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The Effect Of Cashback and Flash Sale Promotional Programs On Impulsive Buying In The Shopee Marketplace : Study On Aerostreet Sneakers Products

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Abstract

This study examines the effect of cashback and flash sale promotional programs on impulsive buying of Aerostreet sneakers in the Shopee marketplace. The rapid growth of e-commerce in Indonesia has intensified the use of time-limited promotions, which create perceived benefits and urgency, potentially triggering impulsive purchases. Using a quantitative approach, an online survey was administered to 100 respondents across Indonesia who had purchased Aerostreet sneakers on Shopee and utilized at least one promotional program. Multiple linear regression analysis with SPSS version 27 was employed. Results show that cashback positively and significantly affects impulsive buying (t = 2.487, p = 0.015), and flash sale also has a positive and significant effect (t = 3.499, p = 0.001), with flash sale being the more dominant predictor (β = 0.345 > 0.248). Simultaneously, both variables significantly explain impulsive buying (F = 9.931, p = 0.000), with R^2 = 0.237. The findings offer practical insights for e-commerce managers and local brands to optimize promotional bundles that combine urgency with post-purchase benefits.

Keywords: Cashback, Flash Sale, Impulsive Buying, Sneakers Aerostreet.

INTRODUCTION

Advancements in information and communication technology (ICT) have profoundly transformed numerous facets of human existence, particularly consumer

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purchasing patterns. A significant paradigm shift involves the transition from conventional retail to online procurement via digital marketplaces. Within the Indonesian context, Shopee has established itself as a preeminent platform, attributed to its user-friendly interface, extensive product offerings, and attractive promotional incentives (Kotler & Keller, 2016).

Amidst an escalating competitive landscape, e-commerce enterprises endeavor to captivate consumers through diverse promotional methodologies. Among these, cashback schemes are frequently employed. Cashback constitutes a sales promotion mechanism wherein a partial reimbursement is issued to consumers subsequent to a purchase, contingent upon specific criteria. Such initiatives not only confer monetary advantages but also cultivate a perception of enhanced value for the consumer (Kotler & Keller, 2016).

Complementing cashback incentives, online retail platforms commonly deploy flash sales as a marketing stratagem. A flash sale is characterized as a transient promotional occurrence, presenting merchandise at substantially reduced prices for a circumscribed period. This methodology fosters a perception of immediacy and scarcity, thereby impelling consumers to procure items expeditiously to capitalize on the offer. Consequently, flash sales are often observed to precipitate impulsive buying behaviors among patrons.

From a consumer behavior perspective, both cashback mechanisms and flash sales possess the capacity to influence consumer decision-making processes. Consumers who initially had no intention of acquiring a particular product may experience a compulsion to purchase it rapidly, driven by alluring cashback offers and time-constrained price reductions. This phenomenon is termed impulsive buying, defined by unplanned acquisitions predominantly swayed by emotional impulses rather than rational deliberation (Rook, 1987).

The inclination for impulsive buying has escalated concurrently with the elevated deployment of promotional strategies within retail settings, especially within the fashion industry, exemplified by products like sneakers. Impulsive acquisitions are intrinsically associated with hedonic consumption and affective stimuli, given that consumers frequently pursue gratification beyond mere utilitarian benefits (Beatty & Ferrell, 1998). A prominent product within this category is Aerostreet sneakers, which are routinely accompanied by diverse promotional offerings, such as cashback and flash sales, capable of instigating impulsive purchasing behavior among consumers.

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Previous scholarly investigations have yielded equivocal findings regarding the impact of cashback on spontaneous consumer purchasing patterns. Arofah and Ula (2023) ascertained a positive and statistically significant effect of cashback on impulsive buying. Conversely, Putri (2022) indicated that cashback does not exert a significant influence on consumer impulsivity during procurement. Furthermore, studies concerning flash sales have presented divergent conclusions; some researchers posit that flash sale substantially affect impulsive buying owing to the perception of urgency, whereas others contend that this impact is contingent upon individual consumer characteristics and contextual factors. Moreover, the majority of extant research has examined cashback in conjunction with other promotional components, such as price reductions and complimentary shipping, thereby creating a lacuna in studies exclusively addressing the direct effects of cashback and flash sales on impulsive buying (Damanik et al., 2023).

In light of these research inconsistencies and identified gaps, further investigation is warranted. Consequently, the present study aims to meticulously explore the impact of cashback and flash sale promotions on impulsive buying behavior within the Shopee platform, with a specific focus on Aerostreet sneakers in Indonesia.

REVIEW OF LITERATURE

Cashback

Cashback constitutes one of the most prevalent promotional strategies within digital marketing, particularly across e-commerce platforms. It is defined as a sales promotion mechanism wherein consumers receive a partial reimbursement subsequent to a purchase, subject to specific criteria. Kotler and Keller (2016) assert that, sales promotion is designed to stimulate consumer purchasing behavior through the provision of supplementary incentives that augment perceived value. Cashback, in this context, serves not only to diminish the effective purchase price but also to cultivate a psychological impression of financial economy.

From the vantage point of consumer behavior, cashback mechanisms possess the capacity to influence purchasing decisions by augmenting perceived economic advantages and mitigating the perceived financial risk inherent in expenditure. Consumers frequently experience a perception of acquiring supplementary value from their acquisitions, which, in turn, may incentivize more frequent purchases or expenditures exceeding initial intentions. Within digital commerce ecosystems, cashback promotions are commonly integrated with electronic payment infrastructures, thereby enhancing their appeal and facilitating ease of access.

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Furthermore, cashback incentives are capable of eliciting affective states such as gratification and satisfaction, which play a pivotal role in shaping consumer conduct. These emotional responses may induce individuals to procure products even in the absence of prior intent, thereby elevating the probability of spontaneous purchasing decisions.

Flash Sale

A flash sale constitutes a promotional strategy commonly employed by online shopping sites, wherein merchandise is offered at significantly reduced prices for a circumscribed duration. The objective of this methodology is to capture consumer attention and impel rapid purchasing decisions. According to Kotler and Keller (2016), promotional activities characterized by temporal constraints are efficacious in stimulating consumer responses through the generation of urgency and a perception of scarcity.

From the perspective of consumer psychology, a flash sale possesses the capacity to influence purchasing choices by activating the FOMO (Fear Of Missing Out). When consumers perceive that an offer is available for a restricted timeframe or in finite quantities, they are frequently compelled to expedite a purchase without comprehensive product deliberation. This induced urgency streamlines the cognitive processes associated with decision-making and elevates the likelihood of unplanned acquisitions.

Within the digital retail domain, flash sales are commonly presented with temporal countdown indicators, notifications regarding finite inventory, and visually compelling graphics. These elements function as exogenous stimuli that intensify consumer arousal and affective engagement. Consequently, purchasers may opt for rapid action over deliberate consideration, culminating in impulsive buying behaviors.

Furthermore, flash sale promotions are capable of augmenting product attractiveness through the emphasis on price reductions and perceived exclusivity. Consumers often associate transient offers with enhanced value, irrespective of genuine product necessity. This cognitive bias can induce purchasers to acquire items not initially contemplated.

Impulsive Buying

Impulsive purchasing is defined as an unpremeditated and unpremeditated acquisition event occurring in the absence of prior deliberation. Rook (1987) delineates impulsive buying as an immediate, potent, and emotionally complex behavior wherein the celerity of the decision-making process precludes meticulous evaluation of alternative

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options or potential consequences. This behavioral pattern is predominantly influenced by affective and psychological components, rather than by rational deliberation in decision-making.

Within the digital commerce paradigm, impulsive buying has exhibited escalating prevalence, attributable to facilitated accessibility, pervasive information availability, and incessant exposure to promotional inducements. Consumers are frequently swayed by visual aesthetics, temporally constrained offers, and persuasive promotional communications, which are capable of generating a perception of urgency and heightened arousal. Such factors may attenuate consumers' self-regulatory capacities, thereby precipitating spontaneous purchasing decisions.

Furthermore, impulsive buying bears a strong correlation with hedonic consumption, a phenomenon wherein consumers pursue pleasure and affective gratification in lieu of purely functional utility. Consequently, consumers may accord precedence to immediate gratification over protracted considerations, rendering them more vulnerable to promotional inducements, including cashback offers.

The Effect of Cashback on Impulsive Buying

The Stimulus-Organism-Response (S-O-R) framework, initially proposed by Mehrabian and Russell in 1974 to elucidate human purchasing decisions in response to both internal and external stimuli (Kotler & Keller, 2016), offers a pertinent framework for illustrating the nexus between cashback and impulsive buying. Within this theoretical construct, cashback operates as an exogenous stimulus that influences the consumer's internal organismic state, encompassing cognitive and affective dimensions, subsequently precipitating impulsive purchasing behavior.

Through the cultivation of a perception of financial gain, cashback offers may attenuate cognitive barriers to expenditure. Consumers exhibit an increased propensity to rationalize acquisitions, even those of a spontaneous nature, when they perceive a financial advantage. This perceived benefit is capable of eliciting positive affective states, such as excitement and gratification, which subsequently augment the likelihood of impulsive purchasing behavior. This corresponds with the understanding of impulsive purchasing behaviour as predominantly influenced by emotional reactions rather than rational assessment (Rook, 1987).

Nevertheless, prior scholarly investigations have yielded contradictory findings regarding this association. While certain studies indicate a significant influence of cashback on impulsive purchasing, others report a lack thereof. These discrepancies may

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be attributable to variations in research methodologies, consumer demographic profiles, or the incorporation of supplementary promotional variables.

The Effect of Flash Sale on Impulsive Buying

The impact of flash sales on impulsive purchases can be clarified using the [S-O-R] model. Within this context, a flash sale functions as an exogenous stimulus that modulates consumers' internal affective states, encompassing elevated emotional arousal, excitement, and a perception of urgency, thereby culminating in impulsive purchasing behaviors.

Flash sale promotions engender a pronounced sense of urgency, stemming from temporal constraints and product scarcity. Such urgency is capable of diminishing consumers' capacity for rational deliberation, prompting rapid and spontaneous decision-making. Furthermore, the provision of substantial price reductions augments perceived value, fostering a consumer perception of acquiring an advantageous transaction.

The synergistic interplay of urgency and perceived value positions flash sales as an efficacious catalyst for impulsive buying behavior. Nevertheless, analogous to cashback, prior research has yielded equivocal findings, suggesting that the efficacy of flash sales may be contingent upon individual-specific factors, including self-regulation and purchasing routines.

Hypothesis Development

In light of the aforementioned theoretical insights and empirical observations, cashback offers and temporally constrained sales promotions are identifiable as pivotal determinants influencing impulsive purchasing behaviors. These marketing methodologies cultivate a perception of value and elicit affective responses that may induce consumers to undertake unplanned acquisitions.

The hypotheses proposed the subjects of this study include articulated as follows:

H1: Cashback exerts a positive and statistically significant influence on impulsive purchasing behavior.

H2: Flash sales demonstrate a positive and statistically significant influence on impulsive purchasing behavior.

H3: The combined effect of cashback and flash sales exhibits a positive and statistically significant influence on impulsive purchasing behavior.

IMPLEMANTATION METHOD

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Types of Data

This research investigates the influence of flash sales and cashback on impulsive purchasing behavior through a quantitative survey methodology. A sample including 100 Shopee users was chosen via purposive sampling, focusing on their engagement with Aerostreet sneakers. The data collection was executed utilising questionnaires employing a five-point Likert scale. Impulsive purchasing was designated as the dependent variable, while cashback and flash sales were conceptualized as independent variables. Flash sales are characterized as temporally constrained discount schemes, whereas cashback represents a refund-oriented promotional mechanism. Unplanned and spontaneous acquisitions are herein defined as impulsive shopping. Data analysis was executed using SPSS 27, encompassing validity and reliability assessments, Utilise multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2) for evaluation impact of autonomous variables regarding impulsive purchase.

RESULTS AND DISCUSSION

Validity Test

Tabel 1. Summary of Validity Test Outcomes

Item	Computed r	r Tabel	Description
Cashback (X1)			
The amount of cashback offered by Shopee caught my attention when I bought Aerostreet sneakers.	0,365	0,1966	Valid
The bigger the cashback given, the more attractive the promo is for me when purchasing Aerostreet sneakers on Shopee.	0,546	0,1966	Valid
The amount of cashback I received was as stated in the promo information when I purchased Aerostreet sneakers on Shopee.	0,442	0,1966	Valid
I am sure that Cashback will be given according to the specified time when	0,482	0,1966	Valid

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purchasing Aerostreet sneakers on Shopee.			
The information regarding the Cashback awarding time is clear and easy for me to understand.	0,415	0,1966	Valid
Flash Sale (X2)			
I often see flash sale promos for Aerostreet sneakers when I open Shopee.	0,435	0,1966	Valid
The price of Aerostreet sneakers during the flash sale is lower than the normal price on Shopee.	0,445	0,1966	Valid
The flash sale program provided me with a profitable offer when purchasing Aerostreet sneakers on Shopee.	0,502	0,1966	Valid
I learned that the flash sale period had a limited time limit when I purchased Aerostreet sneakers on Shopee.	0,492	0,1966	Valid
The flash sale promo matches the Aerostreet sneakers product that I'm interested in on Shopee.	0,492	0,1966	Valid
Impulsive Buying (Y)			
I bought Aerostreet sneakers on a whim after seeing a promo on Shopee.	0,404	0,1966	Valid
I bought Aerostreet sneakers on Shopee without any prior planning.	0,395	0,1966	Valid
I felt a strong urge to immediately buy Aerostreet sneakers on Shopee when I saw the promo.	0,641	0,1966	Valid
I could hardly resist the urge to buy Aerostreet sneakers on Shopee when I saw an attractive promo.	0,535	0,1966	Valid

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I felt enthusiastic and encouraged to buy immediately when I saw the promo for Aerostreet sneakers on Shopee.	0,579	0,1966	Valid
I bought Aerostreet sneakers on Shopee without thinking about the possibility of regretting it later.	0,576	0,1966	Valid
I bought Aerostreet sneakers on Shopee without considering the long-term impact.	0,480	0,1966	Valid

Source: Data Processed with SPSS 27 (2026)

The validity assessment, as presented in Table 1, indicated that all measurement components pertaining to cashback (X1), flash sales (X2), and impulsive purchasing (Y) were deemed valid. This conclusion was supported by the observation that the r-count values for each item consistently exceeded the predetermined r-table threshold of 0.1966. Specifically, for the cashback construct, r-count values were observed to range from 0.365 to 0.546, thereby confirming the successful validation and effective assessment of the cashback concept by all associated items. Similarly, with respect to the flash sale construct, r-count values ranged from 0.372 to 0.589.

These values also surpassed the r-table threshold, consequently affirming the validity of all measurement items associated with flash sales. Furthermore, for the impulsive purchasing variable, r-count values were situated between 0.395 and 0.641, which signifies that each item is both valid and reliable for the evaluation of impulsive buying tendencies. Collectively, these findings demonstrate that all questionnaire items across the three variables accurately represent their intended constructs. Consequently, all items are considered valid and appropriate for subsequent statistical analysis.

Realibility Assessment

Table 2. Outcomes of the Research Variable Reliability Assessment

Variabel	Cronbach Alpha	An explanation
Cashback (X1)	0,643	Reliabel
Flash Sale (X2)	0,675	Reliabel
Impulsive Buying (Y)	0,805	Reliabel

Source: Data Processed with SPSS 27 (2026)

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During a reliability assessment, the Cronbach's alpha coefficient is typically computed for every variable. This statistical measure serves to ascertain the internal consistency among items or the uniformity of respondent answers across all items. A Cronbach's alpha score exceeding 0.60 is conventionally interpreted as an indication of the dependability of the measurement instrument employed for each variable (Pamungkas, 2024).

- α > 0.60 = reliable or consistent.
- α < 0.60 = unreliable or inconsistent.

Table 3. Outcomes of the Analysis of Multiple Linear Regression

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.763	4.391		2.224	.029
	X1	.411	.165	.248	2.487	.015
	X2	.567	.162	.345	3.499	.001
a. Dependent Variable: Y						

The outcomes the results of the multiple linear regression analysis are displayed within the table 3, revealing a constant value of 9.763. The coefficient for the cashback variable (X1) was determined to be 0.411, whereas the flash sale variable (X2) exhibited a coefficient of 0.567. An interpretation of this regression equation is provided in the ensuing section.

1. Constant: The invariant value of 9.763 demonstrates that, when all autonomous variables are held at a constant or zero level, consumer impulse purchases are estimated to be 9.763 units. This suggests an inherent propensity for impulse buying, even in the absence of the influence of the examined factors.
2. The Impact of Cashback (X1) on Impulsive Purchasing: The regression coefficient for Cashback (X1) was found to be 0.411, suggesting a positive influence on impulse purchases. Specifically, *ceteris paribus*, a unit rise in Cashback is predicted to lead to a 0.411-unit increase in impulse purchases. This implies an elevated likelihood of consumers engaging in impulsive purchasing behaviors when exposed to cashback programs.
3. The Effects of Flash Sales (X2) on Impulse Purchases: The flash sale variable (X2) exhibited the largest positive impact, with a regression coefficient of 0.567. This

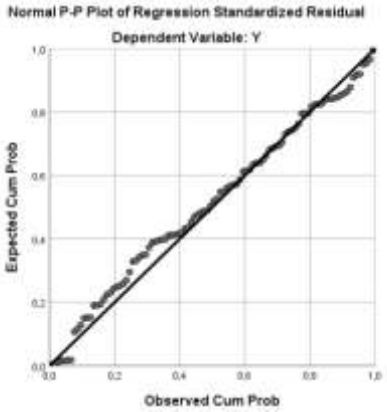
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signifies that, assuming all other variables remain constant, a one- unit increment in flash sales is associated with a 0.567 incremental growth in impulse purchases. The magnitude of this coefficient suggests that flash sales represent a primary driver of impulsive consumer purchasing behavior.

Classic Assumption Test Assessment of Normality

Outcomes of the Normality Test (P-Plot)



Analysis of the Typical P-P Plot revealed which the residual points were distributed in close proximity to the diagonal line. The observed distribution of these points did not exhibit a discernible pattern deviating significantly from the line; rather, it followed the trajectory of the diagonal from the lower-left to the upper-right quadrant. Minor deviations observed at certain points were deemed to be within statistically acceptable parameters. This pattern suggests that the residual distribution does not suffer from significant non-normality, thereby allowing for the conclusion that the residual values within the regression model approximate a normal distribution.

Examination of Multicollinearity

Table 4 Results of the Evaluation Multicollinearity Assessment

Model		Collinearity statistics	
		Tolecance	VIF
1	(Constant)		
	Cashback(X1)	0,799	1,251
	Flash sale (X2)	0,819	1,221
Dependent variable: Impulsive Buying(Y)			

Based on the SPSS output, every independent variable demonstrated tolerance rates exceeding 0.10 and Variance Inflation Factor (VIF) metrics substantially below 10.

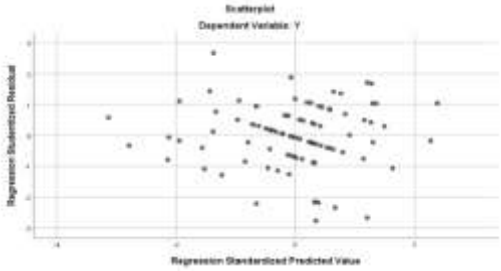
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These results imply a lack of significant intercorrelation issues among the autonomous variables within the regression model. Consequently, It may be inferred the regression model employed this research is devoid of multicollinearity, rendering all independent factors appropriate for further investigation.

Results of the Heteroscedasticity Test

Outcomes of the The Heteroscedasticity Examination



The observed distribution pattern indicated that the residual variance remained uniform across the spectrum of predicted values. Therefore, the regression model utilized in this research does not exhibit heteroscedasticity, thereby satisfying one among the fundamental premises of classical linear regression.

Hypothesis Partial Test Results (t-test)

Table 5. Outcomes of the Partial Test (T-test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.763	4.391		2.224	.029
	X1	.411	.165	.248	2.487	.015
	X2	.567	.162	.345	3.499	.001
a. Dependent Variable: Y						

For the Cashback variable (X1), the computed t-value was 2.487, which exceeded the essential t-table value of 1.984, with an associated significance level of 0.015 ($p < 0.05$). This outcome suggests that Cashback significantly influences impulsive purchasing. Therefore, the null hypothesis H_{01} is dismissed, whilst the alternative

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hypothesis Ha_1 is affirmed. Similarly, for the flash sale variable (X2), a t-value of 3.499 was obtained, this exceeds the t-table value of 1.984, at a significance level of 0.001 ($p < 0.05$). This demonstrates that flash sales significantly influence impulse purchases. The null hypothesis H_{03} is dismissed, whilst the alternative hypothesis Ha_3 is affirmed.

Simultaneous Test (f-test)

Table 6. Outcomes of the Simultasneous Test (F Test)

Analysis of Variance ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	491.125	2	163.708	9.931	.000[b]
	Residual	1582.585	97	16.485		
	Total	2073.710	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Given that the calculated F-statistic (9.931) surpassed the critical F-table value (2.70) and the related importance level (0.000) was if it is less than 0.05, one might deduce that variables X1 and X2 collectively exert a considerable impact on variable Y. Therefore, The alternative hypothesis H_a is defined as affirmed, whereas the null hypothesis H_0 is dismissed.

Determination Coefficient Assessment (R2 Assessment)

The primary objective of the determination coefficient test is to the ratio of variance in the dependent variable, Impulse Buying (Y), It can be elucidated by the independent factors investigated in this research, namely Cashback (X1) and Flash Sale (X2). The worth of the the determination coefficient is typically presented inside the Model Summary table generated by SPSS 27.

Table 7. Outcomes of the Determination Coefficient Assessment (R2 Test)

Model Summary[b]				
Model		R Square	Adjusted R Square	Standard Estimation Error
1	487[a]	.237	.213	4.060
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

An Adjusted R-Squared value of 0.213 indicates that, subsequent to accounting for the quantity of predictors and sample size, the current regression model elucidates

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21.3% Given the variability in impulsive purchasing behaviour. Consequently, it can be inferred that the Cashback and Flash Sale factors collectively explain 21.3% of impulse buying, with the residual 78.7% of the variance attributable to other unexamined factors, such as consumer psychology, individual preferences, product quality, and various external influences not incorporated into this study.

DISCUSSION

The Effect of Cashback on Spontaneous Purchases

Hypothesis testing demonstrated that cashback significantly influences impulse buying. This indicates that the supply of cashback offers may augment perceived value, thereby encouraging customers to participate in rapid purchasing decisions. In accordance with prior studies conducted by Yoma and Desiyanti (2024) and Naimah et al. (2024), cashback, by offering financial benefits and enhancing promotional attractiveness, exerts a favorable impact on impulse buying.

Therefore, cashback functions as both a monetary incentive and a psychological stimulus, potentially leading to impulsive consumer purchases.

The Influence of Flash Sales on Impulsive Purchases

The findings from the hypothesis test signify flash sales exert a substantial influence on impulsive purchases. The temporal limitation of special offers and significant discounts cultivates an imperative necessity, compelling enable customers to make immediate acquisition choices. These results align with research conducted by Rahmania et al., (2023) and Oktaviani and Keni (2024), which suggest that flash sales can stimulate impulse purchases by leveraging emotional responses and the fear of missing out. Consequently, flash sales not only provide pricing advantages but also generate psychological pressure that fosters impulsive buying.

The impact of flash sales and cashback on impulse purchases

Simultaneous hypothesis testing demonstrated that both cashback and flash sales collectively exert a substantial impact on impulsive purchases. This suggests that consumers may be prompted to engage in impulsive buying through the synergistic effect of monetary incentives and time-constrained offers. These results are congruent conducted by Naimah et al. (2024) and Oktaviani and Keni (2024), which posit that integrated promotional strategies, such as the combination of cashback and flash sales,

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can augment impulse buying by simultaneously offering economic advantages and instilling a sense of urgency in consumer decision-making.

Thus, the concurrent application of cashback and flash sales not only enhances the appeal of the promotion but also intensifies consumers' psychological stimuli, thereby elevating the probability of impulsive purchasing.

CONCLUSION AND RECOMMENDATIONS

According to the empirical results of this research, it is concluded that both cashback offers and flash sales positively influence impulsive buying behaviors. The t-test results indicated that each factor individually exerts a significant partial effect, with significance levels below 0.05, thereby providing support for hypotheses H1 and H2. Furthermore, the F-test results demonstrated that cashback offers and flash sales collectively exhibit a meaningful combined effect on impulsive purchases, thus supporting hypothesis H3.

The determination coefficient (R^2) further suggests that these two factors contribute to explaining a portion of the variance observed in impulsive buying behavior. These outcomes are congruent with the stimulus-response theory, which posits that cashback offers a perceived financial advantage, while flash sales generate a sense of urgency, both acting as catalysts for rapid purchase decisions.

Consequently, cashback and flash sales ought to be considered efficacious promotional strategies for stimulating impulsive buying within e-commerce environments. These insights possess practical implications for businesses seeking to enhance their promotional efforts frameworks to foster enhanced customer engagement and elevate sales performance.

Arising from the study's findings, several recommendations can be formulated. Firstly, e-commerce enterprises are encouraged to develop more attractive and strategically designed cashback and flash sale initiatives to effectively shape consumer purchasing behavior. Secondly, organizations are advised to contemplate the integration of both promotional tactics to maximize their synergistic impact, simultaneously delivering economic benefits and cultivating a sense of urgency. Furthermore, future Researchers are urged to incorporate supplementary factors, including free shipping, product excellence, or consumer confidence, to achieve a more thorough understanding of the elements affecting impulsive buying behavior. Additionally, it is suggested that the research scope and sample size should be expanded to augment the generalizability of the findings.

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