



# Flash Sale and Brand Image Models in Improving Purchase Decisions on Fashion Products at the Shopee Marketplace Among Students

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**Abstract.** This study aims to determine the models of flash sales and brand image in improving purchase decisions on fashion products at the Shopee marketplace among students. The research was conducted using a quantitative descriptive method. Sampling in this study were 225 students from the 2017 class who had shopped for fashion products online at the Shopee marketplace. The sampling technique used was purposive sampling. The data collection method used a questionnaire distributed to respondents. The analytical tool used was multiple linear regressions. The results show that flash sales and brand image partially or simultaneously have an influence on purchase decisions.

**Keywords:** Flash sale · brand image · purchase decision

## 1 Introduction

The development of digital technology can create a virtual market that is more economical, efficient, and effective for an online business so that it can provide various benefits for sellers and buyers. Technological developments are closely related to individual behaviour, especially for the millennial generation, where millennials are known to have high interaction with technology and have high creativity. This can be reflected in the increase in activities to fulfil various needs through the internet or online network-based buying and selling system [1].

A marketer is required to understand consumer behaviour so that marketing activities can run effectively and efficiently. Understanding consumer behaviour is not easy, especially in the digital generation or millennial segment. This group is increasing in number and is known as a potential market to be targeted these days [2]. On the other hand, in the business world, technology and information are used for electronic commerce or what is commonly referred to as e-commerce, namely trade carried out using the internet network. The following are e-commerce trends in several Asian countries.

Figure 1 shows that e-commerce in the last few years has increased in terms of usage, one of which is Shopee, known as the most sought after by the Indonesian people. This phenomenon creates many opportunities in doing business, starting from selling

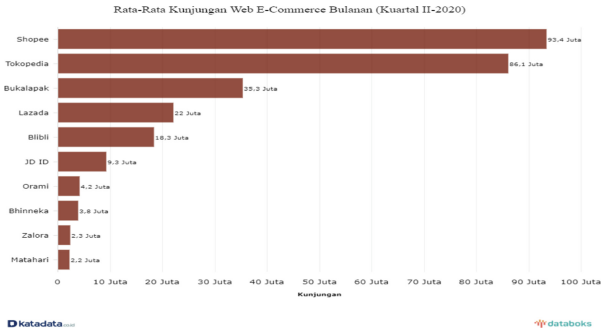


Fig. 1. Average Monthly E-Commerce Web (Quarter II – 2020) [3]



Fig. 2. Shopee’s Best Selling Product Category among Students.

products, services, and others who rely on the internet to maximize sales. With the advent of e-commerce, consumer shopping trends have changed practically through the internet. Shopping online is very welcome because it is considered more effective and efficient. There are now many e-commerce sites in Indonesia, which always have new e-commerce sites on the long list of e-commerce companies that previously existed [4].

One of the e-commerce applications mushrooming and rising in Indonesia is Shopee [5]. Shopee is an e-commerce site that offers a complete variety of daily needs, ranging from fashion, beauty, health, household appliances, school supplies, and other products at an affordable price for the Indonesian people, who are primarily from the lower-middle-class economy.

Shopee data in 2020 showed that the best-selling product category was beauty products with sales of 247.1 million items, followed by household equipment with 133 million items, and fashion products with 107 million items from Muslim fashion and 100 million items from women’s clothing [6]. The results of research revealed that today’s shopping activities are no longer to look for needed items, but also as entertainment or to relieve boredom [7]. Fashion and shopping lifestyles which are seen as symbols of self-identity, are considered capable of expressing themselves in society.

The popularity of Shopee as the number one marketplace in Indonesia has made online shopping even more popular, including among students. Figure 2 shows that students’ most frequently purchased products are fashion products. This indicates that appearance is the main factor for students purchasing the required fashion products.

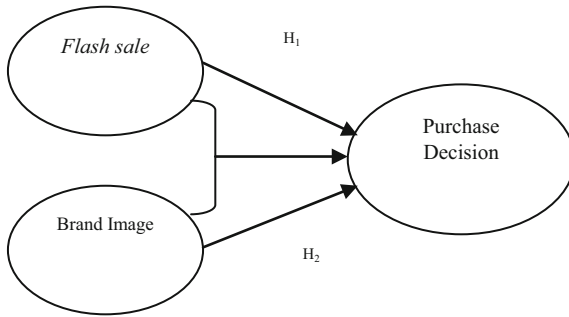
Students often unknowingly do impulse buying because they are interested in a product or want to spend their free time [7]. It can also be because of more income or pocket money, so they purchase a fashion product. Knowledge of fashion affects consumer confidence in daily activities. Consumers who are more aware of fashion, especially new products, will tend to purchase.

The purchase decision is the stage in the decision-making process where consumers actually buy and will go through several stages of the buying process. Decision-making is an individual activity that is directly involved in purchasing goods offered by the company [8]. Decision-making process begins with needs. In fulfilling this need, it is necessary to evaluate to obtain the best alternative from consumer perception [4]. Consumers need information whose amount and level of importance depend on consumers' needs and the situation they face. Purchase decision is a person's buying behaviour in determining a product choice to achieve satisfaction according to consumer needs and desires, including problem recognition, information search, evaluation of purchasing alternatives, purchase decisions, and post-purchase behaviour [9]. Consumer behaviour plays a vital role in determining the purchase decision-making process. Purchase decisions on the Shopee application, especially among students, are due to the convenience factor offered by the application. Another factor that affects purchase decisions is a price discount [10].

Number of players in the online business made the competition [1] even more challenging [11]. After regular discounts and promos are no longer effective in bringing in customers, now online sellers are introducing a new term in cheap shopping called flash sales. Flash sale is a strategy in online business to sell goods exclusively at a much lower price than the original, and of course in a very limited time. One of the promotional activities carried out by e-commerce to increase the number of visitors or online buyers are to carry out promotions in the form of flash sales at certain times [12]. This flash sale is a promotional activity carried out in a very limited time by providing price discounts, cashback, or free shipping for buyers who shop online.

Shopee Indonesia has experienced such a significant development. The rapid development of this certainly creates its challenges. One of the challenges is maintaining the consistency of the brand image and smooth communication in the application through unique content, ensuring a two-way communication line with users, and solving problems that arise from communication with users strategically and quickly [13]. Brand image is a perception and belief held by consumers, as reflected by associations embedded in consumers' memories [8]. Shopee Indonesia consumers are very concerned about the company's image, where Shopee Indonesia has a high level of popularity, high credibility, and a vast network that reaches all over Indonesia. The higher the company's brand image level, the more likely people will make purchase decisions at Shopee Indonesia to buy goods online [13].

Thus, the description above raises researchers' interest in finding out more about flash sale and brand image models in improving students' purchase decisions on fashion products at the Shopee marketplace.



**Fig. 3.** Research design

## 2 Research Methods

This study used descriptive and verification methods with a quantitative approach. The research locus is the University of Buana Perjuangan (UBP) Karawang, with a population of 507 students from the 2017 Management Study Program. Calculation of the sample used the Slovin formula with alpha 5% obtained a sample of 225 students. The sampling technique used purposive sampling with the criteria that the 2017 Management Study Program students used the Shopee application to shop for fashion products online. Primary data sources with data collection techniques used questionnaires related to the variables studied. All data obtained were processed using SPSS version 21. Several tests were carried out in this study, namely the validity and reliability of the questionnaire, normality, and multiple linear regression. Figure 3 exhibits the research design.

## 3 Results and Discussion

Based on the questionnaire results regarding the respondent's profile, it can be seen that the gender of the respondents mainly was females at 68%, while male respondents were 32%. Most of the respondents were aged 19–25 years (80%), while the rest were aged 26–30 years (20%).

### 3.1 Validity Test

The terms of a statement are said to be valid if the validity index value is 0.3 [14]. Based on the results of the validity test of the flash sale, brand image, and purchase decisions variables, it was found that all indicators contained in the questionnaire were declared valid because all the correlation coefficient values were  $> 0.3$ .

### 3.2 Reliability Test

The instrument used in research is a variable known to be reliable if it has a Cronbach's Alpha value  $> 0.60$ . So based on the results of the reliability test, it was found that the flash sale, brand image, and purchase decisions variables used in the study were declared reliable, because the three variables had a Cronbach's Alpha value  $> 0.60$ .

### 3.3 Normality Test

Based on the tests carried out, it shows that the normality test with Kolmogorov Smirnov obtained the Asymp. Sig. value. Sig is 0.200, meaning that the significant value is  $>0.05$ . So, it can be concluded that the sample data from the tested population is declared to be normally distributed.

### 3.4 Multiple Linear Regression Test

Based on Table 1, the value of the multiple linear regression equation is obtained as follows:

$$Y = 1.223 + 0.232X_1 + 0.690X_2 + e \quad (1)$$

The above equation can be explained as follows: The constant 1.223 indicates that if there is no flash sale and brand image, then the value of the purchase decision is 1.223. The value of 0.232 on the flash sale variable ( $X_1$ ) is positive; this indicates that the higher the flash sale value, the purchase decision will increase by 0.232, assuming other variables remain. The value of 0.690 on the Brand Image variable ( $X_2$ ) is positive; this indicates that the higher the brand image, the purchase decision will increase by 0.690, assuming other variables remain.

### 3.5 Coefficient of Determination Test ( $R^2$ )

Based on Table 2, the value of R square ( $R^2$ ) is 0.736, so it can be seen that the flash sale ( $X_1$ ) and brand image ( $X_2$ ) variables can explain 73.6% of the purchase decision variable ( $Y$ ). While other variables explain the remaining 26.4% outside of this study.

**Table 1.** Multiple Linear Regression Test Result

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	1.223	0.975		0.553	0.581
Flash Sales	0.232	0.066	0.200	3.523	0.001
Citra Merek	0.690	0.057	0.690	12.136	0.000

**Table 2.** Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.858	0.736	0.733	4.942

**Table 3.** Path Coefficients

ANOVA					
Model	Sum of Square	df	Mean Square	F	Sig
Regression	15098.124	2	7549.06	309.047	0.000
Residual	5422.765	222	24.427		
Total	20520.889	224			

### 3.6 Partial Test (t-Test)

Based on the t-count results that have been obtained in Table 1 above, the following analysis is obtained: The results of SPSS calculation for the flash sale variable ( $X_1$ ), the value of t-count is compared with t-table at an error rate of 5%, then the value of t-table = 1.97071 is obtained. Thus, it is known that t-count (3.523) > t-table (1.97071) with a significance value of 0.001 (0.001 < 0.05), it can be concluded that flash sales partially affect purchase decisions.

The results of SPSS calculation for the brand image variable ( $X_2$ ), the value of t-count is compared with t-table at an error rate of 5%, then the value of t-table = 1.97071 is obtained. Thus, it is known that t-count (12.136) > t-table (1.97071) with a significance value of 0.0005 (0.0005 < 0.05), it can be concluded that brand image partially influences purchase decisions.

### 3.7 Simultaneous Test (F-Test)

Based on Table 3, it can be seen that F-count = 309.047 and sig. 0.000. It means that the value of sig. (0.000) < 0.05 and F-count (309.047) > f-table (3.0352). So, it can be concluded that flash sale and brand image simultaneously affect purchase decision.

## 4 Conclusion

Based on the results of hypothesis testing and analysis of the flash sale and brand image models in improving purchase decisions on fashion products in the Shopee marketplace among students, it can be concluded that flash sale and brand image partially or simultaneously influence purchase decisions. The higher the flash sale value and brand image, the more the purchase decisions of fashion products in the Shopee marketplace among students.

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**Authors' Contributions.** The four authors contributed to the writing of this research article. Syifa Pramudita Faddila contributed to the study data and data analysis. Citra Savitri contributed to the collection of references related to research and checking articles. Dedi Mulyadi and Puji Isyanto contributed to the data survey.

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