

The Impact of Live Streaming and Flash Sales on Purchasing Decisions for Pucelle Perfume on the TikTok Shop Platform

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Abstract. The development of e-commerce and social media in Indonesia, with TikTok Shop as a leading platform, has transformed consumer behavior to become more responsive to interactive digital promotions such as live streaming and flash sales. However, the decline in Pucelle perfume's popularity index from 9% (2021) to 4-5% (2025), according to Top Brand Award data, indicates marketing strategy issues on TikTok Shop Cirebon, where the brand has not optimally utilized these features compared to competitors like Casablanca and Vitalis. This study analyzes the influence of live streaming (X1: target market, information access, creativity) and flash sales (X2: large discounts, frequency, duration, availability, attractive promotions) on purchase decisions (Y: purchase intent, information processing, conviction, recommendations, repurchase). Employing a quantitative causal-associative method, primary data from an online questionnaire with 130 Pucelle users in Cirebon were analyzed using PLS-SEM via SmartPLS 4.0. The outer model results show validity (loadings >0.70, AVE >0.50) and reliability (Cronbach's Alpha >0.70, CR >0.80). Inner model: R² for purchase decisions = 0.612 (moderate). Hypotheses accepted (H1: path 0.400, t=4.293, p=0.000; H2: path 0.434, t=4.441, p=0.000; H3 simultaneous: F=14.565, p=0.000). Live streaming enhances real-time interaction, while flash sales trigger impulsive urgency. A combination of both is recommended to boost Pucelle's competitiveness in the digital era.

Keywords: Live Streaming, Flash Sale, Purchase Decision, TikTok Shop

1 Introduction

In the current digital era, information technology and social media have advanced rapidly. A news report released by WhopBlog states that Indonesia ranks fifth globally, with 88% of the world's total social media users [1]. Indonesia is now the largest e-commerce market in Southeast Asia [2]. This situation drives consumer behavior that increasingly prioritizes convenience, interaction, and speed in online purchases. The rapid growth of e-commerce in Indonesia is fueled by changes in consumer behavior, where online shopping has become part of daily routines. Digital technology advancements have given rise to innovative platforms like TikTok Shop, which integrates entertainment content, interaction, and transaction services into a single system. TikTok Shop successfully creates an engaging shopping experience through features like flash sales and live streaming [3]. These two marketing strategies have proven effective in attracting consumers, particularly young generations in developing cities like Cirebon.

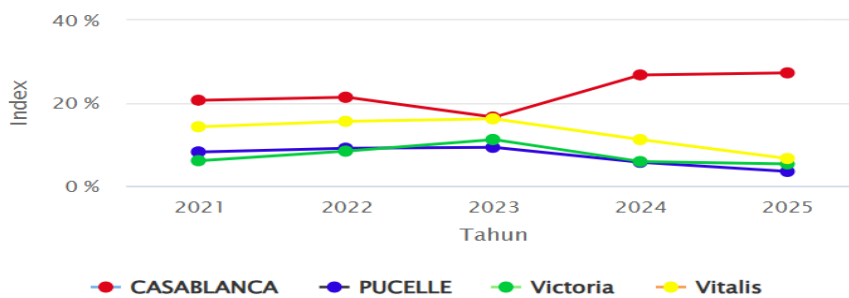


Figure 1. Comparison Data for Women's Perfume Brands, 2021-2025
Source: Top Brand Award (Women's Perfume)

Data from the Top Brand Award indicates a rise in consumer interest across various product categories, including women’s perfume. Based on comparative data for women’s perfume brands from 2021 to 2025, it is evident that Pucelle has experienced significant fluctuations in its popularity index. In 2021, the index was around 9%, then increased in 2022 and 2023, but declined again in 2024 to reach 4–5% in 2025. In this study, index data is used as a proxy to reflect the dynamics of mind share, market share, and customer commitment share across Indonesia. This trend highlights the competitive challenges faced by Pucelle compared to competitors such as Casablanca, whose market share is projected to grow significantly in 2024–2025, and Vitalis, which is expected to maintain its lead through 2023 [4].

This phenomenon raises critical questions about the effectiveness of the digital promotion strategies being implemented. Although Pucelle has utilized TikTok Shop as a sales channel, initial observations suggest that the brand has not consistently optimized its live streaming and flash sale features, as evidenced by its official store profile, which tends to be passive in real-time interactions.

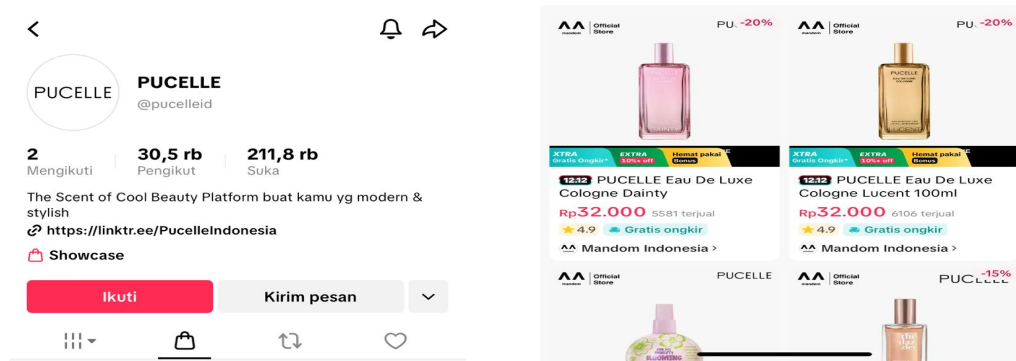


Figure 2. Pucelle Perfume’s Official TikTok Shop Account
Source: Pucelle’s Official TikTok Shop Store

The absence of these two strategies indicates a gap in the marketing strategy that needs to be evaluated empirically, while also highlighting the urgency for Pucelle to adapt to changes in consumer behavior, as consumers are now increasingly responsive to interactive content and limited-time offers. Therefore, this study aims to objectively test the significance of the influence of live streaming and flash sales on consumer purchasing decisions, without making speculative assumptions about cause-and-effect relationships.

These conditions reinforce the rationale for examining the simultaneous use of live streaming and flash sales within a single integrated model. In practice, these two features are generally always implemented simultaneously on the TikTok Shop platform, where live streaming sessions are integrated with flash sale offers through the “yellow cart” feature for a limited time. Considering these conditions, this study proposes a combined analysis to ensure that the research model accurately reflects actual consumer shopping behavior.

In line with the phenomenon described above, findings in the literature regarding the effectiveness of digital promotional strategies indicate that their impact varies depending on the situation. A research [5] shows that the flash sale mechanism has a positive effect on impulsive purchases among Shopee users. However, more research [6] found that flash sales do not significantly influence marketplace purchasing decisions due to a mismatch in customer preferences. Meanwhile, research [7], found that the hedonic value of live streaming activities is the primary driver of customer purchase intent. Most previous studies have tended to focus on visually oriented products such as fashion and cosmetics, leaving a theoretical gap regarding how this strategy works for high-involvement product categories that rely on non-visual attributes.

This study aims to bridge that gap by examining the perfume category, where consumer decisions depend uniquely on olfactory sensory experiences that cannot be directly accessed in a digital environment. Within the proposed theoretical framework, live streaming functions as a social stimulus that serves as a tool for “sensory digitization,” in which interactive communication and creative descriptions replace physical sensory experiences [8] to influence consumers’ internal states. Concurrently, flash sales are integrated as a structural stimulus designed to reduce consumer uncertainty through time-based urgency mechanisms [9]. By combining social interaction and limited-time promotions as integrated stimuli, this study not only offers practical solutions for Pucelle products on TikTok Shop, but also makes a theoretical contribution to understanding how digital strategies address sensory limitations in online purchasing behavior.

Therefore, this study is necessary to provide a comprehensive overview of the synergy between live streaming and flash sales in influencing purchasing decisions for Pucelle perfume on the TikTok Shop platform. Through rigorous testing of a coherent model, this study is expected to make a theoretical contribution to the development of research on the effectiveness of digital promotional strategies in the era of social commerce, while also

providing practical benefits for companies in formulating relevant marketing strategies aligned with consumer needs in the digital age.

2 Literature Review

2.1 Live Streaming (X1)

Live streaming is conceptualized as a hedonistic mechanism that emphasizes entertainment value, interactivity, and emotional engagement between sellers and consumers [10]. Live streaming is a digital promotional process that utilizes live video broadcasts to introduce products while simultaneously building brand image in front of consumers [11]. To create a unique and distinctive shopping experience for customers, the real-time presentation of messages and content is crucial [12]. Through this feature, sellers can communicate directly with consumers, answer their questions, or quickly provide product details. This two-way interaction produces a more intimate experience where consumers feel emotionally connected to the seller. According to research by Chen and Lin (2018) in [13] this closeness can enhance customer engagement and increase the likelihood of purchase. This variable is theoretically based on the Stimulus-Organism-Response (SOR) hypothesis put forward by Mehrabian and Russell (1974) [14].

The three main indicators of live streaming, according to Tjiptono and Chandra (2017) in [13], are: (1) Target Market, determining the right target market, referring to specific consumer groups; (2) Access to Information, providing specific information about the products being discussed so that the audience can more easily find what they want to buy; (3) Creativity, using innovative ideas and engaging presentation concepts to market products in order to increase viewer interest during the live streaming event.

2.2 Flash Sale (X2)

Flash sales are designed as a mechanism driven by a sense of urgency to trigger an immediate psychological response from consumers [15]. This strategy is a promotional tactic that offers special deals to customers, such as exclusive discounts on specific products, for a limited time (Agrawal and Sareen 2016) in [16]. According to [17], the spontaneous urge to buy before the opportunity ends is why many customers participate in flash sale programs. Psychological factors like fear of missing out (FOMO), typically triggered by flash sales, drive customers to act quickly without much consideration. This mechanism is used by e-commerce platforms to boost customer interest in products (Belch & Belch, 2018) in [18]. Theoretically, this variable aligns with the Theory of Conformity proposed by (Jones 1984; Cialdini, 2009) in the journal [19].

Belch and Belch (2009:525) in [16] established indicators for evaluating flash sales: (1) Large Discounts; (2) Frequency of flash sale promotions; (3) Duration of the promotion; (4) Product Availability (number of products available); (5) Attractive Promotion Methods that capture attention.

2.3 Theoretical Integration: Live Streaming and Flash Sales from an S-O-R Perspective

This research model integrates the variables of live streaming and flash sales into a single coherent theoretical framework, using the Stimulus-Organism-Response (SOR) approach proposed by Mehrabian and Russell (1974) [14]. The use of the S-O-R theory in this study aims to explain how environmental stimuli on TikTok Shop can trigger internal consumer processes that lead to the decision to purchase Pucelle products. This approach is relevant to the TikTok Shop ecosystem, where consumers receive dual stimuli simultaneously, thus requiring an integrated model to capture the actual behavioral dynamics [3].

In this model, live streaming and flash sales are conceptualized as Stimuli (S). Live streaming serves as a hedonistic social stimulus, where real-time interaction and content creativity can create an interactive shopping experience [10]. Meanwhile, flash sales act as a structural stimulus driven by a sense of urgency, with limited-time price discounts that create psychological pressure for consumers to act immediately [15]. The interaction of these two stimuli influences the Organism (O) that is, the consumer's cognitive and affective states, such as stability and confidence which ultimately results in a Response (R) in the form of a purchase decision.

2.4 Purchase Decision (Y)

Purchase decision, according to Peter and Olson in [20], is an integrative process in which knowledge is used to select one option from several available alternatives. According to Tjiptono (2012), the buying process occurs through various stages, beginning with identifying needs, searching for information, evaluating alternatives, and finally making the final decision [21]. In the S-O-R theory, the purchase decision is positioned as the Response (R), which is the final outcome of the interaction between marketing stimuli (live streaming and flash sales) and

the consumer's cognitive state. To deepen the analysis, this study integrates the Theory of Planned Behavior (Ajzen, 1991) as cited in [22] to confirm that the purchase decision for Pucelle products on TikTok Shop is a planned behavior shaped by intention, attitude, subjective norms, and behavioral control.

In this study, the purchase decision is operationalized not only as purchase intention but also incorporates actual behavior and post-purchase loyalty to enhance empirical validity. Kotler and Keller (2012:251-252) in the journal [23] explain the main indicators in the purchase decision process: (1) Purchase Purpose or Reason for wanting to buy the product; (2) Information Processing, the way individuals process available information to select the appropriate brand; (3) Conviction toward the product; (4) Recommendations to others; (5) Repurchase. Through a multidimensional approach, the research model is able to capture the purchasing decision-making process holistically, from the response to digital stimuli to future repurchase behavior.

2.5 Research Framework

Based on the review of the S-O-R theory presented above, this study develops a conceptual model that positions live streaming (X1) and flash sales (X2) as elements (Stimuli) that simultaneously provide interactive stimulation and a sense of urgency to consumers. These stimuli are processed through the consumer's internal state (Organism), which involves the formation of intention and planned behavior, ultimately resulting in a (Response) in the form of a purchase decision (Y) that encompasses actual actions and post-purchase loyalty. This theoretical synergy demonstrates that social interaction and economic stimuli are key factors in driving the decision to purchase Pucelle perfume on TikTok Shop, as illustrated in the following conceptual framework:

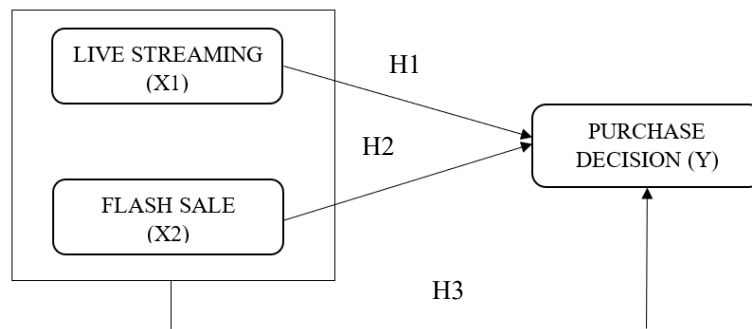


Figure 3. Research Framework

- a. H1: There is a positive relationship between Live Streaming and Purchase Decision of Pucelle perfume on the TikTok Shop platform.
- b. H2: Flash Sale has a positive impact on Purchase Decision of Pucelle perfume on the TikTok Shop platform.
- c. H3: Simultaneously, Live Streaming and Flash Sale influence the Purchase Decision of Pucelle perfume on TikTok Shop.

3 Research Methodology

3.1 Research Approach and Data Collection Technique

To determine cause-and-effect links between two or more variables, this study uses a quantitative approach of the causal-associative type [24]. An online survey was used to gather primary data, and respondents who fit the requirements were sent it via social media (Instagram, WhatsApp). Additionally, secondary data from scientific journals, books, news media, and other relevant literature sources were used to support the research.

3.2 Population and Sample

All Cirebon inhabitants who have used or now use Pucelle perfume and bought it from TikTok Shop make up the study's demographic. Purposive sampling is a non-probability sampling technique used in this study, which means that not every member of the population has an equal chance of being chosen as a sample [25].

The method of Hair et al. (2020) in [26] which suggests a sample size for PLS-SEM analysis of 5–10 times the number of research indicators for more dependable findings, is used to determine sample size. Thus, the required sample size is 130 respondents (10 × 13 indicators).

3.3 Data Analysis Method

The data analysis for this study was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The researcher used SmartPLS 4.0 software to test the proposed hypotheses and analyze the partial and simultaneous effects among latent variables. This method was chosen because it is suitable for predictive research, can be applied to relatively small sample sizes ($n=130$), and is capable of analyzing complex relationships among variables [27]. Furthermore, compared to covariance-based SEM (CB-SEM), PLS-SEM is more flexible because it does not require strict normal distribution assumptions, making it suitable for exploratory research in the context of social commerce [28].

Data analysis was conducted in two stages. The first stage involved evaluating the measurement model (outer model) to test reliability, convergent validity, and discriminant validity (factor loadings > 0.70 ; AVE > 0.50 ; Cronbach's Alpha > 0.70). The second stage involved evaluating the structural model (inner model) to test the hypotheses using the bootstrapping procedure (5,000 subsamples) and model fit (R^2). Additionally, partial path analysis was conducted, and simultaneous effect testing (H3) was integrated using the regression mapping feature in SmartPLS to generate an F-test [28]. This combined approach aims to ensure comprehensive validation of the integrated S-O-R model

4 Research Results

4.1 Path Analysis Results

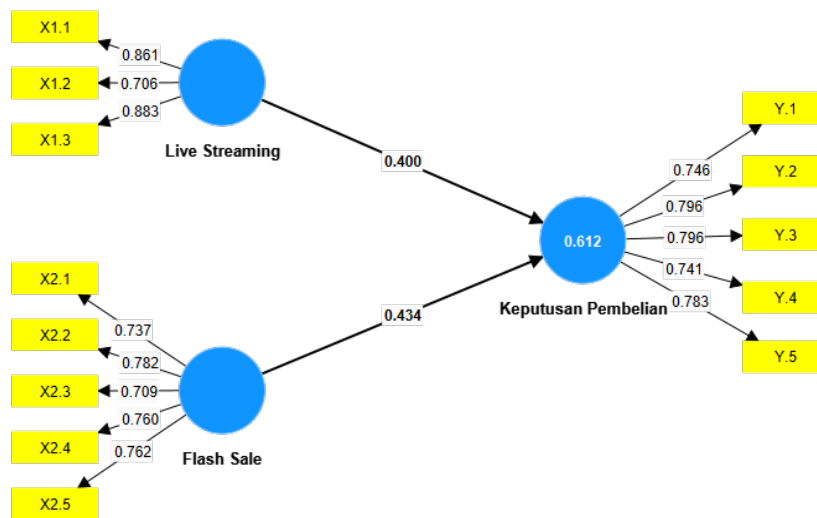


Figure 4. Path Analysis Results
 Source: Data processed (2026)

4.2 Measurement Model (Outer Model)

The association between indicators and their latent variables is explained by the outer loading values in the convergent validity test. If the factor loading value is > 0.70 , the indicator measuring the variable is considered valid. Additionally, if the AVE (Average Variance Extracted) value is > 0.5 [27].

Table 1. Convergent Validity and Reliability Test Results

Variable	Item	Outer Loading	AVE	Status
Live Streaming	LS.1	0,861	0,754	Valid
	LS.2	0,706		Valid
	LS.3	0,883		Valid
Flash Sale	FS.1	0,737	0,806	Valid
	FS.2	0,782		Valid
	FS.3	0,709		Valid
	FS.4	0,760		Valid
	FS.5	0,762		Valid
Purchase Decision	KP.1	0,746	0,831	Valid
	KP.2	0,796		Valid

KP.3	0,796	Valid
KP.4	0,741	Valid
KP.5	0,783	Valid

Source: Data processed (2026)

According to Table 1's convergent validity test findings, all outer loading values are greater than 0.70 and AVE values are greater than 0.5, suggesting that “all indicators are declared valid.”

Table 2. Construct Reliability Results

Variable	Cronbach's Alpha	Composite Reability	Status
Live Streaming	0,754	0,860	Reliable
Flash Sale	0,806	0,866	Reliable
Purchase Decision	0,831	0,881	Reliable

Source: Data processed (2026)

The Cronbach's Alpha test results show values of 0.754 for Live Streaming, 0.806 for Flash Sale, and 0.831 for Purchase Decision, with Composite Reliability values of 0.860, 0.866, and 0.881, respectively. Since all latent variables have values > 0.70, it is concluded that “all latent variables in the construct reliability test are reliable.”

4.3 Structural Model (Inner Model)

After ensuring that the measurement model meets the criteria for validity and reliability, the next step is to evaluate the inner model using a structure that predicts the cause-and-effect relationships among latent variables. Hypothesis testing is conducted by examining path coefficients and significance values through bootstrapping. In addition to partial testing, the inner model presents a test (H3) that examines simultaneous effects. An initial evaluation is performed using R-square and adjusted R-square model analyses to assess model fit [27].

Table 3. R Square and Adjusted R Square Results

Model	R Square	R Square Adjusted
Purchase Decision	0,612	0,606

Source: Data processed (2026)

The degree to which independent factors account for the dependent variable is shown by the R-square value. According to [29], an R-square value above 0.75 is classified as strong explanatory power. In this study, the purchase decision model contributes approximately 61.2% with an R² of 0.612, demonstrating a minor impact of flash sales and live broadcasting on purchasing decisions.

Table 4. Hypothesis Test Results

Hipotesis	Variable	Path Coefficient	T - Statistics	P - Values
H ₁	<i>Live Streaming</i> → Purchase Decision	0,400	4,293	0,000
H ₂	<i>Flash Sale</i> → Purchase Decision	0,434	4,441	0,000

Source: Data processed (2026)

Based on Table 4, all hypotheses have t-statistic values > 1.96 and p-values < 0.05 (i.e., 0.000 < 0.05). Thus, the influence between latent variables is significant [27].

Table 5. Simultaneous F-Test Results

Model	Sum Of Squares	df	MeanSquare	F	P Value
Regression	7540,660	2	3770,3330	14,565	0,000
Error	32875,409	127	258,861	0,000	
Total	40416,069	129	0,000	0,000	

Source: Data processed (2026)

The combined effect of two independent variables on the dependent variable Y was measured using the F-test, where the p-value did not exceed 0.05 [27]. The results of the data analysis presented in Table 5, show that the F-

statistic value reached 14.565 with a significance level (p-value) of 0,000. Since this is below the threshold of 0.05, the variables Live Streaming and Flash Sale together have a significant effect on the Purchase Decision. These results support (H3) and validate the S-O-R framework.

4.4 Discussion

4.4.1 Influence of Live Streaming on Purchase Decisions

The hypothesis test results confirm that “Live Streaming has a positive and significant impact on consumers' decisions to purchase Pucelle perfume.” Thus, problem statement H1 is accepted. This is evidenced by the hypothesis test results for Live Streaming on Purchase Decisions, which obtained a p-value < 0.05 (i.e., $0.000 < 0.05$), indicating that this variable significantly influences purchase decisions.

Customers may communicate with merchants directly and get comprehensive product information through live streaming, thereby increasing trust and encouraging purchase decisions. These findings align with previous research [30], which demonstrated that live streaming positively impacts consumer purchase decisions for fashion products on TikTok Shop.

4.4.2 Influence of Flash Sale on Purchase Decisions

The hypothesis test results show that “Flash Sale has a positive and significant influence on Purchase Decisions for Pucelle perfume products.” Thus, problem statement H2 is accepted. This is evidenced by the hypothesis test results for Flash Sale on Purchase Decisions, which obtained a p-value < 0.05 (i.e., $0.000 < 0.05$), indicating that Flash Sale significantly influences Purchase Decisions.

These analysis [31] results are consistent with research, which states that Flash Sale significantly influences impulsive buying of cosmetic products. Therefore, This study finds that flash sales have a favorable and significant impact on consumers' decisions to buy. Large discounts offered for a limited time create a sense of urgency and drive quick buying decisions.

4.4.3 Live Streaming and Flash Sale on Purchase Decisions

From the analysis results in Table 5, the variables “Live Streaming and Flash Sale have a p-value of 0.000.” This suggests that Purchase Decisions for Pucelle perfume on the TikTok Shop platform in Cirebon are significantly influenced by the independent factors taken together. The simultaneous F-test demonstrates this, with $F_{\text{calculated}} = 14.565 > F_{\text{table}} = 3.07$. Thus, problem statement H3 is accepted.

This finding not only supports the validity of the theoretical integration within the proposed S-O-R model, but also confirms that the combination of live streaming features which enable real-time interaction and the limited-time discounts of flash sales simultaneously encourages consumers to make quick purchases. Similar previous research found that both independent variables significantly [32], influence purchase intentions among Shopee platform users. Therefore, live streaming and flash sales can be implemented to enhance marketing strategy effectiveness, helping achieve desired sales targets.

5 Conclusion

This study confirms that customers' decisions to buy Pucelle perfume goods are greatly influenced by live broadcasting and flash sale tactics. The bulk of online consumers who utilize the TikTok Shop platform are women between the ages of 17 and 25, which explains this occurrence. Customers may communicate with merchants directly through live streaming features and get clear, reliable product information, thereby building their trust to make purchase decisions. Meanwhile, flash sale programs offering substantial discounts for short durations can trigger impulsive buying behavior.

These findings provide a strong foundation for business practitioners and company management to develop effective digital marketing strategies that meet consumer needs in the current digital era. Additionally, these findings can serve as a reference for future researchers studying the utilization of live streaming, flash sale programs, and consumer purchase decisions, whether in depth or ongoing studies.

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