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THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND FLASH SALE PROGRAM IN TIKTOK LIVE SHOPPING ON THE IMPULSIVE BUYING BEHAVIOR OF GENERATION Z

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Abstract. One of the emerging phenomena is impulsive buying behavior, which is often influenced by hedonic shopping motivation and flash sale programs. This study aims to analyze the influence of hedonic shopping motivation and flash sale on the impulsive buying behavior of generation Z. This study uses a descriptive quantitative method with 300 respondents who are active TikTok users for online shopping. Data were collected through an online questionnaire and analyzed using SmartPLS 3.0 software. The results showed that hedonic shopping motivation and flash sale have a significant positive effect on impulsive buying behavior. In addition, flash sale also significantly increases hedonic shopping motivation, indicating that a limited-time discount strategy not only encourages spontaneous purchases but also strengthens the emotional drive to enjoy the shopping experience. In conclusion, the integration of elements of pleasure and urgency through hedonic shopping motivation and flash sale programs is a key factor in influencing the impulsive buying behavior of generation Z in the digital era. This study provides insight for business actors to design more effective marketing strategies.

Keywords: impulse buying behavior; hedonic shopping motivation; flash sale; generation z; online shopping

I. INTRODUCTION

The development of technology has brought about major changes in various aspects of human life (Romer, 1990). One of them is the advancement of technology as a way to shop digitally. With the increasing access to the internet and digital devices, online shopping has become something that is hard to miss (Daroch et al., 2021).

Several social media platforms have revolutionized by adding features that can make it easier to do business (Bhattacharyya & Bose, 2020), such as Instagram for Business, Facebook Business Page, and TikTok Shop, which facilitate the process of making purchasing decisions without having to switch applications (Putri et al., 2023). Due to the ease and innovation of technology today, this generation Z is said to prefer communicating through digital technology rather than direct face-to-face communication (Szymkowiak et al., 2021). As mentioned earlier, TikTok has features such as TikTok Shop and TikTok Live Shopping with its storefront commonly known as the "yellow basket", this feature can provide opportunities for its users to run a business and facilitate product sales online (Ruqoyyah & Rahmawan, 2023).

One of the behaviors that emerges from the convenience of online shopping is Impulsive Buying behavior (Darmawan & Gatheru, 2021). Impulsive buying is a buying behavior that occurs without prior planning (Verhagen & Van Dolen, 2011), often triggered by external stimuli that suddenly attract consumers' attention (Lee & Kacen, 2008). In the context of TikTok Live Shopping, impulsive buying behavior is often triggered by various factors such as limited offers (Nagadeepa et al., 2019), direct interaction with sellers (Yim et al., 2017). Impulsive buying is influenced by factors such as attractive product displays (Liao et al., 2009), consumer moods (Iyer et al., 2020), time pressure to buy immediately (Li et al., 2021), and emotional urges that arise from live broadcast content that attracts consumers' attention (Yi et al., 2023). Consumers are not only tempted by the products displayed in the storefront, but also by the atmosphere presented by the attractive seller and the "sense of familiarity" with other viewers involved in the live broadcast (Zhong et al., 2022). These factors play an important role in triggering impulsive behavior on the platform. One of the factors that drives purchasing behavior is Hedonic Shopping Motivation (Chang et al., 2023), especially in the context of online shopping (Kim & Eastin, 2011). Hedonic Shopping Motivation is the urge to shop based on pleasure and emotional satisfaction, not just functional needs (Babin et al., 1994; Cinjarevic et al., 2011). Generation Z, who often prioritize experience and enjoyment in shopping, tends to be more easily driven by hedonic motivation (D. K. Agrawal, 2022). This Hedonic Shopping Motivation is closely related to the search for enjoyable experiences, such as the pleasure of exploring products (Widagdo & Roz, 2021), interacting with sellers (Collier et al., 2015), or simply spending time on online shopping platforms (To et al., 2007). Consumers with hedonic motivation tend to enjoy the shopping process itself, which is triggered by feelings of joy, exploration, fantasy, and escape from routine

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(Babin et al., 1994). In addition, it is more on the aesthetic, emotional, and experiential aspects (Hirschman & Holbrook, 1982). Consumers who are motivated by pleasure tend to engage in impulsive buying more quickly because they are more focused on the emotional experience generated than rational considerations (Arnold & Reynolds, 2003). This shows that understanding hedonic shopping motivation is an important key for companies in creating effective marketing strategies (Hidayat & Maulana, 2023).

Flash Sale program is a marketing strategy that offers products with big discounts for a limited time (Liu et al., 2021; Zhang et al., 2018). This program is often used by E-Commerce platforms to create urgency and encourage impulsive purchases (Lamis et al., 2022). In the context of TikTok Live Shopping, the Flash Sale program is one of the features that attracts the most attention from consumers, especially because the limited time puts pressure on consumers to make purchasing decisions immediately (R. R. M. S. Hidayat, 2024). Business people on TikTok use this program to create "Fear Of Missing Out" (FOMO) or consumer Panic Buying attitudes, which further strengthens consumers' urge to buy products impulsively (Muharam et al., 2023). The results of the study show that the Flash Sale program can significantly increase impulsive buying behavior (Lamis et al., 2022; Vongurai, 2021; Zhang et al., 2018), especially among generation Z consumers who are more responsive to limited-time offers. In TikTok Live Shopping, the Flash Sale program is often carried out with interactive elements of live broadcasts, creating an experience that captivates consumers to make purchasing decisions quickly (Lamis et al., 2022). Flash Sale is used to promote and increase product sales to attract buyers' attention (Zhang et al., 2018). In addition, it benefits the online market in increasing the number of visitors and revenue (S. Agrawal & Sareen, 2016). The objectives of this study are: (1) To determine how hedonic shopping motivation affects impulsive buying behavior on TikTok Live Shopping, (2) To determine how Flash Sale affects impulsive buying behavior on TikTok Live Shopping, (3) To determine how Flash Sale affects Hedonic Shopping Motivation on TikTok Live Shopping.

Framework of Thinking and Hypothesis

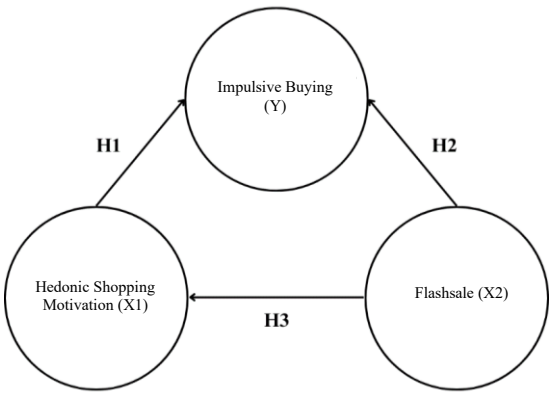

Figure 1. Thinking Framework

Based on research (Arnold & Reynolds, 2003) hedonic shopping has a positive influence on impulsive buying. Research conducted by (Gültekin & Özer, 2012) also shows that hedonic behavior such as spending time browsing online stores can influence a person's impulsive buying. From both studies, it can be concluded that Hedonic Shopping Motivation itself has a positive effect on Impulsive Buying.

H1: Hedonic Shopping Motivation has a significant influence on Impulsive Buying

Based on research (Zakiyyah, 2018), Impulse occurs during Flash Sale offers. Flash Sale, a promotional strategy that lowers prices for a certain time, can influence consumer behavior by making them believe that they will run out of the product, leading to Impulsive Buying (Li et al., 2021). It is proven that Flash Sale has a positive influence on Impulsive Buying.

H2: Flash Sale has a significant influence on Impulsive Buying

Based on research (Cyasmoro & Arifiansyah, 2024) Flash Sale has a very significant positive impact on Hedonic shopping. Research from (Zakiyyah, 2018) also proves that Flash Sale can encourage the tendency of Hedonic Shopping Motivation.

H3: Flash Sale has a significant influence on Hedonic Shopping Motivation

II. RESEARCH METHOD

This study uses a descriptive quantitative method. This study began in October 2024 to November 2024. The population of this study is generation Z who live in Jakarta and actively use the Tiktok application for shopping. This sampling technique uses the Non Probability Sampling technique. This study uses the theoretical formula (Hair et al., 2019) which states that the ideal and representative sample size depends on the number of statement items in the research indicator multiplied by 10; in this study, there are 15 indicators, so the calculation according to the theory is 20 x 15 = 150. The sample needed and representative for this study is 300 respondents. Data collection using Google Form. Data processing techniques using the SmartPLS 3.0 program.

III. RESULT AND DISCUSSION

Descriptive Analysis

The following Table 1 illustrates the mean, median, minimum, maximum, standard deviation, kurtosis, and skewness values of each statement item of the impulsive buying variable (Y), hedonic shopping motivation (X1), and flash sale (X2).

Validity and Reliability Test Results (Outer Model)

The outer model defines the construct or latent variable. This model describes the relationship between indicators and their latent variables (Hair et al., 2019). Evaluation of the validity of the outer model using reflection indicators is evaluated using convergent validity, discriminant

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validity, and composite reliability (Crocnbach's alpha) which are used to test the validity and reliability of the instrument.

Table 1. Results of Descriptive Analysis

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
Y1.1	1	0	4.27	4	1	5	0.832	4.622	-1.787
Y1.2	2	0	4.248	4	1	5	0.889	3.389	-1.665
Y1.3	3	0	4.299	4	1	5	0.808	4.763	-1.772
Y1.4	4	0	4.032	4	1	5	0.995	1.323	-1.266
Y1.5	5	0	4.18	4	1	5	0.942	2.805	-1.596
X1.1	6	0	4.469	5	1	5	0.801	7.932	-2.448
X1.2	7	0	4.106	4	1	5	0.874	2.832	-1.428
X1.3	8	0	4.219	4	1	5	0.902	3.347	-1.66
X1.4	9	0	4.338	4	1	5	0.829	5.601	-1.995
X1.5	10	0	4.27	4	1	5	0.899	3.919	-1.787
X2.1	11	0	4.367	5	1	5	0.875	5.196	-2.059
X2.2	12	0	4.228	4	1	5	0.873	4.016	-1.745
X2.3	13	0	4.312	4	1	5	0.919	4.259	-1.932
X2.4	14	0	4.325	4	1	5	0.864	5.19	-2.003
X2.5	15	0	4.145	4	1	5	1.015	1.955	-1.48

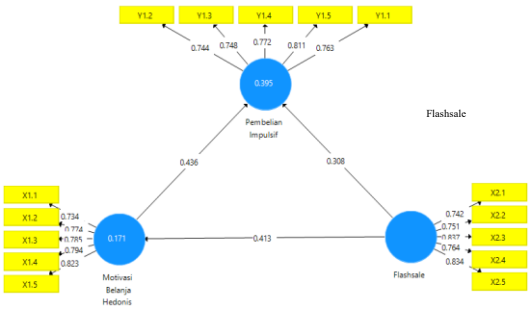

Figure 2. Outer Model

Validity Test Result

Convergent Validity Test Result

The first stage validity test is used to identify that unobserved variables can be measured using each observed variable construct through Confirmatory Factor Analysis (CFA) or commonly called factor analysis. According to Hair, an indicator is considered to have a high level of validity if it has a loading factor value greater than 0.50. The results of the Validation Test are shown in the table and figure as follows:

Table 2. Loading Factor Results

	Flashsale	Hedonic Shopping Motivation	Impulse Buying
X1.1		0.734	
X1.2		0.774	
X1.3		0.785	
X1.4		0.794	
X1.5		0.823	
X2.1	0.742		
X2.2	0.751		
X2.3	0.837		
X2.4	0.764		
X2.5	0.834		
Y1.2			0.744
Y1.3			0.748
Y1.4			0.772
Y1.5			0.811
Y1.1			0.763

From table 2 it can be seen that the outer loading value of the impulsive buying variable indicator (Y), hedonic shopping motivation (X1), and flash sale (X2) has met the requirements, which is more than 0.50 and it has been said that all indicators are valid.

Discriminant Validity Test Result

Table 3. Cross Loadings

	Flashsale	Hedonic Shopping Motivation	Impulse Buying
X1.1	0.236	0.734	0.299
X1.2	0.354	0.774	0.525
X1.3	0.347	0.785	0.452
X1.4	0.331	0.794	0.431
X1.5	0.32	0.823	0.444
X2.1	0.742	0.256	0.296
X2.2	0.751	0.312	0.345
X2.3	0.837	0.354	0.397
X2.4	0.764	0.278	0.312
X2.5	0.834	0.393	0.511
Y1.2	0.381	0.413	0.744
Y1.3	0.394	0.458	0.748
Y1.4	0.358	0.459	0.772
Y1.5	0.388	0.447	0.811
Y1.1	0.347	0.375	0.763

Based on the results of the cross loading test in Table 3, because the loading value between each indicator and its latent variable is higher, compared to other latent variables, the instrument or questionnaire that has been designed has good discriminant validity based on the cross loading approach.

Tested by comparing the square roots value of the Average Variance Extracted (AVE) value viewed diagonally. The square roots value is ideally the largest value, when compared to the correlation value with other variables, which means that the indicator is only correlated with the measured latent variable.

Table 4. Fornel Lacker

	Flashsale	Hedonic Shopping Motivation	Impulse Buying
Flashsale	0.787		
Hedonic Shopping Motivation	0.413	0.782	
Impulse Buying	0.488	0.563	0.768

Based on the results of the Fornell-Larcker test in Table 4, because the square root value of AVE for each latent variable is greater than the correlation value between the

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latent variable and other latent variables, the instrument or questionnaire that has been designed has good discriminant validity based on the Fornell-Larcker approach.

Table 5. HTMT

	Flashsale	Hedonic Shopping Motivation	Impulse Buying
Flashsale			
Hedonic Shopping Motivation	0.47		
Impulse Buying	0.563	0.655	

Table 5 shows the relationship values between constructs in the study. The HTMT value between Flashsale and Hedonic Shopping Motivation is 0.47, indicating a moderate relationship. Meanwhile, the relationship between Flashsale and Impulsive Buying has a value of 0.563, indicating a moderate relationship. The strongest relationship is seen between Hedonic Shopping Motivation and Impulsive Buying with a value of 0.655, indicating a relatively strong correlation. These values are below the threshold of 0.85, thus indicating good discriminant validity between the constructs.

Reliability Test

Table 6. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Flashsale	0.847	0.869	0.89	0.619
Hedonic Shopping Motivation	0.843	0.851	0.887	0.612
Impulse Buying	0.826	0.827	0.878	0.59

Table 6 above is a table of composite reliability values from the impulsive buying variables (Y), hedonic shopping motivation (X1), and flash sales (X2). The table shows that each variable has a composite reliability value above 0.7. From these results it can be concluded that the research model has met the value of composite reliability. While the cronbach's alpha value of the research model. The table shows that each variable has a cronbach's alpha value above 0.7

From these results it can be concluded that the research model has met the value of cronbach's alpha. From the model above, it can be concluded that the model has met the criteria for Composite Reliability and Cronbach's Alpha so that the research model has met the criteria for Reliability.

Inner Model Test Results

This model is a specification of the relationship between latent variables, also called inner relations. In this test is a test of the type and magnitude of the influence of the independent latent variable on the dependent latent variable.

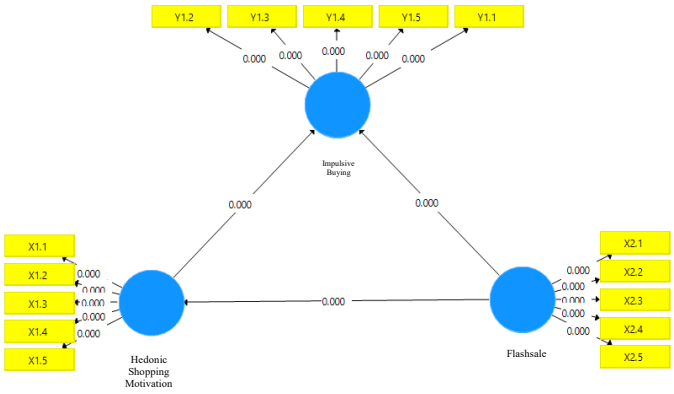

Figure 3. Inner Model

Goodness of Fit Model – Normed Fit Index (NIF)

NFI is one of the first fit measures proposed in the SEM literature to find fundamental misspecification in a model. Misspecification indicates important areas where model modifications should be made. The results of the NFI measurement are shown in Table 7. NFI produces values between 0 and 1. The closer the NFI is to 1, the better the fit (Bentler & Bonett, 1980; Lohmöller & Lohmöller, 1989; www.smartpls.com).

Table 7. Goodness of Fit Model Results

	Saturated Model	Estimated Model
SRMR	0.072	0.072
d_ULS	0.624	0.624
d_G	0.18	0.18
Chi-Square	344.433	344.433
NFI	0.835	0.835

F Square

The effect sizes value shows how much contribution each latent variable makes to the observed variable. The F Square effect size is shown in Table 8 F Square Test. An F Square value of 0.02 is considered small, 0.15 is medium, and 0.35 is large. Values less than 0.02 can be ignored or considered to have no effect (Hair et al., 2018).

Tabel 8. F Square Results

	Hedonic Shopping Motivation	Impulsive Buying
Flashsale	0.206 (Sedang)	0.13 (Small)
Hedonic Shopping Motivation		0.26 (Medium)

R Square

Inner model evaluation is done by looking at the Determination Coefficient. The Determination Coefficient

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aims to measure how far the model's ability to explain the variance of the dependent variable. The value of the determination coefficient is between 0 and 1. The value of the determination coefficient (R^2) approaches the value of 1. The R^2 value explains how much the independent variables hypothesized in the equation are able to explain the dependent variable.

Table 9. R Square Results

	R Square	R Square Adjusted
Hedonic Shopping Motivation	0.171	0.168
Impulse Buying	0.395	0.391

As seen in Table 9, the relationship between constructs based on the R-square value:

- The R-square value of impulsive purchases is 0.395, indicating that 39.5% of impulsive purchases are explained by impulsive shopping motivation and flash sales, while the rest is influenced by other variables outside those studied.
- The R-square value of hedonic shopping motivation is 0.171, indicating that 17.1% of hedonic shopping motivation is explained by flash sales, while the rest is influenced by other variables outside those studied.

Direct Effect Hypothesis Test

Path coefficients testing between constructs is shown in Table 10 to see the significance and strength of influence and to test the hypothesis.

Table 10. Direct Effect Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Flashsale -> Hedonic Shopping Motivation	0.413	0.416	0.094	4.415	0
Flashsale -> Impulse Purchase	0.308	0.311	0.075	4.1	0
Hedonic Shopping Motivation -> Impulse Purchase	0.436	0.432	0.078	5.562	0

IV. CONCLUSION

Hedonic shopping motivation has a significant influence on impulse buying behavior in Generation Z, where consumers are driven by a pleasant shopping experience and provide emotional satisfaction. Flash sale programs also show a significant positive influence on impulse buying through the creation of urgency through limited-time discount offers, which encourage consumers to make spontaneous purchases. In addition, flash sales have been shown to increase hedonic shopping motivation by strengthening consumers' urge to enjoy the shopping process. Thus, these two factors reinforce each other, creating a cycle that encourages greater impulse buying. The combination of hedonic shopping motivation and flash sale strategies is an important factor influencing impulse buying behavior on online shopping platforms such as TikTok Live Shopping. This opens up great opportunities for business actors to design more effective marketing strategies, utilizing elements of fun and urgency to increase sales conversions, and strengthen emotional connections with Generation Z consumers.

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