the result obtained is, hypothesis 1, which H_a states that if it is suspected that the Flash Sale Program has an effect on impulsive buying, it is rejected. As well as accepting H_0 , it is suspected that the Flash sale program has no effect on impulse buying.

Testing the Dirrect Effect Beetween Discount (X2) and Impulsive Buying (Y)

For the results of the effect of discount on impulsive buying, if viewed in the hypothesis test, it can be seen that the path coefficient is at a value of 0.431 and the P-value that relates the effect of discount on impulsive buying is 0.005 plus a positive T-statistic value of 2.828, then it can be concluded, if adjusted to the rule of thumb where the p value is <0.05 and the T-statistic is >1.96 . then the result of hypothesis 2 is acceptable, H_a which states that it is suspected that Discount has an effect on impulsive buying, and rejects H_0 that states that it is suspected that Discount does not affect impulsive buying. It can be concluded that discounts have a positive and significant influence on impulse buying.

Testing the Dirrect Effect Beetween Flash Sale Program (X1) and Positive Emotions (Z)

For the results of the influence of the flash sale program on positive emotions, if viewed in the hypothesis test, it can be seen that the path coefficient is at a value of 0.192 and the P- value that relates the influence of the Flash Sale Program on impulsive buying is 0.062 plus a positive T-statistic value of 1.870, then it can be concluded, if adjusted to the rule of thumb where the p value is <0.05 and the T-statistic >1.96 . then the result of hypothesis 3, namely accepted, H_0 which states that it is suspected that the Flash Sale Program does not affect positive emotions, and rejects H_a who state that it is suspected that the Flash Sale Program does not affect positive emotions. It can be concluded that the flash sale program does not have a positive and significant influence on positive emotions.

Testing the Dirrect Effect Beetween Discount (X2) and Positive Emotions (Z)

For the results of discount on positive emotions, if viewed in the hypothesis test, it can be seen that the path coefficient is at a value, 0.559 and the P-value that relates the effect of discount on positive emotions is 0.000 plus a positive T-statistic value of 5.964, then it can be concluded, if adjusted to the rule of thumb where the p value is <0.05 and the T-statistic >1.96 . So the results of hypothesis 4, which is acceptable, H_a which states that it is suspected that discounts have an effect on positive emotions, and rejects H_0 those who state that it is suspected that discounts have no effect on positive emotions. It can be concluded that discounts have a positive and significant influence on positive emotions.

Testing the Dirrect Effect Beetween Positive Emotions (Z) and Impulsive Buying (Y)

For the results of the influence of positive emotions on impulsive buying, if viewed in the hypothesis test, it can be seen that the path coefficient is at, 0.307 and the P-value that relates the influence of positive emotions to impulsive buying is 0.013 plus a positive T- statistic value of 2.497, then it can be concluded, if adjusted to the rule of thumb where the p value is <0.05 and the T-statistic is >1.96 . Then the result of hypothesis 5, which is acceptable, H_a which states that it is suspected that positive emotions have an effect on impulsive buying, and rejects H_0 that it is suspected that positive emotions have no effect on impulsive buying. It can be concluded that positive emotions have a positive and significant influence on impulse buying.

Testing the Dirrect Effect Beetween Flash Sale Program (X1) on Impulsive Buying (Y) Through Positive Emotions (Z)

For the results of the effect of the flash sale program on impulsive buying through positive emotions,

if viewed in the hypothesis test, it can be seen that the path coefficient is at, 0.056 and the P-value that relates the influence of the flash sale program on impulsive buying with positive emotions as a mediating variable is 0.165 plus a positive T-statistic value of 1.390, then it can be concluded, if adjusted to the rule of thumb where the p value is <0.05 and the T-statistic >1.96 . Then the result of hypothesis 6, which is acceptable, H_0 states that it is suspected that the flash sale program does not have a positive effect on impulsive buying through positive emotions as a mediating variable, and rejects H_a that states that the flash sale program has an effect on impulsive buying through positive emotions as a mediating variable. It can be concluded that the flash sale program does not have a significant effect on impulse buying through positive emotions as a mediating variable.

Testing the Dirrect Effect Beetween Discount (X2) on Impulsive Buying (Y) Through Positive Emotions (Z)

For the results of the effect, discount on impulsive buying through positive emotions, If viewed in the hypothesis test, it can be seen that the path coefficient is at, 0.184 and the P- value that relates the influence of discount on impulsive buying with positive emotions as a mediating variable is 0.030 plus a positive T-statistic value of 2.177, then it can be concluded,if adjusted to the rule of thumb where the p value is <0.05 and the T-statistic is >1.96 . So the result of hypothesis 7, which is acceptable, H_a states that it is suspected that discount affects impulsive buying through positive emotions as a mediating variable, and rejects H_0 that states that discounts do not affect impulsive buying through positive emotions as a mediating variable.

Discussion

Flash sale program has no effect on impulse buyinh, Research Fitria & Istiyanto, (2024), which is in line with the results found in this study, namely that the flash sale program has no effect on impulse buying, this can be caused by many factors, including the characteristics of the respondents, as well as how the consumer makes a purchase decision, and not all consumers respond in the same way to the promotion. Research shows that several factors, such as. How often the flash sale program occurs, as well as the short duration so that it makes some consumers feel uncomfortable, and often runs out of products that are in demand, due to limited stock. The difference in the results of the study was found by Sarah, & Sitanggang (2022) who concluded that if flash sales have a significant influence on impulsive buying, research shows that time-limited offers can increase excitement and satisfaction, so consumers are more likely to buy impulsively. This can be due to the fact that the flash sale program has a limited time, it can create a sense of urgency and exclusivity that encourages consumers to make a purchase immediately. As well as other causes such as discounts that are much more significant compared to other discount promos on weekdays.

Discount affects impulsive buying, The results of this study are in line with those carried out by Azwari & Lina, (2020) which states that discounts have an effect on impulse buying, and contradict the results found by research conducted by Yuliarahma & Nurtantiono, (2022) variable *discount* has no effect on *impulsive buying*, similar to the flash sale program, Discount is also one of the sales strategies that is often used to attract consumer shopping interest, it's just that there is a difference in the duration of the time that lasts much longer, which can make consumers enjoy their time more during the purchase.

The flash sale program has no effect on positive emotions. The results of this study are in line with research conducted by Andriani (2023) which states that flash sales do not have a significant influence on consumers' positive emotions, and contradict research conducted by Setiawan & Sri Ardani, (2022) which states that the flash sale program has a positive effect on positive emotions. Positive emotions felt by consumers are very diverse, and caused by various factors. So it is very reasonable to get different research results.

Discount affects positive emotions, The results of this research are in line with those carried out by Jamjuri et al., (2022) which suggests that discounts have a positive and significant effect on positive emotions, and there are also conflicting research results, namely those conducted by Wulandari (2020) which states that discounts do not affect positive emotions, as explained above, if the emotions felt by consumers are triggered by various factors, therefore, it is difficult to generalize everyone, will be happy, even if they see a high discount program.

Positive emotions affect impulsive buying, The results of this study are in line with those carried out by Salsabila & Prince (2024) which states that positive emotions affect impulsive buying, and research that contradicts the results of this study is Putri et al., (2019) which states that positive emotions have no effect on impulse purchases. Positive emotions, or feelings of happiness felt by consumers, can indeed attract high shopping interest, but not everyone also does this, because some people can still think rationally even if the feeling they feel happy.

The flash sale program has no effect on impulsive buying through positive emotions, The results in this study are in line with those conducted by Nastiti & Nugroho (2020) which states that flash sales do not affect impulse buying through positive emotions, and there is also a study that states the opposite results, namely that the flash sale program has a positive effect on impulsive buying with positive emotions mediated, namely research conducted by Safitri et al., (2024). Flash sale programs occur in a fairly frequent period of time, with a time limit that can cause a sense of urgency in consumers, maybe some people will

like this challenging activity, but it is also undeniable, if some of them will definitely feel uncomfortable, by being hunted by time, so that the emotions felt will also be diverse, if consumers are uncomfortable, then positive emotions cannot occur, and can eliminate interest in shopping, especially if making impulse purchases.

Discount affects impulsive buying through positive emotions, The results in this study are in the same direction as those carried out by Vannisa et al., (2020) stating that discount has an effect on impulsive buying with positive emotions as a mediating variable, and there are also conflicting research results, namely those described by Hartati (2023) If the discount does not affect impulsive buying by being mediated by positive emotions. Discount and flash sale are indeed the same program, namely discounts, however, the difference lies in the duration of time, discounts provide a much longer time, so that consumers can feel more comfortable, choose what items to buy, even though they lack a sense of urgency, but discounts can cause positive emotions, such as happiness, and this can trigger impulsive buying.

Conclusions and Recommendations

Conclusions

Based on the results of the research, the flash sale program has no effect on impulse buying or positive emotions where this can be caused by many things, one of which can be caused by too limited time, and causes a sense of haste in some consumers, and causes the loss of expected positive emotions, and can also be due to product quality that is not in accordance with consumer expectations, lack of products that can attract interest, especially if you want to shop impulsively. But it is also possible that if there are consumers who are affected by flash sales, there is a sense of joy when they can succeed in getting products with high discounts in a very limited time. Because again, the purchase decision by consumers is influenced by many things. And even in this study, positive emotions could not mediate the relationship between the flash sale program and impulsive buying.

Discount affects impulse buying, because it can create attractive opportunities for consumers, as well as affect positive emotions. Where discounts can encourage them to make purchases without planning. Research shows that when consumers see lower prices, they tend to ignore risk and are more susceptible to buying, and other factors such as price perception, when consumers see discounts, they tend to feel that they are getting more value from the product they buy. And when the discount takes place, consumers can access the discount for a longer time, even though there are still limitations, but the time given is much longer, so that consumers can enjoy shopping more leisurely, and this can increase positive emotions. In this study, positive emotions can mediate the influence between Discount and positive emotions.

Positive emotions affect impulsive buying. Positive emotions, such as happiness and satisfaction, can increase an individual's tendency to make impulse purchases. When a person feels happy, they tend to be more open to making unplanned purchases.

Recommendations

Based on the discussion and conclusions that have been explained in the research. This is for the Shopee marketplace to ensure that all discount programs, whether it is a flash sale held on a certain day, or a discount on a weekday, are maintained, and can be further improved, both in the number of discounts given, how often flash sales are carried out, and provide a wider selection of products during the discount period. And maybe you can update the system on the discount program given, as well as add other more attractive promos.

For Shopee marketplace consumers, impulsive buying is not a good thing for us as individuals. Because they buy goods that are not in accordance with their needs, and especially in excessive capacity. Just because they are tempted by the promos given, it is recommended to be able to reduce these habits.

For the next researcher, other variables can be used because this study is only limited to the variables of flash sale programs, discounts, impulsive buying and positive emotions. Researchers can further research on the things that affect impulsive buying and the development of future research models can use moderating variables to test the role of positive emotions.

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