

**DETERMINANT FACTORS OF IMPULSIVE BUYING
BEHAVIOR: CASE ON FLASH SALE IN SHOPEE
YEAR OF 2021-2022**

Thesis

**Presented as Partial Fulfilment of Requirements for the Degree of
Sarjana Manajemen (S1) in International Business Management
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AUTHENTICITY ACKNOWLEDGEMENT

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Kudus, 7th June, 2022

The Author,



Evelyn Pranoto

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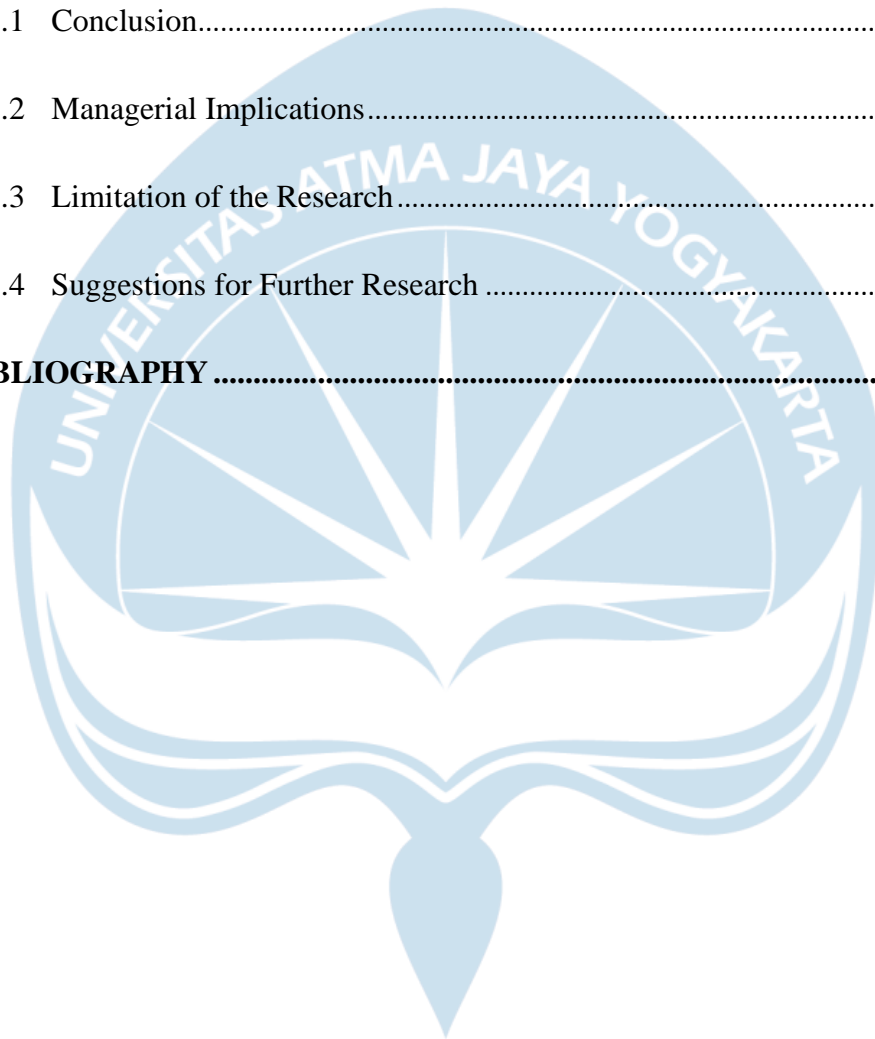
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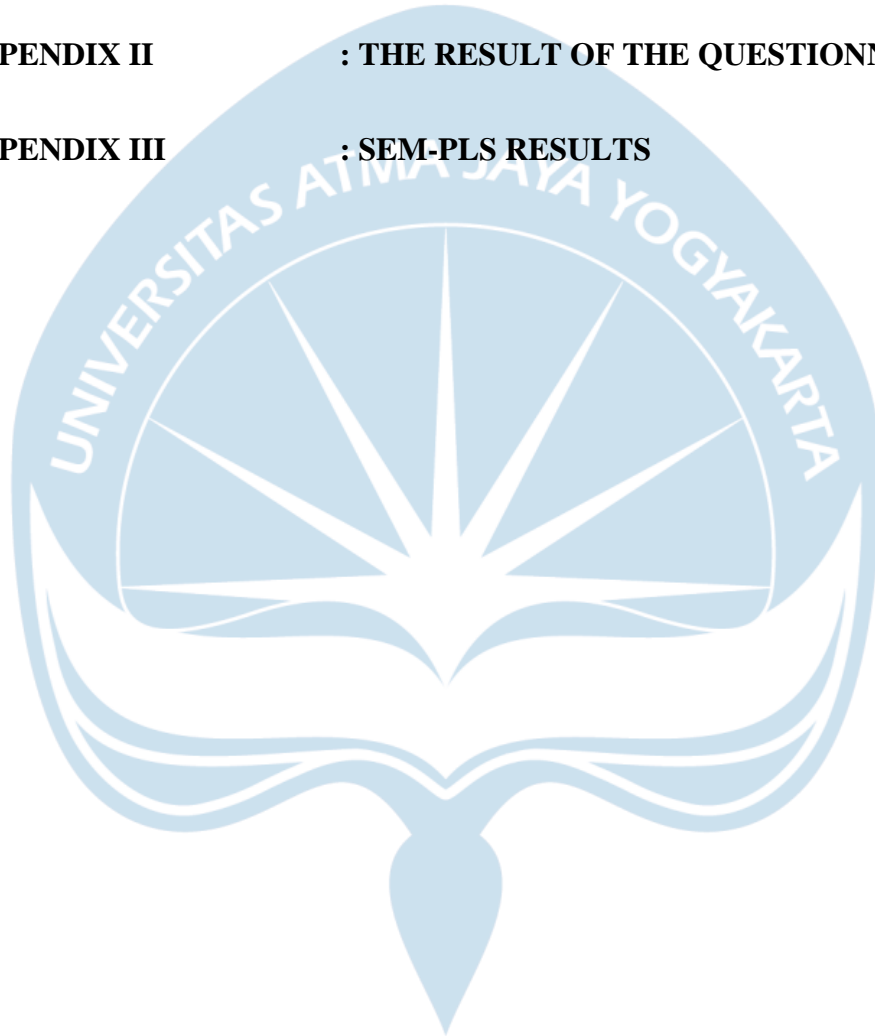
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THE DETERMINATION FACTORS OF IMPULSIVE BUYING BEHAVIOR: CASE ON FLASH SALE IN SHOPEE

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ABSTRACT

In recent decades, as the development of technology started to grow, a couple of significant movements have occurred in consumer behavior, especially the impact on e-commerce. Prior study has found that online users are more impulsive than those offline. The driven factors of impulsive buying behavior still need to be investigated. The study was conducted on flash sale customers in Shopee marketplace. Online questionnaire was distributed to collect primary data with a total valid sample of 202 respondents. The data were analysed using SmartPLS 3 program with Structural Equation Modelling (SEM) approach.

The study tested eleven hypotheses with the results showing that 6 out of 11 hypotheses were accepted. Among three elements of sales promotion, only perceived low price that could drive attitude towards flash sale. Other element, namely perceived scarcity only has a direct effect on impulse buying behavior as its effect on attitude towards flash sale is insignificant. In contrast, all the dimensions of hedonic shopping motivation were proven to have a significant effect on attitude towards flash sale and impulsive buying behavior. The finding supported both the relationship between cash on delivery and impulsive buying behavior and the moderating role of cash on delivery in the correlation between attitude towards flash sale and impulsive buying behavior. This study provides insight to businesses in improving flash sale program systems by applying text or image designs to attract customers during the flash sale program.

Keywords: Impulsive buying behavior, Flash sale, Hedonic shopping motivation, Sales promotion, Cash on Delivery