American International Journal of Business Management (AIJBM)
ISSN- 2379-106X, www.aijbm.com Volume 9, Issue 07 (July - 2026), PP 08-13

The Influence of Live Shopping, Price Perception, and Flash Sales on Purchase Decisions: Evidence from Shopee Users in Indonesia

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ABSTRACT: *This study aims to analyze the effect of live shopping, price perception, and flash sales on purchase decisions among Shopee users in Indonesia. This research uses a quantitative approach with a survey method. Data were collected from Shopee users in Indonesia and analyzed using multiple linear regression with SPSS. The results show that live shopping has a positive and significant effect on purchase decisions. Price perception also has a significant positive effect, while flash sales significantly influence purchase decisions. Furthermore, all variables simultaneously have a significant effect on purchase decisions. This study contributes to the development of digital marketing and consumer behavior theory, particularly in the context of live commerce and promotional strategies in e-commerce. E-commerce platforms and online sellers can optimize live shopping features, pricing strategies, and flash sale campaigns to increase consumer purchase decisions.*

KEYWORDS - *Live Shopping, Price Perception, Flash Sale, Purchase Decision, Shopee*

I. INTRODUCTION

The rapid growth of e-commerce has significantly transformed consumer purchasing behavior worldwide, including in Indonesia (Kotler et al., 2021). As one of the leading e-commerce platforms in Indonesia, Shopee continuously introduces innovative marketing strategies to attract consumers and stimulate purchasing activities. Among these strategies, live shopping, price perception, and flash sales have become increasingly important in influencing consumer decision-making processes. Live shopping enables consumers to interact directly with sellers and obtain real-time product information, thereby increasing trust and purchase intention (Sun et al., 2019). Meanwhile, favorable price perceptions encourage consumers to evaluate products as offering greater value, which positively affects purchasing behavior (Zeithaml, 1988). In addition, flash sales create a sense of urgency and scarcity that can motivate consumers to make immediate purchases (Liu et al., 2021). These marketing tools have become essential components of digital commerce and are widely adopted by online marketplaces to enhance customer engagement and sales performance (Wongkitrungrueng & Assarut, 2020).

Despite the growing popularity of these marketing strategies, empirical evidence regarding their influence on purchase decisions among Indonesian Shopee users remains limited and inconsistent. Previous studies have often examined live shopping, price perception, and flash sales separately, resulting in a fragmented understanding of their combined impact on consumer purchasing behavior (Chen & Lin, 2018; Xu et al., 2020). Furthermore, differences in consumer characteristics and market conditions may lead to varying research findings across contexts. Therefore, this study aims to analyze the influence of live shopping, price perception, and flash sales on purchase decisions among Shopee users in Indonesia. The findings are expected to contribute to the digital marketing and e-commerce literature while providing practical insights for online retailers and platform managers in designing more effective marketing strategies to improve consumer purchase decisions (Kotler et al., 2021; Wongkitrungrueng & Assarut, 2020).

II. THEORITICAL REVIEW

Live Shopping

Live shopping is a digital marketing strategy that integrates real-time video streaming and online purchasing activities, allowing consumers to interact directly with sellers while evaluating products. This interactive environment enhances consumer engagement, trust, and purchase intention. According to Hossain et al. (2023), live-streaming commerce significantly influences consumers' purchasing decisions by providing rich product information, entertainment, and social interaction. Similarly, Hanifah et al. (2024) found that interactivity in live commerce positively affects consumer purchase decisions by increasing engagement and reducing uncertainty. Therefore, live shopping has become an effective promotional tool for e-commerce platforms seeking to enhance consumer purchasing behavior.

Price Perception

Price perception refers to consumers' subjective evaluation of whether a product's price is reasonable relative to the benefits received. Consumers often use price as an indicator of value when making purchasing decisions. Hasmalawati et al. (2024) found that positive price perceptions significantly influence product purchasing decisions because consumers tend to purchase products that provide perceived value for money. Furthermore, recent studies emphasize that consumer responses to pricing strategies are strongly associated with their perceptions of fairness, affordability, and value. Consequently, favorable price perceptions are expected to increase the likelihood of purchase decisions.

Flash Sales

Flash sales are short-term promotional activities that offer products at discounted prices for a limited time and quantity. This strategy creates a sense of urgency and scarcity, encouraging consumers to make immediate purchasing decisions. Research by Rahma and Purwanto (2023) demonstrated that flash sale promotions positively influence purchasing decisions among Indonesian e-commerce consumers. Likewise, recent findings indicate that flash sales can stimulate impulsive buying behavior by increasing consumers' fear of missing out (FOMO) and perceived opportunity value. Therefore, flash sales are considered an effective marketing strategy for increasing online sales performance.

Purchase Decisions

Purchase decisions refer to consumers' choices to buy products after evaluating available alternatives. In the digital marketplace, purchase decisions are influenced by various marketing stimuli, including promotional activities, pricing strategies, and interactive shopping experiences. Recent studies have shown that live commerce features, perceived value, and promotional incentives significantly affect consumer decision-making processes in e-commerce environments. Consumers are more likely to complete purchases when they perceive product information as credible, prices as attractive, and promotional opportunities as beneficial.

Relationship among Variables

The Stimulus-Organism-Response (S-O-R) Theory explains how external marketing stimuli influence consumers' internal evaluations and behavioral responses. In this study, live shopping, price perception, and flash sales act as stimuli that affect consumers' cognitive and emotional responses, ultimately leading to purchase decisions. Interactive live shopping enhances trust and engagement, favorable price perceptions increase perceived value, and flash sales create urgency that motivates immediate action. Therefore, these variables are theoretically expected to positively influence purchase decisions among Shopee users in Indonesia.

III. HYPOTHESIS DEVELOPMENT

Based on previous studies, live shopping enhances engagement and trust, which positively influences purchase decisions. Price perception plays a critical role in shaping consumer value assessment, while flash sales create urgency that stimulates purchasing behavior. Therefore:

H1: Live shopping has a positive and significant effect on purchase decisions.
H2: Price perception has a positive and significant effect on purchase decisions.
H3: Flash sales have a positive and significant effect on purchase decisions.
H4: Live shopping, price perception, and flash sales simultaneously have a positive and significant effect on purchase decisions.

IV. RESEARCH METHODE

This study uses a quantitative approach with a survey method. The population consists of Shopee users in Indonesia, and a purposive sampling technique is applied. Validity, reliability, classical assumption tests, t-test, F-test, and coefficient of determination (R^2) were used for data analysis. Data were collected using a structured questionnaire with a 5-point Likert scale. The data were analyzed using multiple linear regression with SPSS. The model used is:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Where:

Y = Purchase Decision
X1 = Live Shopping
X2 = Price Perception
X3 = Flash Sales
A = Constant
B = Regression coefficient
e = Error term

V. RESEARCH RESULT

Validity testing in this study was conducted on three independent variables, namely live shopping, price perception, and flash sales, with purchase decision as the dependent variable. Validity was assessed using Pearson product-moment correlation by comparing the Corrected Item-Total Correlation values from SPSS output with the r-table value at a 5% significance level ($\alpha = 0.05$), where items are considered valid if r-count > r-table (0.151). Reliability testing confirmed that all measurement items were reliable. All analyses were conducted using SPSS version 25.

Table 1 Multicollinearity Test Results

Test Of Multicollinearity	Tolerance	VIF	Information
Live Shopping	.712	1.405	No Multicollinearity Occurs
Persepsi Harga	.684	1.462	No Multicollinearity Occurs
Flash Sale	.651	1.536	No Multicollinearity Occurs

Data Source: Processed from Questionnare, 2026

Based on Table 1, The absence of multicollinearity among the independent variables is confirmed by the VIF score being below 10, suggesting that multicollinearity is not a concern.

Heteroscedasticity Test

This test aims to determine whether there is a variance inequality in residuals across observations in the regression model. The researcher used the Glejser test. Basis of assessment:

1) If the significance value < 0.05, heteroscedasticity occurs.
2) If the significance value > 0.05, no heteroscedasticity occurs

Tabel 2 Hasil Uji Heteroskedastisitas

Model	Coefficient Variabel	Sig.
1	Live Shopping	0,421
	Persepsi Harga	0,388
	Flash Sale	0,517

Data Source: Processed from Questionnaire, 2026

Heteroscedasticity Test Results

Based on Table 2, heteroscedasticity was not found in the data present, since the statistical significance level for live shopping is 0.421 > 0.05, price perception is 0.388 > 0.05 and for flash sale is 0.517 > 0.05

The implementation of a multiple linear regression method

This analysis is carried out to determine the effect of live shopping (X1), price perception (X2), and flas sale(X3) on purchase decision (Y). The results are as follows:

Table 3 Results of Multiple Linear Regression Analysis

	Coefficients			
Model		**Unstandardized Coefficients**		**Standardized Coefficients**
1		B	Std. Error	Sig.
	(Constant)	2.315	2.102	.037
	Live Shopping (X_1)	0,312	4,821	0,00
	Persepsi Harga (X_2)	0,284	4,115	0,00
	Flash Sale (X_3)	0,356	5,208	0,00

Data Source: Processed from Questionnaire, 2026

As shown in Table 3, the findings from the application of the multiple linear regression technique was utilized to examine the relationship between the studied variables following formula:

$$Y = 2.315 + 0{,}312X_1 + 0{,}284X_2 + 0{,}356X_3 + e$$

1. Live shopping (X_1) has a positive coefficient of 0.312 with a significance value of 0.000, indicating that live shopping significantly influences purchase decisions. This suggests that interactive shopping features such as real-time product demonstrations and direct seller-consumer interaction enhance consumer trust and encourage purchasing behavior.
2. Price perception (X_2) also shows a positive and significant effect on purchase decisions, with a coefficient of 0.284 and a significance value of 0.000. This implies that consumers who perceive prices as reasonable and competitive are more likely to make purchasing decisions on the Shopee platform. Price perception plays an important role in shaping consumer evaluation and value assessment.
3. flash sales (X_3) exhibit the strongest positive effect among the three variables, with a coefficient of 0.356 and a significance value of 0.000. This indicates that limited-time promotions and urgent discounts effectively stimulate consumer impulse buying behavior and increase purchase decisions. The scarcity principle embedded in flash sale strategies creates a sense of urgency that drives faster decision-making.
4. Overall, the findings confirm that live shopping, price perception, and flash sales simultaneously play a significant role in influencing purchase decisions. These results are consistent with previous studies that emphasize the importance of digital marketing strategies and promotional techniques in shaping online consumer behavior. Therefore, e-commerce platforms such as Shopee should continue optimizing interactive features, pricing strategies, and promotional campaigns to enhance user engagement and increase sales performance.

Based on the research that has been conducted, the results of the correlation coefficient (r) and determination coefficient (R2) in this study can be seen in Table 4 as follows:

Table 4 Results of Correlation Coefficient (r) and Determination Coefficient (R2) Tests

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775	.601	.5 94	1,945

Data Source: Processed from Questionnaire, 2026

The correlation coefficient (r) is 0.775, meaning there is a low positive relationship between the independent variables and the dependent variable (according to Sugiyono, 2022). The R^2 value of 0.601 indicates that 60.1% of the purchase decisions can be explained by live shopping, price perception, and flash sales; the remaining 39.9% is explained by other factors such as electronic word of mouth (e-WOM), product quality, brand image, and service quality, which may also influence consumer purchase decisions in e-commerce platforms.

F Test Results

The F-test is used to determine whether the regression model is appropriate. The result is:

Table 5 F Test Results

ANNOVA[b]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	892,341	3	297,447	78,654	0,000
	Residual	616,689	163	3,783		
	Total	1.509,030	166			

Data Source: Processed from Questionnaire, 2026

Since the significance value is 0.000 < 0.05, the regression model is valid for explaining that live shopping, price perception, and flash sales simultaneously have a significant effect on purchase decisions t-Test Results

The t-test determines the individual effect of each independent variable on the dependent variable (significance level 5% or α = 0.05):

Table 6 t-Test Results

Coefficients					
Model	**Variables**	**B**	**t_{tabel}**	**t_{hitung}**	**Sig.**
1	Live Shopping	.312	1,974	4,821	.000
	Persepsi Harga	.284	1,974	4,115	.000
	Flash Sale	.356	1,974	5,208	.000

Data Source: Processed from Questionnaire, 2026

The results of the regression coefficient test show that all independent variables, namely Live Shopping, Price Perception, and Flash Sale, have a positive and significant effect on the dependent variable (purchase decision).

This is indicated by the significance values of all variables being lower than 0.05 (0.000 < 0.05), meaning that all variables are statistically significant individually. In addition, the t-count values of all variables are greater than the t-table value (1.974), namely Live Shopping (t = 4.821), Price Perception (t = 4.115), and Flash Sale (t = 5.208), which indicates that each variable has a partial significant effect on purchase decisions.

Based on the regression coefficients (B), the variable with the strongest influence is Flash Sale (B = 0.356), followed by Live Shopping (B = 0.312), and Price Perception (B = 0.284). This indicates that Flash Sale is the most dominant factor influencing purchase decisions compared to the other variables.

VI. CONCLUSION

Based on the findings of the study and the results of the analysis, the following main conclusions can be drawn:

1. Live Shopping has a positive and significant effect on Purchase Decisions among Shopee users
2. Price Perception has a positive and significant effect on Purchase Decisions among Shopee users.
3. Flash Sale has a positive and significant effect on Purchase Decisions among Shopee users.
4. Live Shopping, Price Perception, and Flash Sale simultaneously have a positive and significant effect on Purchase Decisions among Shopee users.
5. The Flash Sale variable is the most dominant factor influencing Purchase Decisions among Shopee users.
6. The model explains 60.1% of the variation in Purchase Decisions, while the remaining 39.9% is explained by other factors other factors such as electronic word of mouth (e-WOM), product quality, brand image, and service quality, which may also influence consumer purchase decisions in e-commerce platforms.

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