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IMPULSE BUYING BEHAVIOR OF SHEIN PRODUCTS IN INDONESIAN WORKERS IN JAPAN: AN OVERVIEW OF FLASH SALES AND DISCOUNTS

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ABSTRAK

The ease of enjoying fashion products through online channels presented by the development of e-commerce along with digital promotions such as flash sales and discounts actually triggers unplanned purchases, so this study is intended to measure the impact of flash sales and discounts on impulse buying behavior of SHEIN products in Indonesian workers in Japan, both partially and simultaneously. A causal associative design with a quantitative approach was applied in this study, where data were collected through online questionnaires from 60 Indonesian workers in Japan who were determined using purposive sampling and then processed using multiple linear regression, t-test, F test, along with determination coefficients. The results of the study show that flash sales have a positive but meaningless impact on impulse buying, while discounts have a positive and significant impact, and simultaneously both have a positive and significant impact with an R Square value of 0.488 which indicates that both variables are able to explain 48.8% of impulse buying variations while 51.2% are influenced by other factors outside the model, so these findings confirm that digital promotion plays a role in spontaneous buying behavior with discounts being one of the stronger factors driving impulse buying in the study respondents.

INTRODUCTION

The development of digital technology has changed people's consumption habits, where the presence of e-commerce allows consumers to browse and buy various products without the need to physically visit a store, while various digital promotions such as discounts, flash sales, and limited-time offers support this convenience (Albrecht et al., 2023). Niosi (2021) stated that the purchase decision does not always depart from a plan, but can arise because of interest in offers available at certain moments, especially online fashion platforms such as SHEIN provide

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economical value accompanied by attractive digital marketing strategies. Lamis et al. (2022) added that the purchase process also takes place faster and often triggers spontaneous actions, where flash sales and discounts offered can encourage buyers to make transactions immediately.

Impulse buying refers to transactions that occur suddenly without prior planning (Lamis et al., 2022). The online shopping environment facilitates transactions once attractive products and promotions are visible, so this behavior is increasingly common, while consumers' emotional conditions play a role in impulse buying during flash sales because the limited duration and quantity of products also strengthen the impulse to buy impulsively (Lamis et al., 2022).

The limited time of offers in flash sales creates the feeling of having to decide immediately before the promotion ends (Lamis et al., 2022), so various previous studies have linked it to impulse buying behavior, such as the findings of Ramadhan and Wardi (2025) regarding the relationship between flash sales and impulse purchases among Shopee application users. Discounts that give the impression that prices are below the fair rate are also commonly used in online commerce, where Roviqoh and Supriati (2022) found that price discounts have a positive and significant impact on impulse shopping decision making of Shopee users, while Mulyasari et al. (2021) examined the relationship between price discounts and impulse online purchases on fashion products. The relationship between promotion and impulse buying is not completely uniform, because there are studies that have found a strong influence, some show inconsistent relationships on certain platforms or types of products, so there is still wide space for further study, especially on online fashion platforms such as SHEIN which have different promotional characters from other marketplaces.

Nguyen-Van et al. (2024) revealed that flash sales have a positive and significant impact on impulse buying among Generation Z consumers in Vietnam, where limited time scarcity and limited number of products can trigger consumers to make impulsive transactions. Similar findings were also conveyed by Utami et al. (2024) that flash sales and discounts simultaneously have a positive and significant

impact on impulse buying on fashion products on Shopee, which shows that the combination of price promotions and limited-time offers can increase the tendency of consumers to buy fashion products without prior planning.

Limited product perception and sales promotion have been proven to be able to increase the impulse buying tendency of Shopee users, as shown by Setyarini and Sulistyorini (2024) that sales promotion and perceived perishability have an impact on impulse buying with flash sales as an intervening variable. The sense of urgency due to time constraints also increases consumer emotions so as to encourage impulse purchase decisions, as evidenced by Tsabita and Isa (2025) that scarcity promotion at flash sales has a positive impact on impulse buying with arousal as a mediating variable, while Abror (2024) stated that hedonic shopping value and flash sales have a positive impact on impulse buying behavior, where consumers tend to make spontaneous purchases when getting a pleasant shopping experience as well as finding flash sale offers.

Fear of missing out on opportunities is one of the elements that strengthen spontaneous purchasing decisions in digital consumers, as found by Adyantari et al. (2025) that discount promotions and the Fear of Missing Out (FoMO) phenomenon have a significant impact on impulse buying in the live streaming shopping mechanism. Limited time offers and product scarcity can also increase the urgency and value felt by consumers, as emphasized by Rachmania et al. (2025) that scarcity and flash sale techniques have a positive effect on impulse buying in cosmetic consumers on e-commerce platforms.

Various studies have produced findings that are not entirely consistent regarding the impact of flash sales and discounts on impulse buying, as shown by Fitriana and Istiyanto (2024) who did not find a significant influence on Shopee users in Soloraya even though free shipping had a significant impact, while Adytya et al. (2024) actually found that flash sales and cashback discounts had an effect on impulsive buying in live streaming-based marketplaces. Utama et al. (2025) also showed that hedonistic motivation and positive emotions play a role in impulse buying while the influence of price discounts is relatively limited, which indicates that

consumer responses to promotions are not always uniform and can be influenced by the context, characteristics of consumers, and the digital shopping environment.

Previous research shows that most of the studies still use different objects and characteristics of respondents from this study, while studies that specifically examine impulse buying behavior of SHEIN products by looking at flash sales and discounts on Indonesian workers in Japan are still very rare. Chen (2023) has examined SHEIN's marketing strategy in the cross-border e-commerce market of the United States, while Wu and Yang (2024) discuss the innovation of SHEIN's marketing strategy as a global fast fashion brand, so that the existing research discusses more specific marketplace users such as Shopee, consumers in the Indonesian region, or SHEIN's marketing strategy in general, and these conditions are a research gap that wants to be completed.

The different social and economic environment of consumers living in Indonesia makes Indonesian workers in Japan an interesting group to study, especially the use of online shopping platforms can be one of the options to meet fashion needs while following growing trends, while promotions such as flash sales and discounts make shopping decision-making potentially spontaneous when consumers find products that are considered attractive and have promotional prices.

In line with this, to find out how the impulse buying behavior of SHEIN products in Indonesian workers in Japan is reviewed from flash sales and discounts, this study uses flash sales as the first independent variable (X1), discounts as the second independent variable (X2), and impulse purchases as bound variables (Y), in accordance with the research framework that has been prepared. The purpose of this study is to identify the relationship between flash sales and discounts and the tendency to impulse purchase SHEIN products in Indonesian workers in Japan, both partially and simultaneously, so that the results are expected to increase understanding of consumer behavior in online fashion trade, especially among Indonesian workers in Japan, as well as become an additional reference for studies on impulse buying, flash sales, and discounts

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LITERATURE REVIEW

The Effect of Flash Sale on Impulse Buying

Kotler and Keller (2021) define flash sales as a promotional strategy in the form of special price offers for a limited time, which are used to boost purchases in a short period of time and trigger the fear of missing out on opportunities so that consumers decide to buy faster, while Muljono (2022) added that digital marketing strategies such as flash sales can increase buying interest because the promotions are easy to see through applications and social media, so that the more attractive the promos offered, the more likely consumers are to make spontaneous purchases. Febrianti et al. (2026) examined the influence of social media, flash sales, and buying interest on purchase decisions, the results of which showed that flash sales have an effect on consumer purchase decisions.

H1: There is an effect of flash sales on impulse buying

The Effect of Discounts on Impulse Buying

Alma (2021) explained that discounts can increase consumer interest because they give a saving and profitable impression, and the size of discounts also often affects consumers' decisions to buy products even though they did not have a purchase plan before, while Razali et al. (2022) examined the influence of discounts and free shipping on Shopee users' purchasing decisions with the result that discounts have a positive effect on purchase decisions.

H2: There is an effect of discounts on impulse buying

The Effect of Flash Sale and Discounts on Impulse Buying

Setiadi (2021) explained that impulse buying is often influenced by emotional factors and external stimuli such as promotions and product displays, which shows that flash sales and discounts are related to impulse buying behavior because both are able to attract attention and influence consumers' purchasing decisions spontaneously. Utami et al. (2024) found that the implementation of flash sale programs and the provision of discounts can increase consumers' tendency to make spontaneous purchases on fashion products, where promotions that offer lower prices

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for a limited time encourage consumers to make purchasing decisions without prior planning, thereby strengthening the occurrence of impulse buying behavior.

H3: There is an effect of flash sales and discounts on impulse buying.

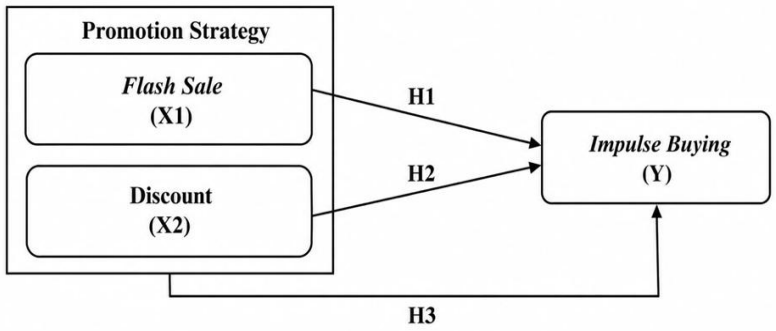


Figure 1. Research Model

METHODS

A quantitative approach with a causal associative design was applied to test the influence of flash sales and discounts on impulse buying behavior of SHEIN products in Indonesian workers in Japan. Albrecht et al. (2023) explained that this approach was chosen because the study focused on measuring the relationship between variables through numerical data from statistically analyzed respondents, while the study population included all Indonesian workers who worked in Japan and had used the SHEIN application to shop for fashion products. Because the exact population number was not known, the sample was determined using a non-probability sampling technique using the purposive sampling method, with respondent criteria including (1) Indonesian citizens working in Japan, (2) having made purchases through the SHEIN application, (3) having seen or taking advantage of flash sale promotions or discounts, and (4) willing to fill out a research questionnaire. Hair et al. (2010) stated that the number of samples was calculated from the number of indicators multiplied by 5 so that this study involved 60 respondents with 12 indicators from the variables of flash sale, discount, and impulse buying.

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Data collection was carried out through an online questionnaire. Lamis et al. (2022) and Nguyen-Van et al. (2024) explained that the preparation of the indicators refers to the concept of impulse buying behavior in the context of online shopping and digital promotion, while the research instrument is in the form of closed statements measured on a five-level Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree, and this questionnaire measures three variables, namely flash sale (X1), discount (X2), and impulse buying (Y). Lamis et al. (2022) explained that the collected data was analyzed using IBM SPSS version 25, with the analysis stages including descriptive statistics to describe respondent characteristics, validity and reliability tests to ensure the quality of the instruments, multiple linear regression analysis to test the influence of independent variables on dependent variables, determination coefficient (R^2) to determine the model's ability to explain impulse buying variations, and t-tests and F-tests to test hypotheses partially or simultaneously.

RESULTS

Description Analysis

Albrecht et al. (2023) stated that descriptive statistics were used to describe the responses of 60 respondents to the variables of flash sale, discounts, and impulse buying based on gender, age, and length of employment in Japan, in line with a quantitative approach that describes the data before further testing. The respondents of this study included 60 Indonesian citizens who worked in Japan, had used SHEIN, and had seen or used flash sales and discounts, with a composition of 35 women (58.33%) and 25 men (41.67%), then in terms of age, 38 people (63.33%) aged 18–25 years, 19 people (31.67%) aged 26–30 years, and 3 people (5.00%) aged 31–35 years, while based on the length of work in Japan, 27 people (45.00%) had worked for 1–3 years, 21 people (35.00%) for more than 3 years, and 12 people (20.00%) for less than 1 year, so that the composition showed the dominance of women, the age group of 18–25 years, and workers with a working period of 1–3 years. The results of this descriptive analysis were then used as an initial description to understand the

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behavior of the respondents before multiple linear regression analysis, t-test, and F test were carried out.

Table 1. Characteristics of Respondents

Features	Category	Frequency (People)	Presentace (%)
Gender	Women	35	58,33
	Male	25	41,67
Age	18-25 years old	38	63,33
	26-30 years	19	31,67
	31-35 years old	3	5,00
Long Time Working	<1 year	12	20,00
in Japan	1-3 years	27	45,00
	>3 years	21	35,00
Total Respond		**60**	**100,00**

Source: Premier data processed, 2026

Validity and Reliability Test

The validity test with 30 respondents (n=30) stated that all statement items were valid because the r count > 0.361, while the reliability test showed that the Flash Sale variable had Cronbach's Alpha 0.896, Discount 0.834, and Impulse Buying 0.762, all > 0.600, so that all variables were declared reliable and the research instrument was suitable for use for the next stage of analysis.

Table 2. Validity and Reliability Test

Validity			Rehabilitations	
Variabel	**R Count**	**Results**	**Cronbach'a Alpha**	**Results**
***Flash Sale* (X1)**			**0,896**	**Reliabel**
X1.1	0,875	Valid		
X1.2	0,924	Valid		
X1.3	0,847	Valid		
X1.4	0,868	Valid		
Discount (X2)			**0,834**	**Reliabel**
X2.1	0,809	Valid		
X2.2	0,751	Valid		
X2.3	0,829	Valid		

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X2.4	0,888	Valid		
***Impulse Buying* (Y)**			**0,762**	**Reliabel**
Y1	0,772	Valid		
Y2	0,867	Valid		
Y3	0,547	Valid		
Y4	0,859	Valid		

Source: Data processed using SPSS

Multiple Linear Regression Analysis

In order to examine the relationship between flash sale (X1) and discount (X2) to impulse buying (Y), multiple linear regression analysis was utilized, with the results of processing 60 respondents which will be presented as follows:

Table 3. Multiple Linear Regression Analysis Results

Variabel	B	Std.Error	Beta	t	Sign.
(Constant)	1,259	1,802	-	0,699	0,487
Flash Sale (X1)	0,340	0,198	0,309	1,718	0,091
Discount (X2)	0,488	0,211	0,416	2,314	0,024

Source: Data processed using SPSS

The flash sale regression coefficient is recorded at 0.340 while the discount reaches 0.488, so that the multiple linear regression equation formed from the results of data processing can be written as follows:

$$Y = 1{,}259 + 0{,}340X1 + 0{,}488X2 + e$$

A constant value of 1.259 indicates that impulse buying behavior will be valued at 1.259 if flash sale and discount are assumed to be constant, while a flash sale coefficient of 0.340 indicates a positive relationship which means that any increase in flash sales will be followed by an increase in impulse buying behavior, while a discount coefficient of 0.488 also shows a positive direction so that an increase in discount will be followed by an increase in the same behavior. Both variables can be concluded to have a positive relationship with impulse buying with the other variable being considered fixed, while when partially reviewed, only discounts are shown to have a significant effect on impulse buying while flash sales do not show a significant

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influence, but in simultaneous testing, flash sales and discounts together have a significant influence on impulse buying behavior.

Test Results t

Table 4. Test Results t

Variabel	t count	T table	Say.	Remarks
Flash Sale (X1)	1,718	2,002	0,091	H1 rejected
Discount (X2)	2,314	2,002	0,024	H2 accepted

Source: Data processed using SPSS

Table 4 displays the results of the t-test where the flash sale variable (X1) obtained t count 1.718 which was below t table 2.002 with a significance of 0.091 > 0.05, so that H1 was rejected and the flash sale was considered not to have a significant impact on impulse buying, while the discount variable (X2) recorded t count 2.314 which exceeded t table 2.002 with a significance of 0.024 < 0.05, so that H2 was accepted and the discount was proven to have a positive and significant impact on impulse buying.

F Test Results

The F test was carried out to examine the impact of flash sales (X1) and discounts (X2) simultaneously on impulse buying (Y) resulted in an F count of 27.115 while F of a table of 3.16 at a significance level of 0.05, a value of F calculated that exceeded the F of the table and a significance of 0.000 < 0.05 made H3 accepted, which proves that flash sales and discounts simultaneously have a positive and significant impact on impulse buying.

Table 5. Test Results F

Model	Sum of Squares	df	Mean Square	F count
Regression	420,356	2	210,178	27,115
Residual	441,827	57	7,751	-
Total	862,183	59	-	-

Source: Data processed using SPSS

Determination Test Results

The determination coefficient was tested to find out the extent to which flash sales and discounts can explain the variation in impulse buying, and the R Square

value of 0.488 shows that the two variables together are able to explain 48.8% of the variation in impulse buying while the remaining 51.2% is explained by other factors outside the research model, with a determination coefficient value of 0.488 classified as a medium category because it is in the range of 0.25–0.50.

Table 6. Determination Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,698	0,488	0,470	2,78412

Source: Data processed using SPSS.

Discussion

The Effect of Flash Sale on Impulse Buying

The coefficient of 0.340 with a significance of 0.091 > 0.05 puts H1 in a rejected position, which indicates that flash sales have a positive but statistically meaningless impact on impulse buying, so that the flash sale impulse is considered not strong enough to trigger spontaneous purchases among Indonesian workers in Japan. This finding is different from Ramadhan and Wardi (2025) who stated that flash sales have a positive impact on impulse buying, as well as from Febrianti et al. (2026) who showed that flash sales are able to encourage consumer purchase decisions.

The Effect of Discount on Impulse Buying

Discounts have been proven to have a positive and statistically significant impact on impulse buying, with a coefficient of 0.488 and a significance of 0.024 < 0.05, which indicates that the more attractive the discounts given, the stronger the tendency of consumers to make spontaneous purchases. Alma (2021) and Razali et al. (2022) explain that discounts can increase consumer interest as well as purchasing decisions, so the results of this study are in line with both.

The Effect of Flash Sale and Discount on Impulse Buying

The F-test yielded a value of 27.115 with a significance level of 0.000 < 0.05; therefore, H3 is accepted, proving that flash sales combined with discounts have a significant effect on impulse buying, where the R-squared value of 0.488 indicates that these two variables account for 48.8% of the variation in impulsive buying behavior,

while the remaining 51.2% is determined by other factors outside the scope of this study. These results support Setiadi (2021)'s finding that impulse buying can arise.

CONCLUSION AND SUGGESTION

This study can enrich our understanding of consumer behavior in online shopping. The application of the impulse buying concept has also been expanded to the context of users of online fashion platforms—specifically SHEIN—among Indonesian workers in Japan. Consequently, the findings can serve as a reference for future research examining impulse purchases, digital promotional strategies, and how consumers respond to various offers that appear unexpectedly on online shopping platforms.

These findings provide insights for SHEIN in designing promotional strategies aligned with its consumers' characteristics. Information regarding flash sales and discounts can be taken into account when crafting attractive offers, while also serving as food for thought for consumers to respond more wisely to various promotions—ensuring that purchasing decisions remain based on actual needs rather than being driven solely by the temptation of low prices.

The results of the study show that flash sales do not have a significant effect on impulse buying, whereas discounts have a positive and significant effect; together, the two have a significant effect, explaining 48.8% of the variance. SHEIN is advised to optimize its discount strategy and combine it with flash sales to better attract consumers, while consumers should consider their needs before making a purchase due to ongoing promotions. Further research is expected to include additional variables—such as consumer emotions, FOMO, and product quality—with a larger sample size to yield more diverse results.

Only 60 Indonesian workers in Japan participated via an online questionnaire; therefore, the results of this study do not represent all Indonesian workers in Japan. Furthermore, the variables examined were limited to flash sales and discounts, while 51.2% of other factors that could potentially influence impulse buying were not addressed.

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