


Digital Shopping Rush: A Scoping Review of Flash Sale and Free Shipping as Drivers of Impulse Buying in E-Commerce

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Article Info	ABSTRACT
<p>Article history:</p> <p>Received Oct, 2025 Revised Jan, 2026 Accepted Jan, 2026</p> <hr/> <p>Keywords:</p> <p>E-Commerce; Flash Sale; Free Shipping; Impulse Buying</p>	<p>This article aims to analyze and map previous studies that examine the influence of flash sale and free shipping promotion strategies on impulse buying behavior within e-commerce platforms in Indonesia. This study uses a scoping review approach by analyzing 12 empirical studies published between 2020 and 2025. The results of the analysis show that most studies have found an important role of flash sales in encouraging impulse purchases because they create a sense of urgency and scarcity. Meanwhile, the free shipping strategy has also been shown to trigger impulse purchases because it reduces barriers in the form of additional costs, although the impact varies according to the context and in combination with other promotional strategies. This article provides a theoretical contribution by offering a comprehensive literature mapping of the relationship between flash sales, free shipping, and impulse buying behavior, so that it can be a foundation for the development of conceptual models as well as research directions in the field of digital consumer behavior and e-commerce marketing strategies.</p> <p><i>This is an open access article under the CC BY-SA license.</i></p> <div></div>

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1. INTRODUCTION

The development of digital technology has significantly changed the business landscape, driving a shift in people's shopping patterns from traditional markets to e-commerce platforms [1]. In the past decade, the e-commerce sector in Indonesia has grown rapidly along with the increasing internet penetration, smartphone use, and shifting shopping preferences to online channels. According to data from the Indonesian Ministry of Trade, the number of e-commerce users increased from 38.72 million in 2020 to 65.65 million in 2024, and is predicted to reach 99.1 million in 2029. Based on data obtained

on the Ministry of Information website, this growth was also followed by an increase in transaction value, where the electronics sector dominated e-commerce transactions with a value of USD 10.71 million in 2022, followed by the food sector with USD 6.09 million, and the fashion sector in third place of USD 5.49 million. Indonesia even ranks first among the ten countries with the fastest e-commerce growth in the world, reaching 78%.

Increasing competition in the e-commerce industry makes it necessary for business actors to implement promotional strategies that are not only informative but also able to trigger emotions and spontaneous shopping impulses. The two most commonly

used strategies are Flash Sale—a large discount program with a limited duration—and Free Shipping—exemption of shipping fees as an additional incentive. Flash sale creating a perception of scarcity and urgency with limited time and limited stock, thus triggering consumers to make quick purchases to avoid missing out on opportunities (fear of missing out/FOMO) [2]. Meanwhile, Free Shipping Reduce the additional cost barriers that often hinder spending decisions [3].

Impulsive buying behavior itself is a buying act that occurs spontaneously, without careful planning or rational consideration, often influenced by short-term emotional factors and external stimuli such as online promotions [4]. In the context of e-commerce, this behavior is increasingly prevalent due to the ease of access to shopping through digital devices.

This study aims to identify and map studies that examine the connection between Flash Sales, Free Shipping, and impulsive buying behavior on e-commerce platforms. By using the *Scoping Review*, the study screens and analyzes relevant academic literature to understand trends, research gaps, and opportunities for future study development. The results are expected to be a reference for e-commerce players in designing effective and sustainable marketing strategies [5].

2. LITERATURE REVIEW

2.1 Flash Sale

A flash sale is an evolution of price discount promotions, serving as a sales promotion tool that temporarily reduces product prices for a limited time and quantity.[6]. Sales typically take anywhere between just a few hours to 24-36 hours [7]. The concept aims to generate a sense of urgency and exclusivity, motivating consumers to make quick purchase decisions before the offer expires. The goal of the flash sale strategy is to increase sales, invite traffic to online stores, and also increase brand awareness so that it is better known by the public [8].

In flash sales, the special preferences of the user's period are raised by external factors, i.e. high discounts [9]. For e-commerce platforms implementing a flash sale model, several advantages arise; primarily, the combination of time limits and significant discounts can stimulate impulsive buying behavior, resulting in increased sales revenue [10][11], limited-time offers enable sellers to manage production schedules more efficiently and reduce excess inventory [12] [11]. It can serve as a strategically targeted market for new entrants [13] [11]. Flash Sale also offers many benefits for companies, such as allowing them to avoid overstocking [14] [15].

2.2 Free Shipping

Free shipping is a type of sales promotion provided by sellers to motivate consumers to make online purchases without incurring delivery costs [16]. Meanwhile, according to [1] Free shipping promos are an art of management or marketing strategy that is favored by Shopee. Free shipping promotions are a type of sales promotion that uses various incentives to encourage early product purchases and boost the quantity of items bought by consumers [17][18]. The free shipping promotion helps consumers who are concerned about high total costs by reducing or eliminating shipping fees. Consumers are well aware that free shipping and shipping costs increase retailers' sales in both the short and long term [19]. This has an important driving effect on the development of the e-commerce platform industry [20].

The free shipping promo provides benefits for consumers, especially in terms of rebates or discounts on shipping costs, so consumers only need to pay part of the shipping cost or even only the price of the product. Free shipping

means that shipping costs are waived for buyers, so buyers don't need to add more costs for shipping goods [21]. One of the promotions that is often used by e-commerce companies in influencing consumer behavior in purchases, including discounts, free shipping, promotions and good service quality, has proven to be effective in influencing consumers' online purchase intentions [22]. Free shipping is very effective in increasing business sales by freeing shipping, automatically buyers only pay for the products they buy [23].

2.3 Impulse Buying

Impulse buying Impulsive buying is a psychological phenomenon where consumers buy goods spontaneously without prior planning. [24], [25],[26] Impulse buying can be defined as a spontaneous purchasing behavior characterized by four key criteria: (1) it is unplanned prior to entering the purchase situation, (2) the decision is made instantly or on the spot, (3) it arises as a direct reaction to an external stimulus such as promotions or product displays, and (4) it involves either a cognitive response, an emotional response, or a combination of both that drives the consumer to make an immediate purchase. The role of physiological arousal can be paralleled with the excitement and urgency that are often exploited in impulsive buying scenarios [27]. Impulsive purchases are more prevalent in the online retail environment since the internet and growth era *E-commerce* [28]. It refers to a spontaneous purchase made without prior planning, driven by sudden desire rather than actual need or a deliberate decision-making process [29]. Understanding the consumer decision-making process and developing strategies to enhance business performance in the rapidly evolving digital environment

requires examining impulse buying behavior within the context of e-commerce [30], [31].

In the retail world and *e-commerce*, *impulse buying* become one of the effective marketing strategies. Physical retailers often position small items like candy, accessories, or discounted products near the checkout area to capitalize on consumers' tendency to make spontaneous additional purchases while waiting in line. Meanwhile, *Online Platforms* using tactics such as *Flash Sale* by displaying "only 2 stocks left" notifications, or shopping history-based product recommendations to achieve urgency [32], [33]. This factor works together with the buyer's emotional state, such as stress, boredom or the desire to give oneself a gift (*Self Rewards*) which ultimately drives spontaneous spending decisions. According to [34], [35] Consumers tend to make purchases based on their emotions, so they often happen spontaneously and without planning.

Behaviour *impulse buying* It can provide instant gratification and momentary joy, especially if the consumer gets an item that the consumer really enjoys. On the other hand, if left unchecked, these habits can lead to waste, post-purchase regrets, or even financial problems [36]. For businesses, understanding the psychology behind impulsive buying is essential to designing an effective and ethical marketing strategy, while still considering the long-term satisfaction and well-being of consumers [37]. Eventually *impulse buying* reflects the complex dynamics between desires, emotions and the ever-changing shopping environment in the modern era.

3. METHODS

This study uses a literature research method or Literature Review. The purpose of a literature review is to gain an understanding of a new phenomenon or issue by examining related concepts and findings from previous studies [38]. This approach was chosen because it allows for a thorough exploration of the diverse literature and does not yet have a consistent research structure, as seen in the

relationship between flash sales, free shipping, and impulse buying behavior within e-commerce platforms. To achieve this, a comprehensive literature review and careful bibliometric analysis are integrated [39]. The scope review follows the structure suggested by the [40].

4. RESULTS AND DISCUSSION

4.1 Result

The results of the article review will be described in table 1. below:

Table 1. Relevant Research Results

No	Writer	Heading	Year	Data Analysis	Result
Flash Sale and Impulse Purchase					
1	Dermawansyah Darwipat, Agus Syam, Marhawati	Pengaruh Program Flash Sale Terhadap Perilaku Impulsive Buying Konsumen Marketplace	2020	Simple Linear Regression	Flash Sale has an effect on Impulse Buying
2	Setia F. Sihalohe, Feby Aulia Safrin	The Effect of Flash Sale and Price Discounts on Impulsive Buying (Study on Lazada Application User Students at the University of North Sumatra)	2022	Multiple Linear Regression	Flash sales have a significant influence on impulse buying
3	Aditya, Arya Prakasa, Dede Karunia	Effective Promotional Strategies: Analyzing the Impact of Flash Sale and Cashback Discount on Impulsive Buying Behavior in Live Streaming Marketplaces	2024	Structural Equation Modeling (SEM)	Flash Sale has an influence positive and significant to impulse buying
4	Mutiara Adha, Nurrahmi Hayani	Digital Triggers: How Flash Sales, Live Streaming, and Free Shipping Fuel Impulse Buying of Pinkflash Cosmetics Among Gen Z	2024	Multiple linear regression	Flash sales have a positive and significant effect on impulse buying
5	Sarah Putri Madania, Sugeng Purwanto	The Influence Of Shopping Lifestyle And Flash Sales On Impulsive Buying Behavior At Shopee E-Commerce For Generation Z In East Luwu Regency	2024	Structural Equation Modeling (SEM)	Flash Sale has an effect positive and significant to impulse purchases.
6	Nanda Sari Hidayah, Usep Suhud, Ika Febrilia	Analysis of Impulsive Buying Among Generation Z and Millennials in Bekasi City: What is the Role of Flash Sales and Live Shopping?	2025	Structural Equation Modeling (SEM)	There is a positive relationship between <i>flash sales</i> and impulse purchases
Free Shipping and Impulse Purchases					
7	Winike Kushindrajati	The Effect of Discounts and Free Shipping on Impulsive	2023	Moderated Regression	Free shipping is influential

No	Writer	Heading	Year	Data Analysis	Result
	Aprilia, Novi Diah Wulandari, Aris Kusumo Diantoro	Purchases Moderated by Seller Service		Analysis (MRA)	significantly against impulse purchases
8	Aziz Nur Alamsyah, Tri Septin Muji Rahayu	The Influence of Flash Sale Marketing Communication, Free Shipping Tagline, Price Discount, And Hedonic Shopping Motivation on Impulsive Purchase Decisions In The Shopee Marketplace	2024	Multiple linear regression	Tagline "free shipping" have a positive influence that significant to the purchase Impulsive
9	Gita Ervina, Elida FS Simanjorang, Nurintan Asyiah Siregar	Effects of Cashback, Flash Sale, and Free Shipping on Impulsive Buying at Shopee Marketplace (Case Study on Students in Labuhantu University)	2024	Partial Least Square Structural Equation Model (PLS- SEM)	Free shipping has Positive and significant influence against impulse buying.
10	Hafid Syahromi Wijianto, Djunaidi Djunaidi, Afif Nur Rahmadi	The Influence of Flash Sales and Free Shipping on Shopee on Impulsive Buying Among Gen Z in Nganjuk Regency	2024	Multiple linear regression	Free shipping has significant influence on Generation Z's Impulsive Buying in the Nganjuk area
11	Daffa Fernanda Aqsa, Rosnani Point, Wenny Ramadan, Ramadan, Rama	The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying With Positive Emotion as the Role of Mediating	2025	Partial Least Square Structural Equation Model (PLS- SEM)	Tagline free shipping Have a significant effect against impulse purchases
12	Mh. Taufiq Rohman, Dovi Iwan Musthofa Habibillah, Islam Abduljawed	The Influence of Hedonic Shopping and Free Shipping Tagline on Impulsive Buying of Shopee Users	2025	Multiple linear regression	Tagline free shipping Have a significant effect against impulse purchases Shopee users among Al – Falah AS students - Sunnis

Source: Empirical Data (2025)

4.2 Discussion

a. Flash Sale and Impulse Buying

Flash sales, which are characterized by low price offers in a very limited time duration, prove to be one of the main triggers of impulse buying behavior. Almost all of the research in this study, as done by [8], [41], [42], confirming that

flash sale programs show a real and statistically significant influence on the increased likelihood of consumers making shopping decisions without prior planning. The underlying psychological mechanism of this can be explained through the theory of the scarcity effect and fear of missing out (FOMO).

Consumers tend to feel strong time pressure, so the process of rational evaluation of product needs becomes neglected, replaced by the emotional urge to make a purchase immediately.

Further, the research [43] and [44] found that responses to flash sales were stronger among Generation Z and millennials, two consumer segments that have characteristics of high connectivity to technology as well as a tendency to seek out a quick and instant shopping experience. Research [45] It shows that flash sales do not stand alone, but often synergize with other digital stimuli such as live streaming and free shipping, which cumulatively increase the chances of impulse purchases. Flash sales act as an external stimulus that activates positive emotions, especially euphoria, and encourages a response in the form of a buying decision. Thus, flash sales are not just a discount strategy, but a marketing mechanism that is systematically designed to exploit consumers' urgency, limitations, and emotional urges.

b. Free Shipping and Impulse Buying

In addition to flash sales, free shipping programs have also been shown to have a positive and significant correlation with impulse buying behavior. Unlike flash sales that emphasize the urgency aspect, free shipping works by reducing perceived costs and consumers' psychological barriers to additional costs. Research [46] Found that the tagline "Free Shipping" has a strong suggestive power, where consumers are encouraged to add items to their shopping carts just to take

advantage of the free shipping benefit, even if the product is not urgently needed. This is reinforced by [47] which shows that free shipping has a significant effect on impulse buying with positive emotion acting as a mediating variable, meaning that consumers not only feel financial benefits, but also get emotional satisfaction because they feel "lucky" to be able to save shipping costs.

Other research such as that conducted by [48], [49] and [50] also emphasized that free shipping has a dominant influence on impulse shopping behavior among Shopee consumers, especially Gen Z. This generation is known to be very sensitive to price-based promos and tends to make instant purchases when the barrier to additional costs is eliminated. Research [51] It shows that even though there is a moderation factor in the form of seller service quality, the influence of free shipping remains significant in encouraging impulse buying. This indicates that free shipping is a marketing stimulus that is able to overcome price resistance while strengthening the perception of added value from a transaction.

Overall, the synthesis results indicate that both flash sales and free shipping are strongly correlated with impulse buying behavior, though they influence it through different psychological mechanism. Flash sales emphasize more urgency and momentary euphoria, while free shipping works by reducing price barriers and creating emotional satisfaction. When combined, these promotional strategies can create a synergistic

effect that significantly increases the likelihood of impulse purchases, especially among the younger generation who are digital natives and have a tendency to a consumptive lifestyle.

5. CONCLUSION

The findings from the scoping review show that promotional strategies in the form of flash sales and free shipping have a strong and significant relationship in encouraging consumer impulse purchases in e-commerce. Flash sales work by creating urgency and scarcity of time that trigger fear of missing out (FOMO) as well as consumers' emotional urges to buy immediately. Meanwhile, free shipping reduces the barrier to additional costs, strengthens the perception of transaction value, and generates positive emotions in the form of satisfaction and savings.

The studies analyzed show consistency that these two strategies are

effective in various contexts, both urban and regional, as well as across generational groups. Thus, flash sales and free shipping can be seen as two complementary promotional instruments in encouraging impulse purchases in the digital era. However, this phenomenon also has social consequences in the form of increasing consumptive behavior, so a balance is needed between marketing strategies and consumer financial literacy education efforts

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