



The Effect of Flash Sale, Free Shipping, and Cashback on Impulsive Buying of Muslimah Fashion Mediated by Positive Emotion on Gen Z Shopee users in Purwokerto

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ABSTRACT

This research aims to analyze the effect of online sales promotion such as flash sale, free shipping, and cashback on impulsive buying of Muslimah Fashion product on the shopee e-commerce platform during among Generation Z in Purwokerto, mediated by positive emotions. The method used is a quantitative survey with a total sample of 143 respondents, the analysis tool used was SmartPLS 4.1.1.6 software. The result of this study indicates that cashback has a significant effect on impulsive buying but not on positive emotions, Positive emotions have been proven to have a significant effect on impulsive buying, flash sale and free shipping significantly affect positive emotions and impulsive buying, except for the direct effect of free shipping on impulsive buying, for indirect effect, positive emotion does not mediate the effect of cashback, but they do mediate the effect of flash sale and free shipping. These findings show that positive emotions is a key factor driving impulsive buying through flash sale and free shipping.

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1. INTRODUCTION

The development of digital technology has changed people's consumption patterns, particularly in the way they shop, from previously being dominated by offline transactions to now shifting to online transactions. The rapid growth and increase in the e-commerce industry has encouraged the emergence of various new e-commerce companies that offer various advantages and innovative functions to attract consumers (Fitri, 2022). In applications and systems where Shopee is one of the largest platforms in Southeast Asia, including Indonesia, Malaysia, Thailand, Singapore, and other countries (Ujung et al., 2023). Currently, online shopping has become the primary alternative for most people compared to shopping directly at physical stores, as online shopping is considered more efficient, accessible, and practical (Fitria & Istiyanto, 2024). The following presents comparative data on the most widely used marketplaces by consumers during the period of April-July 2025.

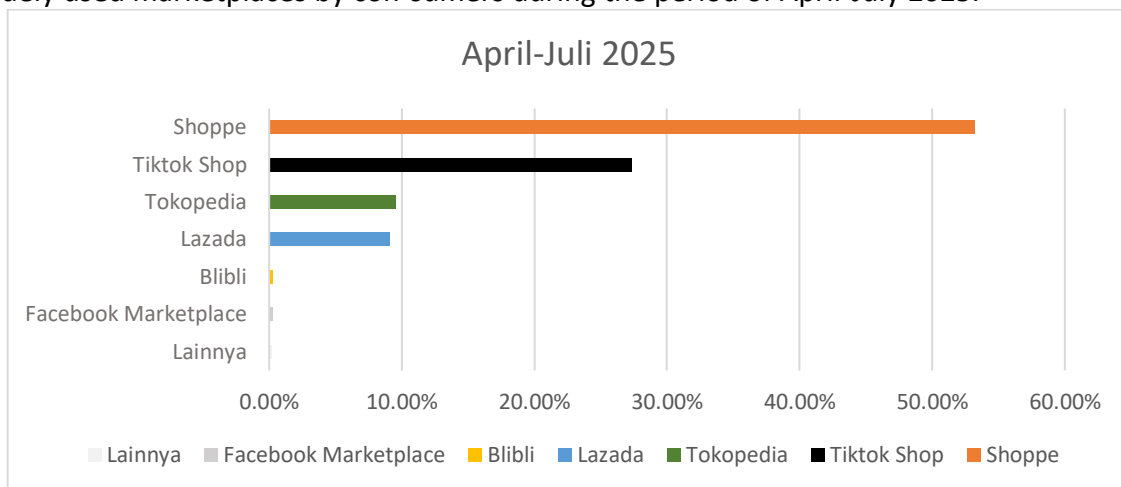


Figure 1. E-commerce Most Frequently Accessed by Indonesians
Sources: Goodstats (2025)

Based on the results of a survey conducted by the Indonesian Internet Service Providers Association in April - July 2025, Shopee ranked first as the most accessed e-commerce platform by Indonesians, with a user percentage of 53.22%. This finding indicates that Shopee still maintains its dominant position despite increasing competition in the digital commerce industry in Indonesia. Shopee's high popularity can be attributed to its massive marketing strategies, such as Flash Sale, Free Shipping, and periodic Cashback features. These various factors have made Shopee the most preferred online shopping platform for Indonesian consumers, thereby increasing consumer purchasing power.

The development of digital technology has driven a shift in people's shopping patterns from offline to e-commerce platforms (Amory et al., 2025). This change has increased interest in Muslim fashion among Generation Z, who are known to be adaptable to technology and most active in online shopping (Yusnidar et al., 2025). Generation Z, known for being highly adaptable to technology, is the group that shops online most frequently compared to other generations (Utama et al., 2024). According to Goodstats 2023, fashion is the most purchased product online with a proportion of 70.13%, confirming the high interest in fashion, including Muslim fashion. Shopping activities have also shifted from fulfilling needs to becoming part of lifestyle and personal satisfaction (Andriani & Rahmani, 2022). This phenomenon also occurs in Purwokerto, an educational city dominated by Gen Z students and Muslim women with high digital literacy, making it a potential market for Muslim fashion in e-commerce, especially Shopee (Nugroho & Prijowuntato, 2025). Various attractive online

promotions are further encouraging impulsive purchasing behaviour and a tendency towards consumption to follow fashion trends (Saputri et al., 2024).

Impulsive buying is defined as spontaneous purchasing without consideration of long-term consequences. Impulsive behaviour is usually driven by emotional feelings due to internal and external stimuli (Pandowo et al., 2025). In the context of modern e-commerce, this behaviour is increasingly common because consumers are exposed to various visual stimuli and attractive promotions that create urgency and momentary pleasure, especially when purchasing fashion items that are heavily influenced by trends, lifestyle, and identity (Kasanah & Fikriyah, 2021). Fashion products are also one of the categories most prone to impulsive buying due to their trend-following nature and ability to provide quick emotional satisfaction (Rosely et al., 2023). In addition, the desire to look fashionable makes Muslim consumers consistently update their information on Muslim fashion trends (Kasanah & Fikriyah, 2021). This impulsive urge is further reinforced by digital promotional strategies that create a perception of profit and urgency, especially through online promotional media such as Flash Sales, Free Shipping, and Cashback (Rahma et al., 2024).

The sales promotion media available on the Shopee marketplace is Flash Sale, which is a sales promotion that offers special deals or discounts to customers for certain products within a limited period of time (Junata, 2024). The existence of flash sale promotions with cheaper offers and limited time can encourage consumers to immediately take advantage of the opportunity and rush to buy, thus creating impulsive purchases (Hidayah et al., 2023). However, there are issues arising from discrepancies in the results of previous studies, as stated by (Ervina et al., 2024), (Rahmania et al., 2023), (Hermawan & Rofiq, 2024) and (Fajri, 2023) stated that flash sales have a significant effect on impulsive buying and that positive emotions mediate this effect. The findings by Martaleni et al., (2022) state that flash sales do not significantly influence impulsive purchasing mediated by positive emotions.

Strategy available on the Shopee marketplace is Free Shipping, which is a facility for delivering goods or services without any costs borne by the buyer in the transaction (Frastica & Veri, 2024). Free shipping offers also directly influence impulse purchases because this promotion can save on shipping costs and time, and the attractive offer encourages unplanned purchases (Rohma & Meitriana, 2024). Previous studies have also shown varying results. In the studies by (Tarista & Putri, 2025), (Khotimah & Syafwandi, 2024) and (Rahma, et al., 2024) stated that free shipping significantly influences impulsive purchases. This study is supported by research by (Aqsa et al., 2025), which states that free shipping significantly influences impulsive purchases and that positive emotions play an important role in enhancing the effect of strategies on impulsive purchases. In the study by (Hayu, 2023), free shipping does not have a significant effect on impulsive buying.

Cashback is a type of promotion used to encourage increased sales, whereby consumers receive a refund in accordance with the applicable terms and conditions, either in the form of cash, digital balance, or certain products (Norhilaliah, 2024). There are differences from previous research findings. In the studies by [16] it was stated that cashback has a significant influence on impulse purchases. Meanwhile, research conducted by (Rohmawati, 2025) and (Ervina et al., 2024) states that cash rebates do not have a significant effect on impulsive buying.

The differences in the research results show the importance of consumer psychological factors in explaining the relationship between sales promotion strategies and impulsive behaviour. Through the positive emotion variable, which is defined as a positive affective response such as happiness, satisfaction, enthusiasm, and social warmth that arises from an assessment of a situation or external stimulus (Kraiss et al., 2023). In line with the

Fani Rahmasari et al., The Effect of Flash Sale, Free Shipping, and Cashback on Impulsive Buying of Muslimah Fashion Mediated by Positive Emotion on Gen Z Shoppe users in Purwokerto | 1384 research (Ramadhan & Wardi, 2025) and (Wulandari et al., 2022), which states that positive emotions increase consumer behaviour when shopping, the higher the positive emotions, the more it encourages consumers to make impulsive buying.

This study extends previous research conducted by (Mamlu'ah & Andarini, 2025), which examined impulsive buying behavior through marketing strategies such as flash sales and free shipping mediated by positive emotions on the Shopee marketplace. This study further incorporates the cashback variable adopted from (Wulandari & Edastama, 2022), who analyzed the effect of cashback as a marketing incentive on impulsive buying behavior on the Shopee e-commerce platform. However, prior studies still show inconsistent findings regarding the effects of flash sales, free shipping, and cashback on impulsive buying, with positive emotions acting as a mediating variable among Generation Z Shopee users in Purwokerto. Therefore, this study aims to examine the effect of online promotions on impulsive buying behavior, both directly and indirectly through positive emotions as a mediating variable.

2. LITERATURE REVIEW

2.1. Stimulus-Organism-Responses Theory

The Stimulus-Organism-Response (S-O-R) Theory developed by Mehrabian and Russell in 1974. This model explains how external stimuli (S) affect internal cognitive and emotional states (O), which then cause observable behavioral responses (R) (Yutika & Purnama, 2025). A stimulus is something that triggers consumer desire, an organism reflects internal evaluation, while a response is the consumer's reaction to the stimulus (Moudyla et al., 2025).

In impulsive purchases of Muslimah fashion products on Shopee, stimuli (S) such as promotions, flash sales, free shipping, and cashback act as external triggers that influence consumer perceptions and emotions. The organism (O) is the consumer who experiences a psychological response in the form of positive emotions, such as happiness, enthusiasm, and satisfaction. These positive emotions then mediate and reinforce the influence of the stimulus on impulsive purchases as the final response (R).

2.2 Impulsive Buying

According to Harahap and Amanah (2021), impulsive buying is a purchasing behavior that occurs spontaneously and rapidly without prior planning, is less rational, and is accompanied by internal conflict and strong emotional urges. Impulsive buying occurs when consumers purchase products without prior intention or planning (Azzahra et al., 2025).

Spontaneous purchasing plays an important role as it can serve as a means for companies to market new products by utilizing strong and effective promotional communication in retail media to convey promotional information (Syafiqoh, 2025). Impulsive buying behavior is also considered irrational, thus requiring Muslimah consumers to exercise self-control to prevent such actions (Fikriyah, 2021). This variable is measured using several indicators proposed by (Fajri, 2023), in which impulsive buying is reflected through the following indicators: Spontaneity, Compulsion and intensity, Indifference to consequences, and Sudden urges.

2.3 Flash Sale

A flash sale is a form of promotion in which product prices are reduced for a short period of time, with a limited number of items available (Mamlu'ah & Andarini, 2025). Flash sale programs trigger consumers to make impulsive purchases, as they are motivated to obtain products at prices that are relatively lower than normal prices during the flash sale

period (Syauqi et al., 2022). The application of flash sales in online businesses is basically not much different from conventional businesses, where sellers provide special offers to consumers in the form of very short-term promotions, limited product quantities, and substantial discounts at certain times (Martaleni et al., 2022). According to (Rahma et al., 2024), there are indicators of flash sale sales in sales promotions: Discount, Frequency, Duration, and Attractive flash sale promotions

2.4 Cashback

According to Tjiptono (2014) in (Giningroem et al., 2022), cashback is a relevant and effective marketing strategy to attract consumers. A cashback program is a form of price reduction given to consumers, but the distribution is carried out after the transaction has taken place and the amount is determined in a certain amount of rupiah (Zahri & Prayadi, 2022). For consumers, this program can help with shopping costs, especially for repeat transactions, as buyers can save money with the accumulated cashback funds (Abimanyu & Hermana, 2023). Promotion indicators according to (Rahma et al., 2024); Nominal amount, Timesliness, and Compliance with agreements.

2.5 The Role of Positive Emotions as Mediation

Research conducted by Scherer (2005) in (Wulandari & Edastama, 2022) explains that positive emotions are feelings that can evoke pleasant experiences in a person, including feelings of interest, amusement, pride, satisfaction, joy, and various other positive feelings. Consumer behavior that is unable to control the urge to buy a product can trigger impulsive purchases, which are often influenced by attractive outlet displays. This condition makes consumers more emotionally influenced, so that emotions in shopping tend to increase [45]. According to Moskowitz et al. (2021) in (Adriyanto et al., 2024), there are indicators related to positive emotions, namely: Feeling happy, feeling excited, feeling enthusiastic, and being able to think positively.

2.6 Research Framework

Based on the explanation of the flash sale, free shipping, and cashback variables as promotional stimuli that shape consumers' positive emotions and ultimately encourage impulsive buying behavior, the following is the conceptual framework of this study:

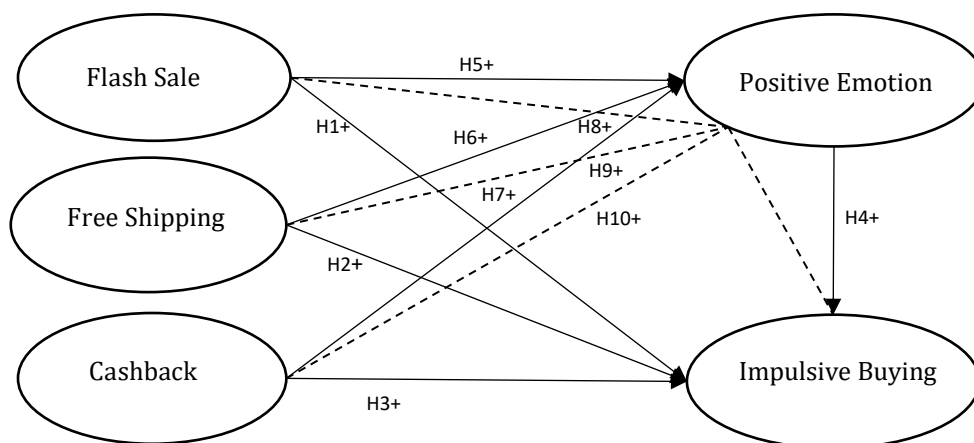


Figure 2. Conceptual Research Framework

3. RESEARCH METHOD

This study uses a quantitative method with an explanatory research approach. The quantitative method is used to measure inter-variables, where the variables measured in the study consist of numbers that can be analyzed based on statistical procedures (Noor, 2022). The explanatory research approach is used to explain the causal relationship between the variables studied and to test the hypotheses that have been formulated previously, both the direct relationship between the independent and dependent variables and the indirect relationship through mediating variables (Suprpto, 2023). This study aims to analyze the effect of flash sales, free shipping, and cashback on impulsive buying, both directly and through the mediating variable of positive emotions, among Generation Z users of the Shopee app in Purwokerto. The research sample used non-probability sampling techniques with a purposive sampling approach, where sampling was based on objectives with certain considerations and criteria (Sugiyono, 2019). Such as; (1) Gen Z Muslim women aged 17-27 years, (2) Residing in Purwokerto, (3) Have ever impulsively purchased Muslim fashion products on the Shoppe marketplace, and (4) Have ever purchased Muslim fashion products on the marketplace unintentionally because of flash sales, free shipping, and cashback.

The sample size was determined using the formula (Hair et al., 2019), which states that the sample size should be 100 or more. This provision is adjusted to the number of indicators multiplied by 5-10. With a total of 18 indicators in this study, the minimum number of respondents required is ($18 \times 5 = 90$ to $18 \times 10 = 180$ respondents). In this study, the sample size was 143 respondents. The data was collected through a questionnaire distributed using Google Forms to Gen Z consumers of Shoppe in Purwokerto. In this study, the variables were measured using a five-point Likert scale, namely Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA), with each scale having points from 1 to 5 in sequence. Data analysis was performed using Partial Least Square (PLS) with *Smart PLS 4.1.1.6* software. The measurement model analysis tests performed were convergent validity, outer loading, discriminant validity, composite reliability, and Cronbach's alpha. inner model tests using R-square, and mediation tests using path coefficients, specific indirect effects, and hypothesis testing.

4. RESULT AND DISCUSSION

4.1. Data Analysis

In this research, data collection was carried out by distributing questionnaires using Google Forms, with a total of 143 respondents meeting the criteria. Respondent characteristics were needed to group respondents based on specific types. In this study, the characteristics used included age, domicile, education level, and income. Details of these characteristics are presented as follows:

Table 1. Demographic Characteristics Profile of Respondents

	Characteristic	Frequency	Percentage
Age group	17-20	35	24,47%
	21-24	104	72,73%
	25-27	4	2,80%
Total		143	100%
Address or domicile	Purwokerto West	37	25,88%

	Purwokerto East	47	32,86%
	Purwokerto North	34	23,78%
	Purwokerto South	25	17,48%
Total		143	100%
Education	Junior High School	-	0%
	Senior High School	93	65,03%
	Diploma (D1/D2/D3)	10	7,00%
	Bachelor	40	27,97%
Total		143	100%
Income (Every Mount)	< Rp.1.000.000,-	35	24,48%
	Rp. 1.000.000 – Rp.2000.000,-	57	39,86%
	Rp. 2.000.000 - Rp.3000.000,-	29	20,28%
	>Rp.3.000.000,-	22	15,38%
Total		143	100%

Sources : Primary Data, 2025

Based on Table 1, the demographic characteristics of the respondents indicate that out of a total of 143 respondents, the majority were aged 21–24 years, accounting for 72.73%, which reflects the dominance of the young adult age group. Most respondents resided in the Purwokerto area, with the largest proportion coming from East Purwokerto (32.86%). In terms of educational background, respondents were predominantly senior high school/vocational high school graduates, accounting for 65.03%, followed by bachelor’s degree holders at 27.97%. In addition, a proportion of respondents had monthly incomes ranging from IDR 1,000,000 to IDR 2,000,000, amounting to 39.86%, indicating relatively diverse economic conditions among the respondent with the purchase of Muslimah fashion products on Shopee, here is the data on the most purchased product categories.

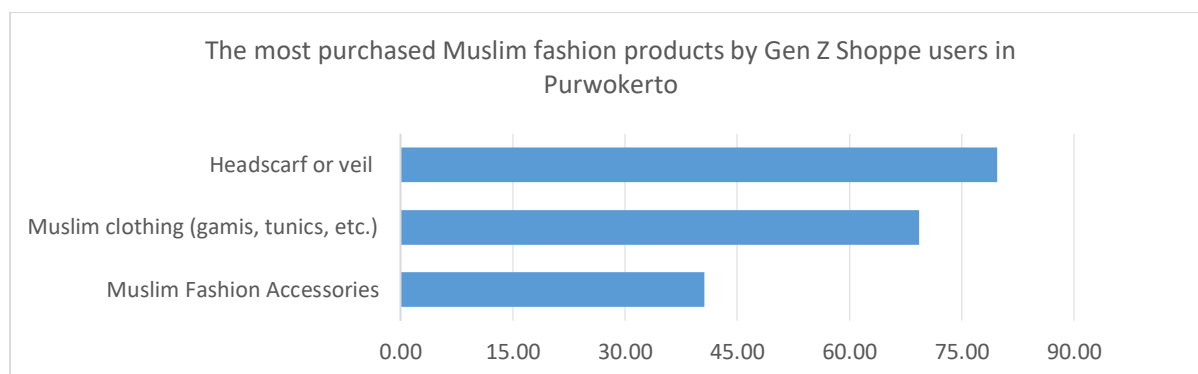


Figure 3. Products purchased in many categories of Muslim fashion

Sources: Complied by Researchers, 2025

Based on Figure 3 above, the most purchased Muslimah fashion category online on the Shoppe marketplace is hijabs and headscarves at 79.72%, followed by Muslimah clothing at 69.23%, and Muslimah fashion accessories at 40.56%.

4.2 Outer Model

Convergen Validity and Discriminant Validity

Table 2. Convergen Validity

Variabel	Indicator	Outer Loading	AVE
Flash Sale (X1) (Rahma et al., 2024)	Discount	0.851	0.683
	Frequency	0.754	
	Duration	0.826	
	Attractive Flash Sale Promotions	0.848	
Free Shipping (X2) (Rahma et al., 2024)	Paying Attention	0.708	0.520
	Attraction	0.621	
	Sparkling the Desire to Buy	0.750	
	0.741		
	0.721		
Cashback (X3) (Rahma et al., 2024)	Total of Amount	0.652	0.549
	Punctuality	0.803	
	Compliance with Agreements	0.751	
	0.773		
Posiive Emotion (Z) (Abimanyu & Hermana, 2023)	Feeling Happy	0.773	0.630
	Feeling enthusiastic	0.754	
	Feeling Enthusiastic	0.842	
	I can think positively	0.766	
Impulsif Buying (Y) (Fajri et al., 2023)	Spontanitas	0.818	0.591
	Compilation and intensity	0.734	
	Indifference to consequences	0.777	
	Sudden impulse	0.762	

Sources: Compiled by Researchers, 2025

Based on Table 2, it can be concluded that all variable values have met the validity criteria because the outer loading values obtained are above 0.5 (Hair et al., 2019). In addition, the AVE value is also considered valid because it exceeds the minimum limit of 0.5.

Table 3. Fornell Larcker

	Cashback	Positive Emotion	Flash Sale	Free Shipping	Impulsive Buying
Cashback	0.741				
Positive Emotion	0.624	0.794			
Flash Sale	0.725	0.686	0.827		
Free Shipping	0.711	0.681	0.645	0.721	
Impulsive Buying	0.726	0.691	0.703	0.605	0.769

Sources: Compiled by Researchers, 2025

Based on Table 3, the diagonal values indicate the square root of the AVE for each construct. Namely Cashback (0.741), Positive Emotions (0.794), Flash Sale (0.827), Free Shipping (0.721), and Impulsive Purchasing (0.769) are higher than the correlation values between other constructs. These findings confirm that each construct has met the criteria for discriminant validity, as it is able to clearly distinguish itself from other constructs in the research model.

4.3 Composite Reliability and Cronbach's Alpha

Higher values reflect a higher level of internal consistency in interpreting measurement results. For example, values in the range of 0.60–0.70 are still considered acceptable for exploratory research, while values between 0.70–0.95 indicate adequate to excellent reliability (Hair et al., 2022).

Table 4. Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Description
Flash Sale (X1)	0.845	0.848	0.866	Reliable
Free Shipping (X2)	0.815	0.824	0.866	Reliable
Cashback (X3)	0.836	0.846	0.879	Reliable
Positive Emotions (Z)	0.804	0.811	0.872	Reliable
Impulsive Buying (Y)	0.769	0.774	0.852	Reliable

Sources: Compiled by Researchers, 2025

Based on Table 4, It was concluded that the Composite Reliability and Cronbach's Alpha values of all the above variables were above 0.7, thus deemed valid.

4.4 Inner Model

R^2 has a value between 0 and 1; the higher the value, the greater the model's ability to explain the dependent variable. In general, an R^2 value of 0.75 indicates a high level of explanation, 0.50 is considered moderate, and 0.25 is classified as low.

Table 5. R Square Result

R-square – Overview			
	R – Square	R – Square adjusted	Description
Emosi Positif	0.570	0.561	Moderat
Pembelian Impulsif	0.639	0.629	Moderat

Sources: Compiled by Researchers, 2025

Based on Table 5, it is known that the adjusted R-square value for the Impulsive Buying (Y) variable is 0.629, which indicates that Impulsive Buying (Y) is influenced by Flash Sale Promotions (X1), Free Shipping (X2), and Cashback (X3), and Positive Emotions (Z) by 62.9%, while the remaining 37.1% is influenced by other variables outside the scope of this study.

4.5 Hypotheses Testing

To test the hypothesis, there are two categories of testing, namely identifying direct effects and indirect effects using the bootstrapping method in Smartpls. The significance value produced is based on the t-statistic with the condition that the value must be greater than 1.645 and the p-value must be less than 0.005 so that the p-value can be considered significant (Hair et al., 2021).

Table 6. Direct and indirect effects

	Path Coefisien	T Statistik	P Value	Description
Cashback -> Positive Emotions	0.072	0.528	0.597	Rejected
Cashback -> Impulsive Buying	0.387	3.804	0.000	Accepted
Positive Emotions -> Impulsive Buying	0.314	3.184	0.001	Accepted
Flash Sale -> Impulsive Buying	0.226	2.031	0.042	Accepted
Flash Sale -> Positive Emotions	0.390	2.909	0.004	Accepted
Free Shipping -> Positive Emotions	0.378	3.006	0.003	Accepted
Free Shipping -> Impulsive Buying	-0.030	0.330	0.741	Rejected
Cashback -> Positive Emotions -> Impulsive Buying	0.023	0.507	0.612	Rejected
Flash Sale -> Positive Emotions -> Impulsive Buying	0.123	2.142	0.032	Accepted
Free Shipping -> Positive Emotions -> Impulsive Buying	0.119	2.057	0.040	Accepted

Sources: Compiled by Researchers, 2025

Based on Table 6, it can be concluded that of the ten hypotheses proposed in this study, three hypotheses were rejected, while the other seven hypotheses were accepted with a T-statistic value above 1.645 and a P-value of less than 0.005. This indicates that most of the relationships between variables tested have a significant effect and are consistent with the conceptual framework of the study, while some rejected hypotheses indicate insignificant relationships or relationships that are inconsistent with the researcher's initial assumptions.

4.5.1. The Effect of Cashback on Positive Emotions

The results of this study indicate that cashback does not have a significant effect on positive emotions. These findings indicate that cashback programmes have not been able to evoke feelings of happiness, satisfaction, or benefit among Generation Z in Purwokerto when purchasing Muslim fashion on the Shopee platform. Based on the Stimulus–Organism–Response (S-O-R) theory, cashback acts as a stimulus, but this stimulus is considered too weak to influence the internal condition of consumers (organism) in the form of positive emotions. This is due to the characteristic of cashback, which does not provide immediate benefits at the time of transaction. These findings are in line with the research by (Wulandari & Edastama, 2022) and (Rohmawati, 2025) which states that cashback tends to be perceived as a delayed reward, thus less capable of creating spontaneous positive emotional responses and does not directly elicit positive emotions.

4.5.2 The Effect of Cashback on Impulsive Buying

The results of the study indicate that cashback has a positive and significant effect on impulsive purchasing. In the context of Muslim fashion on Shopee, Gen Z in Purwokerto tends to make impulsive buying because cashback makes products appear more economical, particularly hijabs and headscarves. Based on the S-O-R Theory, cashback is a stimulus that can increase the perception of benefits and savings, thereby encouraging consumers to make spontaneous purchases. These findings align with previous studies (Hermawan & Rofiq, 2024), (Norhilalah, 2024) and (Rahma et al., 2024), which state that cashback is implemented to enhance consumer appeal and accelerate sales, thereby encouraging impulsive purchases.

4.5.3 The Effect of Positive Emotions on Impulsive Buying

The results of this study indicate that positive emotions have a positive and significant effect on impulsive purchasing, namely that positive emotions have a positive impact on impulsive purchasing. Generation Z consumers who experience positive moods when shopping through e-commerce platforms tend to make spontaneous purchasing decisions without deep rational consideration and seek instant gratification (Putri & Anasrulloh, 2025). In the S-O-R Theory, emotions are part of the organism that determines whether promotional stimuli will generate impulsive responses. This study is in line with the findings of (Ramadhan & Wardi, 2025), which show that positive emotions, especially feelings of happiness, actively encourage impulsive buying.

4.5.4 The Effect of Flash Sale on Impulsive Buying

The results of this study indicate that Flash Sales have a positive and significant effect on impulsive purchasing, meaning that Flash Sales have a positive impact on Impulsive Purchasing among Gen Z users of Shopee in Purwokerto. Flash sales have been proven to significantly encourage impulsive purchasing, demonstrating that short time limits create psychological pressure that leads to spontaneous purchasing so that they are afraid of missing out on the opportunity to buy Muslimah fashion because the offer period is quite short., This research is in line with (Ramadhan & Wardi, 2025), (Rahmania et al., 2023), and (Fajri et al., 2023) which concludes that the flash sale have an effect on impulsive buying. Within the Stimulus-Organism-Response (S-O-R) theoretical framework, flash sales act as a stimulus that creates pressure on consumers, prompting them to make purchases quickly without consideration (Putri & Anasrulloh, 2025).

4.5.5 The Effect of Flash Sale on Positive Emotions

The results of this study indicate that flash sales have a positive and significant effect on positive emotions, namely that flash sales have a positive impact on positive emotions. Flash sales can increase consumers' positive emotions. This can be seen in Gen Z in Purwokerto, who feel excited when they get prices that are much cheaper than normal prices when buying Muslim fashion on Shopee, in accordance with the S-O-R framework. The stimulus of large discounts in a short period of time evokes feelings of satisfaction, happiness, and good fortune. Research by (Fajri et al., 2023) and (Wulandari & Edastama, 2022) supports this finding by stating that flash sales can represent feelings of joy and good mood, thereby creating positive emotions.

4.5.6 The Effect of Free Shipping on Positive Emotions

The results of this study indicate that free shipping has a positive and significant effect on impulse buying. Free shipping has a significant effect on positive emotions, showing that free shipping is one of the most preferred stimuli for Gen Z. This can be seen in Muslim fashion consumers on Shopee who feel more comfortable buying products when shipping costs are no longer a burden. According to the S-O-R Theory, stimuli in the form of reduced transaction costs make consumers feel more relieved and satisfied. Research by (Wulandari & Edastama, 2022) also states that the free shipping offered by Shopee provides convenience and benefits for consumers by eliminating additional shipping costs.

4.5.7 The Effect of Free Shipping on Impulsive Buying

The results of this study indicate that free shipping does not influence impulsive purchasing. Although it generates positive emotions, free shipping does not have a significant effect on impulsive purchasing. For Generation Z in Purwokerto, free shipping is perceived as a standard feature of Shopee and is often accompanied by a minimum purchase requirement, so it is considered more of a shipping discount. Therefore, impulsive buying of Muslim fashion not triggered by free shipping, but by other promotional factors such as discounts and flash sales. In the S-O-R framework, the stimulus of free shipping is apparently not strong enough to generate spontaneous purchasing responses without additional incentives, such as price discounts or flash sales. Research (Rusni & Solihin, 2022), (Purnama et al., 2025) and (Rohman et al., 2023) also found that free shipping reinforces planned purchases more than impulsive purchases.

4.5.8 Positive Emotions mediate the relationship between Cashback and Impulsive Buying

The results of the study indicate that cashback does not influence impulsive purchases through positive emotions. Cashback is more effective in building consumer loyalty than in encouraging impulsive purchases, while Generation Z in Purwokerto is more responsive to instant promotions such as direct discounts and limited-time promotions that trigger positive emotions and impulsive purchases of Muslim fashion (Fathoni et al., 2024). In the S-O-R Theory, cashback does not lead to impulsive purchases because its benefits are delayed and do not sufficiently trigger positive emotions. This supports research by (Wulandari & Edastama, 2022) and (Ervina et al., 2024), which states that cashback is perceived as a rational benefit, thus not significantly influencing positive emotions or impulsive buying behaviour among consumers.

4.5.9 Positive Emotions mediate the relationship between Flash Sale and Impulsive Buying

The results of this study indicate that flash sales have a positive and significant effect on impulsive purchasing, mediated by positive emotions. This is evident among Generation Z in

Purwokerto, who are triggered by large discounts and limited time frames, resulting in feelings of joy, enthusiasm, and satisfaction at obtaining discounts, which in turn encourage consumers to make spontaneous purchases. In the S-O-R Theory, the Flash Sale program acts as an external stimulus that triggers consumers' emotional reactions, thereby encouraging impulsive purchasing. These results are in line with (Hermawan & Rofiq, 2024) and (Ramadhan & Wardi, 2025), which state that positive emotions mediate the influence of flash sales on impulsive purchasing behaviour among e-commerce consumers, where feelings of enthusiasm and joy reinforce the urge to buy spontaneously.

4.5.10 Positive Emotions mediate the relationship between Free Shipping and Impulsive Buying

The results of the study indicate that free shipping has a positive and significant effect on impulsive purchasing mediated by positive emotions, namely that free shipping has a positive effect on impulsive purchasing through positive emotions. This condition encourages Generation Z, who tend to be responsive to convenience and cost efficiency, to be more easily persuaded to make spontaneous purchases, especially for Muslim fashion products offered through e-commerce platforms. Although it does not have a direct effect, free shipping builds a sense of comfort at the organism stage within the S-O-R framework, thereby encouraging consumers to make impulsive purchases. Research by (Mamlu'ah & Andarini, 2025) shows that free shipping program can build feelings of comfort, satisfaction, and benefit among consumers, which then increases their tendency to make impulsive buying.

5. Conclusions

Based on the results of the study, it can be concluded that flash sales and free shipping have a significant effect on impulsive purchasing both directly and through positive emotions, while cashback has a significant direct effect on impulsive purchasing but not through positive emotions, so most of the research hypotheses are accepted. However, this study has limitations because it only examines three promotional variables (flash sales, free shipping, and cashback) with positive emotions proven to be a key variable linking pro-motional stimuli to impulsive purchases, in line with the S-O-R theory which emphasises the importance of emotional responses in the spontaneous purchasing decision process.

This study has limitations in that it focuses only on Generation Z in Purwokerto and on Muslim fashion products, so the results cannot be generalised widely. Therefore, further research is recommended to add other variables such as live streaming, promotional content quality, or seller interaction, and to expand the research object to different platforms, regions, and product categories. For e-commerce businesses, the results of this study can be used as a reference to optimise flash sales during peak hours, combine free shipping with additional discounts, and design more attractive cashback programmes to evoke positive emotions and maximise impulsive purchasing tendencies among Generation Z consumers. Additionally, this research is expected to assist businesses in expanding their market, increasing revenue, and strengthening their position in the increasingly competitive Muslim fashion industry.

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