



# The Effect of Flash Sale and Brand Image on Impulse Buying On Consumer Marketplace

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**Abstract:** *In the present era, when the era is growing very rapidly, almost everything can be done via the internet. Starting from looking for information, looking for entertainment, social media, to shopping. One of the platforms that are often used by Indonesian people when shopping online is the marketplace. The marketplace is quite aggressive in holding attractive promos to lure people to make unplanned purchases or impulse buying. Impulse buying is influenced by various things, in this study there were two variables examined for their influence on impulse buying, namely flash sales and brand image. Flash sale is a form of promotion in the form of giving discounts on goods with a certain amount and a certain time. While brand image is what consumers think about a brand. The brand image used is the brand image of one of the largest marketplaces in Indonesia, namely Tokopedia. From the results of the study, it was found that flash sales and brand image together had a significant influence on impulse buying. When viewed partially, flash sale has a positive and significant effect, but brand image does not have a significant effect*

**Key words:** *Impulse Buying, Flash sale, Brand Image, Marketplace*

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## I. Introduction

Marketplace is basically like a traditional market that facilitates online traders and buyers. In the marketplace there is no longer a process of bargaining and asking questions about product specifications, because all product information about prices and specifications is immediately available when the goods are registered for sale in the marketplace (Luthfi, 2018). For example, Harbolnas or National Online Shopping Day. Promos at Harbolnas are proven to increase people's interest in shopping. In research conducted by Ipsos involving 1000 respondents, it shows that 92% of respondents consider the promos offered during Harbolnas to be very attractive. So interesting is the promo, as many as 46% of respondents deliberately find more budget and as many as 33% sometimes buy things that they didn't actually order (Putri, 2019). Apart from promotions, consumers also often act impulsively when making online shopping decisions because they are provoked by the ease of access to view products, ease of making purchases (one click direct delivery), no social pressure, and answers in delivery efforts (Verhagen & Dolen, 2007). 2011).

Impulse buying is an act of purchasing goods without making an assessment first (Parmar & Ahmed, 2013). Impulse buying arises when someone has a desire to buy a product, without careful consideration of why and for what reasons the person needs the item (Verhagen & Dolen, 2011). Impulse buying behavior is actually quite easy to observe around us. We take the example of the consumer marketplace. Ease and security in shopping and often providing attractive promo promos are the causes of a consumer to make impulse buying when visiting a marketplace. Especially when the marketplace holds flash sales of goods from certain brands, it's not uncommon for people to buy goods that are taking part in the flash sale even though they don't really need it.

The use of flash sales attracts a lot of interest from customers and other marketplaces because it generates a lot of profit. Flash sales are usually given to people who have become members or also members of the marketplace. Usually when a flash sale takes place, the marketplace will display how many items are available and the time available if you want to buy the item. But even if the customer has added the item to the "cart", the item can still be purchased by someone else. So that potential consumers at that time also have to

decide whether to buy the item or not (Crafts, 2012). Research conducted by Zakiyyah (2018) also shows that 69% of consumers from the online store "Pulchrageallery" immediately make purchases right away when the store does a flash sale. Fernanda (2019) also found that flash sales can encourage consumers to make purchases that were not previously planned or increase the number of purchases. In line with that research conducted by Syastra and Wangdra (2018) flash sales conducted by the marketplace have also proven to be the cause of impulse buying. There are 3 characteristics of flash sales that are usually carried out by the marketplace. The first is that they usually offer certain items in limited quantities. The second is that they usually offer significant discounts or rebates for a limited time. The third is that they make it easy to shop for products from brands that have a big or well-known image (Savannah & Ming, 2015).

After we discuss flash sales, let's discuss another cause of impulse buying, namely brand image. There are many marketing tricks that can be used to create a brand image, such as the product itself, its packaging, its brand name, logo, colors used, promotions at the point of purchase, retail stores, prices, brand owners, country of origin, even the target market and product users. (Arslan & Altuna, 2010). Basically any specific information that is in the minds of consumers about a brand is like an element of a picture, regardless of whether it is tangible or not based on actual experience or expectations can be called brand image (Persson, 2010). Brands that succeed in creating a positive brand image for their products can influence consumers to make impulse buying. Like Oriflame, which has succeeded in building a brand image in the city of Lamongan, many people do impulse buying when they see their products (Safa'atillah, 2017). Likewise, their brand image in the city of Jember has a positive influence on impulse buying (Husnul, Bambang, & Andi, 2017).

In Indonesia, companies that have succeeded in creating a strong brand image in the community are more chosen and purchased than their competitors, even though their competitors also have more or less the same advantages. For example, we take the Marketplace that is most widely used, which is currently Tokopedia. Tokopedia has the most users in Indonesia after defeating shopee which has topped the standings for a long time. Tokopedia has succeeded in attracting more customers than shopee, which if we look at it, it's actually not much different from what the two marketplaces offer. However, because Tokopedia has succeeded in creating a good brand image, finally many Indonesian people know Tokopedia. From several studies that have been described above, flash sales and brand image are proven to affect impulse buying. Based on the description and phenomena above, researchers are interested in knowing the effect of flash sales and brand image on impulse buying for consumers user of Tokopedia.

## II. Method

This study uses multiple regression analysis in analyzing the results of the study using 124 subjects. This number is actually quite a lot. According to Green (in Field, 2009) revealed that there are two roles of thumb that can be followed in determining the sample. If we want to do linear regression we can use the sample formula  $50 + 8k$ ,  $k$  is the number of external variables. If we want to test the predictors individually, we can use the formula  $104+k$ . Of the two formulas, it would be better if we use a formula that produces more minimum samples, namely  $104+k$  (Field, 2009). If we use the second formula, the minimum number of samples we need is  $104+2$ , which is 106 samples.

## III. Result

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	598.772	2	299.386	13.945	.000 <sup>b</sup>
	Residual	2597.776	121	21.469		
	Total	3196.548	123			

a. Dependent Variable: ImpulseBuying

b. Predictors: (Constant), BrandImage, FlashSale

From the data above, we can see that the significant value obtained is .000. From here we can see that the flash sale and brand image variables have a significant influence on the impulse buying variable.

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.433	.187	.174	4.633

We can see in the table above that the value of R square has a value of .187. From here we can see that the effect of flash sale and brand image variables on impulse buying variables is 19% while 81% is influenced by other variables.

Model	Coefficients <sup>a</sup>					Correlations		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Part
	B	Std. Error	Beta					
(Constant)	5.537	2.392		2.315	.022			
1 FlashSale	.384	.092	.392	4.155	.000	.428	.353	.340
BrandImage	.030	.038	.073	.769	.443	.267	.070	.063

a. Dependent Variable: ImpulseBuying

From the table above, it can be seen that the partial correlation of flash sale and impulse buying is .353 with a significance of 0.000 ( $p < .05$ ) meaning that the flash sale variable affects the impulse buying variable positively and significantly. Thus, it can be concluded that the first hypothesis, namely flash sale has a positive and significant effect on impulse buying and can be accepted. However, the partial correlation between brand image and impulse buying is 0.70 with a significance of .443 ( $p > .05$ ), meaning that the brand image variable affects the impulse buying variable positively but not significantly. Thus the second hypothesis, namely brand image has a positive and significant effect on impulse buying cannot be accepted.

From the table above we can make regression equation

$$\text{Impulse Buying} = 5.537 + .384 X1 + .030 X2$$

In the regression equation, it can be seen that the constant value of 5.537 indicates that the flash sale and brand image variables are 0, then impulse buying has a value of 5.537. While the flash sale coefficient value is positive at .384 and brand image is .030, which means that when flash sale increases by one. times it will be followed by an increase in the value of impulse buying by .030 and if the brand image increases once it will be followed by an increase in the value of impulse buying by .030

#### IV. Discussion

##### Effect of Flash sale on Impulse buying

The first hypothesis of this study is that flash sales have a positive effect on impulse buying. The point is that the higher a person is exposed to flash sales, the higher the impulse buying behavior will appear on Tokopedia consumers. Previous research conducted by Fernanda (2019) that providing promotions such as flash sales, cash back, or free shipping can increase consumers' desire to buy goods or even add purchases. Atrisia and Hendrayani (2021) also found that flash sales conducted by e-commerce have a positive influence on impulse buying. Syastra and Wangdra (2018) also found that prospective buyers made impulse buying because they were tempted by the discounts given when the item was in a flash sale. From this it can be concluded that impulse buying can appear when consumers are tempted by the flash sale given to the item.

From the results of the research conducted, it can be said that the effect of high flash sales is followed by high impulse buying behavior. This can be seen from the partial correlation of flash sale and impulse buying is .353 with a significance of 0.000 ( $p < .05$ ) meaning that the flash sale variable affects the impulse buying variable positively and significantly. In addition, in this study, the category of the number of Tokopedia users who were interested in flash sales was high as many as 75 people (60%) and impulse buying behavior which was classified as moderate as many as 38 people (31%). From this it is evident that flash sales can create impulse buying behavior towards Tokopedia users. This happens because the flash sale provided is considered quite attractive, such as giving big discounts and also free shipping promos on certain days so that they make impulse buying. From the observations, the researchers also saw that many Tokopedia users bought items that were currently on promo, especially when a beautiful date or national online shopping day arrived, many people would immediately look at Tokopedia to shop online.

### **Effect of Brand Image on Impulse buying**

The second hypothesis of this study is that brand image has a positive and significant influence on the occurrence of impulse buying behavior. This means that the stronger the Tokopedia brand image towards users, the higher the impulse buying behavior will occur. Based on research conducted by Pei-Tzu and Cheng-Jong (2015) brand image can make someone do impulse buying either through the experiences of others or themselves when using the product, or the image attached to the product can make someone buy the product even though previously have no plans to buy the product. Research conducted by Wulansari and Seminary (2015) also found that brand image has a positive influence on impulse buying. Brand image has an important role in attracting potential consumers to buy a product. From the description above, it can be concluded that brand image has a positive influence on impulse buying.

In this study, the results obtained were the positive influence of the Tokopedia brand image on impulse buying behavior. Tokopedia users who are exposed to brand image are also quite high, namely 68 people (55%) in the high category and 55 people (44%) in the medium category. However, this effect is not very significant, it can be seen from the partial correlation value of brand image and impulse buying is 0.70 with a significance of .443 ( $p > .05$ ) meaning that the brand image variable has no significant effect. So the second hypothesis of this study must be rejected. The results of this study are also in line with what was done by Meli (2020) that brand image has a positive but not significant effect on impulse buying. If we look at the reasons why Indonesians shop using the marketplace, many will say that the marketplace often holds promos or discounts. According to Nielsen (in Republika, 2012) around 61 percent of their respondents are always looking for discount promos followed by direct prizes of 21 percent, and products with special prices of 15 percent. So we can see that Tokopedia's tagline "all-rounder" does not significantly affect Tokopedia users in Medan to make impulse buying because users (Already smart) are more concerned with "all-inclusive discounts". In terms of service, it may also be possible to improve so that people's trust in online shopping through the marketplace, especially Tokopedia, can also increase. In addition to that, the provision of promos may not only be done on certain days but on weekdays because in fact Indonesian consumers shop a lot on weekdays, not on weekends or weekends (Bisnis, 2021).

### **Effect of Flash sale and Brand image on Impulse buying.**

Based on the results of the study, it can be concluded that flash sales and brand image have a positive and significant influence on impulse buying. This can be seen from the significance value obtained is .000 although if we look at the strength of the influence of the flash sale and brand image variables on impulse buying, it is only 17% while 83% is influenced by other variables.

However, if a partial test is carried out, only flash sales have a significant effect, this can be seen from the partial correlation test value of flash sale and impulse buying is .347 with a significance of 0.000 ( $p < .05$ ) which means that the flash sale variable affects the impulse buying variable. positively and significantly. While the partial correlation test value for brand image and impulse buying is 0.20 with a significance of .774 ( $p > .05$ ), meaning that the brand image variable affects the impulse buying variable positively but not significantly.

Actually, Tokopedia's flash sale has greatly influenced consumers to make impulse buying. The brand image built by Tokopedia is actually quite good so that it is known by many people. However, the effect is still not strong enough to influence someone to do impulse buying. Many other variables that might influence people to make impulse buying such as a person's personality or a weak level of economic ability also make people suppress their shopping desires.

## **V. Conclusion**

Based on the research results obtained, it can be concluded that Flash sale has a positive and significant impact on impulse buying for Tokopedia marketplace users. The stronger the flash sale, the stronger the impulse buying behavior that appears. Brand image has a positive influence but the effect is not too significant. So the stronger the brand image, it may not necessarily have a significant impact on impulse buying. Of the two independent variables, the variable that has a greater influence is flash sale compared to brand image. The big influence of flash sale and brand image in influencing impulse buying is only 17%, the other 83% is influenced by variables not examined by researchers. Tokopedia users in Medan generally have impulse buying and brand image is in the moderate category. While flash sales are in the high category

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