

# **E-Wom Mediates Price Perception Brand Image to Increase Impulse Buying and Flash Sales as Moderation on the Lazada Application**

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## **ABSTRACT**

The research aims to find out and prove that the e-word of Mouth mediates price perception, the brand image on impulse buying, and the role of flash sales in moderating the e-word of Mouth on impulse buying. The method is that the data was collected directly from 200 Lazada respondents in Surabaya, Sidoarjo, Gresik. This research uses quantitative methods and explanatory methods to get concrete answers. They used SEM version AMOS 24 for research analysis. Brand image and price perception influence e-word of Mouth as mediating variables for impulsive buying. If the brand image looks good, word of Mouth will grow, influencing spontaneous purchases.

Meanwhile, brand image has a positive and significant influence on impulse buying, and price perception has a positive but insignificant influence. Brand image can foster spontaneous purchases, but price perceptions positively affect impulse purchases, even though this is not essential.

**Keywords:** Fashion sales, brand image, price perception, e-Word of Mouth, and impulse buying

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## **1. INTRODUCTION**

In the fast-paced digital era, e-commerce has undergone a significant transformation, with online platforms becoming essential channels for consumer engagement [1]. Lazada stands out as a leading player among these platforms, continually seeking innovative strategies to improve user experience and drive [2]. In this dynamic environment, the "E-Word of Mouth" concept has emerged as a potent mediator in influencing consumer perceptions of price and brand image [3]. Indonesia is a country whose population is

interested in e-commerce [4]. Make it easier for people to meet their daily needs. The phenomenon of the growth of e-commerce is interesting because it is proven that the Indonesian people are willing to accept the positive impact of the internet in the world [5]. E-commerce services are increasingly developing, so internet users will increase [6]. Through e-commerce, we can open up opportunities for buying and selling online. Companies can gain benefits by moving through online shopping sites or online stores. There are many online shopping sites, such as Lazada. co.id, shopee.co.id, tokopedia.com, bukalapak.com. The business process carried out by Lazada is the cash-on-delivery method (COD), Comprehensive services, and goods return services through Lazada's first and last-mile delivery services and have more than 100 logistics partners [7]. Lazada's promotional activities include free shipping, daily flash sales, cashback, same-day guarantees, and money back if the product ordered is not suitable [8].

This research investigates the complex interactions between E-Word of Mouth, price perception, and brand image on the Lazada platform. The main focus is to uncover how these factors collectively contribute to stimulating impulse buying behavior, which has become increasingly prominent due to the rise of flash sales. As consumers increasingly rely on digital conversations and recommendations, understanding the dynamics of E-Word of Mouth becomes a must for e-commerce platforms seeking to gain a competitive advantage [9].

Several previous studies have discussed critical aspects related to this research. Research [10] On E-Word of Mouth has demonstrated a significant impact on consumer behavior in a digital context, focusing on its influence on price perception and brand image. Other research has also investigated factors that influence impulse buying behavior, including research on the impact of flash sales in creating impulse purchases. Although these studies provide valuable insights, research has yet to specifically explore the mediating role of E-Word of Mouth in e-commerce applications such as Lazada. Therefore, this study aims to fill this knowledge gap by examining the relationship between E-Word of Mouth, price perception, brand image, and impulse buying while investigating the moderating role of flash sales in the Lazada environment.

The selling price of an item will be above the cost of production [11]. However, during the flash sale period, the value of the goods being traded is minimal, even below production costs [12]. This strategy is used by business people who are just starting a business or want to attract new consumers. This plan is implemented continuously even though the company has been running for a long time. Flash sale activities carried out by business people are considered normal in the business world [13]. For consumers, these efforts bring benefits. However, it should be noted that flash sale activities are only for promotional reasons to accelerate sales growth. Carrying out flash sales activities is commonplace for e-commerce business people [14]. Suspicion often arises that consumers cannot enjoy the goods sold during flash sales. Consumers feel they have monitored the goods sold at the flash sale, but in practice, consumers cannot buy them because they have run out [15]. This can make consumers curious, so they wait for the next flash sale. Issues raised include transparency of the number of goods, flash sale

period times, and automatic and manual monitoring of employee activities. There is a tendency for flash sale activities to be just a form of activity to attract consumers [16]. Consumers have no clarity regarding the remaining items.

Meanwhile, for business actors, this activity only shows that investors are financially stronger; those who are weaker will be eliminated, and their market coverage will shrink [17]. As a result of the rise of e-commerce, more and more consumers are carrying out grocery shopping transactions via e-commerce because it is more accessible and practical, and the choice of various promos offered is attractive and trustworthy [18]. The e-commerce account owner will argue about the items offered during a flash sale. According to consumer wishes.

## 2. INTERPRETATION OF RESEARCH RESULTS

### 2.1 The Influence of Brand Image on e-word of Mouth

Brand image is essential in business because every consumer who wants to buy goods or services often looks at the brand. After all, it is synonymous with product quality [19]. Research shows that brand image positively influences the e-word of Mouth. Brand image must be built from various aspects so buyers can easily remember the product and its benefits. Word-of-mouth information is beneficial in improving brand image so that it becomes famous immediately [20]. The product quality incentivizes buyers to get to know the product quickly and often even get information from friends, family, and the community. The product service element helps strengthen the goods' brand image, which producers must carry out continuously [21]. If the brand image of a product and word-of-mouth promotion occurs, it will become more widely known to consumers [22]. Promotion targets must determine segments that match the products offered to consumers.

This study confirms the results of [23], Stating that brand image positively and significantly influences the e-word of Mouth, and the result is that brand image influences the word of Mouth positively and significantly. Research results from [24] With an image, consumers can share their hopes. A positive image makes it easier for organizations to communicate effectively with consumers [25]. Consumers are more likely to remember a positive Brand Image when communicated by word of Mouth and, conversely, are less likely to place a negative Image when shared by word of Mouth.

The research aims to determine the influence of brand image on e-word-of-mouth so that people will quickly recognize the product. Spontaneous purchasing decisions are not only based on brand image elements; other influencing aspects, such as price and flash sales, can also encourage purchases. Brand image benefits spontaneous purchases; with many platforms, consumers are often tempted to buy without thinking. Word-of-mouth stimulation can increase purchases suddenly, even if the item is not needed now, but seeing the item is very interesting.

## 2.2 Price Perception influences the e-word of Mouth.

Price perception is essential for companies to determine price policies to maintain sustainability. Companies will exist if they consider people's purchasing power when choosing prices. The price element in the business world determines companies' success in generating profits. Competitive prices help run the business smoothly, so producers must try to be efficient so prices can be competitive [26]. When consumers feel that the price of a product meets their expectations, they will voluntarily convey it by word of Mouth to their friends so they can buy the product. Buyers always think about price when making a purchase, even when buying suddenly. Price can influence quick purchases because purchasing power is a consideration in purchasing decisions.

Price can influence consumer psychology because brand image elements contribute to spontaneous purchases [27]. Consumers' emotions can be affected by price perceptions, so business people must be careful in determining prices to get good profits [10]. Word-of-mouth information about prices must be fully understood so consumers are interested in buying it. Consumers always buy goods at cheap prices, but the benefits can meet their needs.

This research confirms the results of [28] that price perceptions have a positive and significant effect on the e-word of Mouth. This means that the e-word of Mouth occurs because consumers talk about prices to others. [29] Price perception has a positive and significant influence on positive word of Mouth. There are indications that the better the price perception, the more positive word of Mouth will increase. If the price perception is not good, it will further reduce word of Mouth. [30], that the price/cost of education has a significant positive effect on word of Mouth. This means that increasing the price/cost of education can influence a massive increase in word of Mouth.

The more an online business thrives, the more determined prices must be based on competitor price data. If linked to word-of-mouth information, Lazada is wide open to MSME players and products produced in rural areas. The perception of prices offered on the Lazada platform, which is then conveyed by word of Mouth, can make consumers curious. It turns out that information from consumers who have used a product dramatically increases sales turnover.

## 2.3 Brand image influences of impulse buying.

In the business world, brand image must be built by prioritizing product quality, good packaging, and competitive prices to make the brand known to consumers (Anggoro et al., 2020). Manufacturers must convey messages about products with the impression that they will provide benefits that exceed consumer expectations. Businesspeople need to recognize the business being built, and the target consumers must be clear so marketing planning is more detailed. The products offered should be more unique than those of competitors so that the products are easy for consumers to remember.

For online businesses, brand image is essential in determining product choice. Brands

must be continuously maintained so old consumers remain loyal and new consumers immediately try products on the market [31]. Marketers should interact more continuously with social media so that many consumers, both those who have used them and those who are planning to buy them, can find out about goods. So that consumers quickly recognize the brand image, it is necessary to provide complete service to consumers based on the various indicators it has. They are building a brand image to give strong confidence to consumers.

The research results show that brand image significantly and positively influences impulse buying. Impulse buying is influenced by many aspects, such as brand image, product quality, and service quality [32]. Buying can happen without looking at needs because there is stimulation about a product or service's viral brand image, so buyers immediately make transactions spontaneously. Spontaneous purchases often ignore negative aspects because they prioritize pleasure rather than needs that must be met [33]. Consumers make emotional purchases of products because of the influence of the brand image many people like.

## **2.4 Price perception influences impulse buying.**

The price element is susceptible for consumers because consumers always consider how much the goods cost [16]. Online businesses often give discounts and buy-two-get-one-free bonuses to encourage purchases. This research shows that price perception has a positive but insignificant effect on impulse buying.

The success of an online store is due to offering goods that meet your needs and expectations regarding quality and safe delivery methods. The actual price of an item, including discounts, bonuses, and purchasing procedures, as perceived by consumers. Pricing can be felt as a benefit and the product's value because consumers are sensitive to the goods offered. Consumers hope for cheaper or more economical prices and to get prizes for purchasing goods online. Consumers' social status influences spontaneous buying decisions online when they are rich because they pay online and receive goods at home as ordered [34].

In spontaneous purchases, there are other considerations than this because it is more about the impression conveyed in the brand image [23]. The results of this research show that the influence is positive and insignificant, meaning that the price is ignored due to momentary temptation by the offered product or service. Cognitive, affective, and spontaneous aspects control consumers' thoughts and feelings when purchasing a product.

## **2.5 E-word of Mouth influences impulse buying.**

Marketing carried out by consumers to other consumers about products is related to quality, taste, and packaging, as well as the product [35]. This method can increase sales because consumers who provide stimuli have bought, and the goods are very beneficial for themselves. To save advertising costs, rs will tell others about the product's benefits. There is a tendency for loyal consumers to build communities related to the products they

like. Word-of-mouth promotion techniques focus more on good service, so consumer loyalty is maintained and developed among the community [24].

In research on spontaneous purchases, the primary consideration is the impression of word-of-mouth information. According to this research, the influence is positive and insignificant, meaning that word of Mouth can tempt consumers even if they don't plan their purchases. Aspects of consumer experience and spontaneity will dominate consumers' thoughts and feelings when making spontaneous purchases [35]. A word-of-mouth promotion strategy that causes rapid decisions and an immediate desire to own the item, as well as an emotional impulse towards the product.

## **2.6 Flash sales influence E-WOM to impulse buying.**

Flash sales moderate e-word of Mouth and positively and significantly affect impulse buying. So, by holding flash sales, you can increase spontaneous purchases and sales volume. Learning to sell quickly in an online business is very promising for increasing sales. The promotional role offered by online stores in e-commerce, especially at Lazada, is for a predetermined period. Flash sales last for a short time, around 2 to 3 hours, while the products appear to be limited, so consumers are curious to buy immediately.

Flash sales can increase consumer transactions [36]. The main factor that many people pay attention to in flash sales is providing low prices and limited time. The benefit of flash sales is that they can bring new consumers to shops or online shops. Not all shops that offer flash sales provide payment options, and it depends on each shop's shipping options. Flash sale purchases do not have to be paid immediately if there is a pay-on-delivery option in the payment system [34]. Flash sales are held every day at most three times a day, but the times are always scheduled so that consumers can participate at any time.

Researchers have not found research that E-WOM has an effect on impulse buying with flash sale moderation, so the flash sale research results are the originality of this research because almost all research results place flash sales as an exogenous variable.

## **3. RESEARCH METHOD**

### **3.1 Research Design**

The research design is a comprehensive plan covering what will be researched, from making hypotheses and operational implications to the final analysis, concluding data, and providing suggestions. A research design is a plan, conceptual framework, and structure of relationships between variables in a research study [37]. Meanwhile, [38] stated that detailed plans are used as a guide for goal-directed research. The research plan is to explain several influential variables, test hypotheses, and carry out explanations for several variables so that the nature of the study becomes explanatory.

### 3.2 Population and Sample

Population is a quantity and specific characteristics that exist in a location. The population to be studied is selected based on the appropriate sample size for the research to be carried out. The population is people who shop online using the Lazada application and live in Surabaya, Sidoarjo, Gresik. This research used a sample of 200 people. Respondents are people selected according to the guidelines established in this research who are willing to fill out the questionnaire and send it back to the researcher. Respondents are residents of Surabaya, Sidoarjo, Gresik who have made transactions using the Lazada application more than five times.

## 4. DATA DESCRIPTION ANALYSIS RESULTS

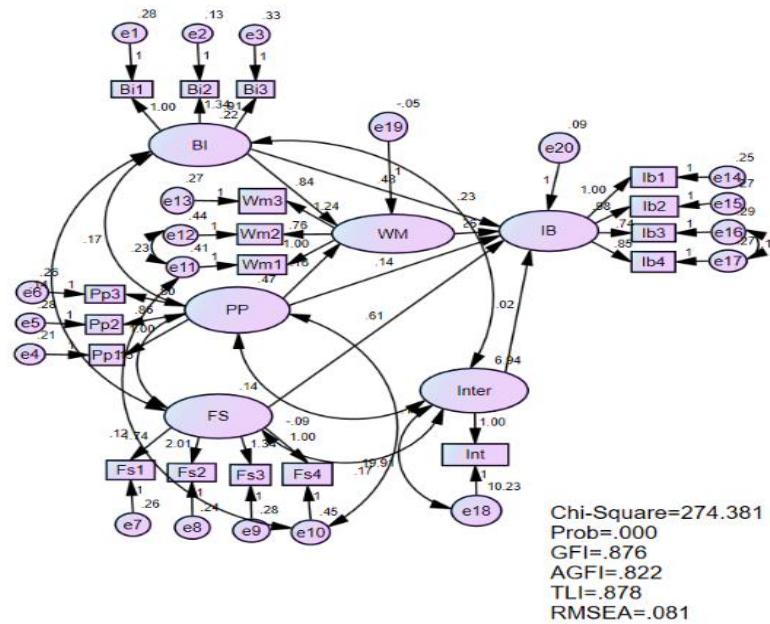
The respondents for this research were 200 people, and the community in the city of Surabaya, Sidoarjo, Gresik is shown in the following table.

**Table 1.** Respondent Profile

Description	JTotal	%
<b>Gender :</b>		
<b>Man</b>	94	47
<b>Woman</b>	106	53
<b>Total</b>	200	100
<b>Age :</b>		
<b>≤ 19</b>	29	14,5
<b>20 - 40</b>	146	73
<b>≥ 41</b>	25	12,5
<b>Total</b>	200	100
<b>Pekerjaan :</b>		
<b>Pebisnis</b>	79	39,5
<b>TNI/ANS/POLRI</b>	19	9,5
<b>Karyawan swasta</b>	89	44,5
<b>Mahasiswa</b>	13	6,5
<b>Total</b>	200	100

### 4.1 Data analysis

The results of the structural equation modeling test show that the model results are fit and sound, so it is necessary to modify the indices according to the facilities at SEM because the modification results can be seen in this picture.



**Figure 1.** SEM Modification Indices

The model evaluation results show that all conditions meet the Goodness of fit indices criteria. To test the hypothesis of a causal relationship, the variables are brand image, price perception in e-word of Mouth, flash sales, and impulse buying in Surabaya, Sidoarjo, Gresik. Based on the relationship path coefficient results, the causes and effects of the research variables are in the following table.

**Table 2.** Path Coefficient of Relationship Between Variables

NO	Variable	Koefisien Jalur	Critical Ratio	Probability	Information
1	Brand Image ← e-Word of Mouth	0,837	6,944	0,000	Significant
2	Price Perception ← e-Word of Mouth	0,163	3,181	0,001	Significant
3	Brand Image ← Impulse Buying	0,481	2,167	0,030	Significant
4	Price Perception ← Impulse Buying	0,144	1,713	0,087	Not Significant
5	e-Word of mouth ← Impulse Buying	0,257	1,060	0,289	Not Significant
6	Flash sale ← Impulse buying	0,609	2,488	0,013	Significant

The results of the 5 hypothesis tests are significant and not significant, while the critical ratio and probability results are as follows.

Brand image influences the e-word of Mouth. The results are significant with a value of  $CR = 6.944 \geq 1.960$  with  $P = 0.000 \leq 0.05$ . That brand image has a positive and considerable influence on the e-word of Mouth. Showing the brand image offered to consumers through Lazada suddenly influences the e-word of Mouth to increase knowledge and purchase. The brand image in a virtual shop gives the impression of the excellent quality of the goods, thus making consumers confident in the goods and services they will receive. However, the brand image in the real world must provide more hope so buyers are not disappointed. Don't let the quality of goods be good, but the service is less than satisfactory; this will become a problem for sellers and consumers. Even though the

discount offer is high, the brand image is unknown, so consumers hesitate to buy, even by impulse buying. E-word of Mouth is very helpful in influencing consumers to make sudden purchases.

Price perception influences the e-word of Mouth, so the results are significant using  $CR = 3.181 \geq 1.960$  and  $P = 0.001 \leq 0.05$ . This means that this hypothesis, namely price perception, has a positive and significant effect on the e-word of Mouth. This digital era helps consumers to get the goods they need and can search through virtual shops. Transactions can occur without meeting the seller and buyer, but the goods can be consumed. There is a lot of important information from our friends who already have experience consuming an item, so consumers can use it to make purchases. Often, many discounts are offered via social media, which refers to applications that apply in Indonesia—offering goods with more services such as free shipping and being able to pay on the spot.

The influence of brand image on impulse buying, with significant results and  $CR = 2.167 \geq 1.960$  with  $P = 0.030 \leq 0.05$ . For this hypothesis, brand image has a positive and tangible impact on impulse buying. Brand image can build trust in consumers, so they make sudden purchases because they are interested in the quality of the goods. Strengthening a brand is an effort to make it quickly recognized by consumers because just by seeing the item's logo, consumers will buy it. Building a brand starts with continuously improving the quality of goods and carrying out continuous innovation so that consumers become loyal. The available brands heavily influence consumers with sudden purchasing behavior and have used them. Brand image benefits consumers who have the habit of impulse buying because financial capabilities support it.

Price perception has a positive influence on the buying impulse. The calculation results turned out to be insignificant, and the value of  $CR = 1.713 \leq 1.960$  and  $P = 0.087 \geq 0.05$ , and for the hypothesis regarding price perception, it had a positive but insignificant effect on implied buying. Consumers who buy impulsively are often influenced by the perception of prices offered by sellers, primarily through applications such as Lazada. To increase sales, a good strategy is needed so that consumers feel like they are buying at a low price, but sellers sell their goods by making adequate profits, namely by giving reasonable discounts to consumers. Even though price perceptions do not impact the behavior of consumers who usually buy suddenly, the influence of price policy can increase consumer confidence in making purchases.

The E-word of Mouth affects impulse, with the calculation results being insignificant  $= 0.179 \leq 1.060$ , and  $P = 0.289 \geq 0.05$ . Based on this hypothesis, the e-word of Mouth has a positive and negligible influence on buying impulses. Not everyone easily influences other people in purchasing decisions, even consumers who have the habit of buying suddenly. Even though word-of-mouth promotion does not have a significant impact, it has a positive influence, strengthening more consumers who buy suddenly.

Flash sales have an essential role in price perception, from significant results with  $CR = 2.488 \geq 1.960$  and  $P = 0.013 \leq 0.05$ , so the hypothesis regarding flash sales plays a vital

role in price perception. Flash sales play a role in strengthening the price of goods sold through the Lazada application. Carry out promotions by offering discounts; there is a specific time limit. It aims to form a sense of importance for people who know and need the goods delivered. A promotional effort is usually offered by online shop owners in e-commerce within a specific time with a predetermined duration. Not all goods can be cell phones or other electronic goods to increase sales for particular products.

This research concludes that Brand Image and Flash Sales significantly influence impulse buying, with path coefficients of 0.481 ( $p = 0.030$ ) and 0.609 ( $p = 0.013$ ), respectively. Meanwhile, Price Perception does not significantly influence impulse buying with a path coefficient of 0.144 ( $p = 0.087$ ), and e-WOM is also not significant with a path coefficient of 0.257 ( $p = 0.289$ ). However, Brand Image and Price Perception each significantly affect e-WOM, with path coefficients of 0.837 ( $p = 0.000$ ) and 0.163 ( $p = 0.001$ ). This shows that although price perception and e-WOM do not directly increase impulse buying, they play a role in shaping the brand image and e-WOM activities, which can ultimately influence consumer behavior.

This research also shows that Brand Image and Flash Sales are important factors that can increase impulse purchases on the Lazada application. Price perception and e-WOM, although significant in some contexts, do not have as much influence as Brand Image and Flash Sales on impulse purchases. Therefore, marketing strategies focusing on improving brand image and implementing flash sales can more effectively encourage impulse buying behavior among Lazada users.

### **3. INTERPRETATION OF RESEARCH RESULTS**

#### **3.1 The influence of brand image on the e-word of Mouth.**

Brand image is crucial in business because every consumer who wants to buy goods or services often looks at the brand. After all, it is synonymous with product quality. Research shows that brand image has a positive effect on the e-word of Mouth. Brand image must be built from various aspects so buyers can easily remember the product and its benefits. Word-of-mouth information is beneficial in improving brand image so that it becomes famous immediately. The product quality aspect encourages buyers to get to know the product quickly and often even get information from friends, family, and the community. The absence of service on products helps strengthen the brand image of goods, which producers must continuously do. If the brand image of a product, word-of-mouth promotion will occur, and consumers will become increasingly aware of it. Promotion targets must determine segments that match the products offered to consumers.

This research confirms the results of [21], stating that brand image positively and significantly affects word of Mouth. The result is a brand image that influences word of Mouth positively and significantly [39]. The results of research [40] show that consumers can share their hopes with an image. A positive image makes it more accessible for organizations to communicate effectively to consensus. [41] Consumers tend not to

remember positive brand images when shared by word of Mouth, and conversely, they tend not to remember negative images when shared by word of Mouth.

The research aims to find out the influence of brand image on the e-word of Mouth, so it is hoped that people will quickly recognize the product. Spontaneous purchasing decisions are based on brand image elements and other influencing aspects, such as price flash sales, which can encourage purchases. Brand image is beneficial in spontaneous purchases; with many platforms, consumers often think about buying without thinking twice. Word-of-mouth stimulation can increase purchases suddenly, even if the item is not needed now, but seeing the item is very interesting.

### **3.2 Price Perception Influence of e-word of Mouth**

Price perception is essential for companies to determine price policies to maintain sustainability. Companies will exist if they consider people's purchasing power when determining prices. I am unsure about business because companies define success by celebrating profits. Competitive prices help run the business, so producers must try to be efficient so prices can be competitive. When consumers feel that a product meets their expectations, they will voluntarily convey it by word of Mouth to their friends so that they buy the product. Buyers always think about price when making a purchase, even when buying suddenly. Price can influence quick purchases because purchasing power is a consideration in purchasing decisions.

Price can influence consumer psychology because brand image elements contribute to spontaneous purchases. Consumers' emotions can influence price perceptions, so business people must be careful in determining prices to obtain good profits. Word-of-mouth price information must be fully understood so consumers are interested in buying. Consumers always buy goods at cheap prices, but the benefits can meet their needs.

This research confirms the results [42] that price perception positively and significantly affects the e-word of Mouth. This means that the e-word of Mouth occurs because consumers talk about prices to others. [43], price perception has a positive and significant influence on positive word of Mouth. If the indication is that the price perception is better, this will increase positive word-of-mouth promotion. If price perception is not good, then word of Mouth will increase. [44] State that the price/cost of education significantly positively affects word of Mouth. This means that increasing the price/cost of education can influence a massive increase in word-of-mouth promotion.

The increasingly fertile online business means determining prices based on competitor price data. Widely open to MSMEs and products produced in rural areas if it is linked to word of Mouth. The perception of prices offered on the Lazada platform, which is then conveyed by word of Mouth, can make consumers curious. It turns out that information from consumers who have used a product dramatically increases sales turnover.

### **3.3 Brand image influence of impulse buying**

In the business world, a brand image must be built by prioritizing product quality, good packaging, and competitive prices so that the brand will be known to consumers. Manufacturers must convey messages about products with the impression that they will provide benefits that exceed consumer expectations. Businesspeople need to recognize the business being built, and the target consumers must be clear so marketing planning is more detailed. The products offered should be more unique than those of competitors so that the products are easy for consumers to remember.

This research confirms the results of [45], who found that brand image contributes more to impulse buying. Brand image has a significant influence on impulse buying. [46] stated that brand image positively and significantly affects impulse buying among Matahari Department Store customers. [47] Brand image has a positive but insignificant effect on impulse buying.

For online businesses, brand image is essential in determining product choice. Brands must be maintained continuously so old consumers remain loyal and new consumers immediately try the products available. Marketers should interact more continuously with social media so that many consumers, both those who have used them and those who are planning to buy them, can find out about goods. For the brand image to be quickly recognized by consumers, it is necessary to provide complete service to consumers based on its various indicators. They were building a brand image to give strong confidence to consumers.

The research results show that brand image significantly and positively influences impulse buying. Many aspects, such as brand image, product, and service quality, influence impulse buying. Buying can happen without looking at needs because there is stimulation about a product or service's viral brand image, so buyers immediately make transactions spontaneously. Spontaneous purchases often ignore negative aspects because they prioritize pleasure rather than needs that must be met. Consumers make emotional purchases of products because of the influence of the brand image many people like.

### 3.4 Price perception influences impulse buying.

The price element is susceptible for consumers because consumers always look at the item's price. Online businesses often give discounts and buy-two-get-one-free bonuses to encourage purchases. This research shows that price perception has a positive but insignificant effect on impulse buying.

This research confirms [29] that price perceptions on impulsive buying by Shopee E-Commerce users have been proven to have a positive and significant effect. [48]–[50] That price perception significantly and positively influences impulse buying.

When purchasing products online, the price perception of the product becomes the consumer's mind. Products sold online offer cheap prices, although when making a purchase transaction, you still need to consider the prevailing price and whether the product matches the quality. Through accurate price information, consumers feel the risks involved when buying online. Consumers need to know the price because it will be used as a basis for purchasing decisions. Every person who wants to shop online always pays attention to the prices offered and measures their purchasing power.

The success of an online store is due to the fact that it offers goods that meet your needs and expectations regarding quality and safe delivery methods. The actual price of an item, including discounts, bonuses, and purchasing procedures, as perceived by consumers. Pricing can be felt as a benefit and the product's value because consumers are sensitive to the goods offered. Consumers hope for cheaper or more economical prices and to get prizes for purchasing goods online. Consumers' social status influences spontaneous buying decisions online, where rich people are positioned because they pay online and receive goods at home according to orders.

In this research, analysis of price perceptions shows that price perceptions do not significantly impact impulse buying. However, this research could be improved by examining how different demographic groups, such as other income levels or age groups, perceive price and its influence on impulse buying behavior. Identifying differences in price perceptions and how these demographic factors moderate the relationship between price perceptions and impulse buying is important. Thus, this research can provide more comprehensive insight into how e-WOM (electronic word of mouth) and brand image interact with price perceptions in flash sales promotions on the Lazada app and how various demographics respond to this stimulus.

In spontaneous purchases, this is not the primary consideration because it is more about the impression conveyed in the brand image. This research shows that the influence is positive and insignificant, meaning that the price is ignored due to momentary temptation by the offered product or service. When purchasing a product, cognitive, affective, and spontaneous aspects control consumers' thoughts and feelings..

### 3.5 E-word of Mouth Influences Impulse Buying

Marketing carried out by consumers to other consumers about products is related to quality, taste, packaging, and the product. This method can increase sales because consumers who provide stimuli have bought, and the goods are very beneficial for themselves. To save advertising costs, rs will tell others about the product's benefits. There is a tendency for loyal consumers to build communities related to the products they like. Word-of-mouth promotion techniques focus more on good service so consumer loyalty is maintained and developed among the community.

This research confirms [24] that electronic word of Mouth partially has a positive but not significant effect on impulse buying. [51], Word of Mouth partially has a positive and significant effect on impulse buying. [52], The electronic word-of-mouth variable positively and significantly affects impulse buying. [51] that e-WOM and impulsive buying, meaning that if e-WOM is perceived as better by respondents, then impulsive buying on the Shopee application will increase.

This form of promotion is adequate because people trust those closest to them more than direct promotion from the product owner. A word-of-mouth strategy is needed to make consumers want to recommend a product to others. Because someone else is promoting without being asked, there is no need to give compensation to that person. This strategy is one potential strategy that can reduce promotional costs—evidence of peak consumer satisfaction when they want to invite other people to use the product. Word-of-mouth is one of the best marketing strategies for building a brand image—the more recommenders, the better the brand image in the eyes of the public. The benefit of a word-of-mouth marketing strategy is that it reflects service performance in the eyes of consumers. A businessman needs to hear what consumers have to say about the product. If consumers provide recommendations, then the performance of the service and branding team is excellent and effective.

### 3.6 The role of flash sales influences E-WOM on impulse buying.

Flash sales moderate e-Word of Mouth and positively and significantly affect impulse buying. This means that by holding flash sales, you can increase spontaneous purchases and increase sales volume. Learning to sell quickly in an online business is very promising for increasing sales. The promotional role offered by online stores in e-commerce, especially at Lazada, is for a predetermined period. Flash sales last for a short time, around 2 to 3 hours, while the products appear to be limited, so consumers are curious to buy immediately.

Flash sales can increase various consumer transactions. The main factor that attracts attention in flash sales for many people is providing low prices and limited time. The benefits of flash sales are that they can bring new consumers to shops or online stores. Not all shops that offer flash sales provide payment options, and it depends on each shop's shipping options. Flash sale purchases do not have to be paid immediately if the payment

system has a pay-on-delivery option. Flash sales are held every day at most three times a day, but the times are always scheduled so that consumers can participate at any time.

This strategy, for Lazada, can increase consumers' sense of urgency so the product appears rare and many people need it. Consumers can be psychologically stimulated to buy and encourage impulse purchases because flash sales provide offers for a limited time. This research measures flash sales' role in the influence of the e-word of Mouth on impulse buying. Flash sales encourage to buy, flash sales on shopping value, flash sales positive emotions. The existence of word-of-mouth promotion in the online business world and then the flash sale system can encourage consumers to make spontaneous purchases that ignore their basic needs.

Researchers have not found research that shows E-WOM on impulse buying with flash sale moderation, so the flash sale research results are the originality of this research because almost all research results place flash sales as an exogenous variable.

#### 4. CONCLUSION

Based on the results of hypothesis testing and analysis of the variables used, it is concluded as follows:

1. Consumer perceptions so they can easily remember the brand, hoping that consumer loyalty will increase. The brand image will be superior if the product is of good quality, gives a luxurious impression, and provides optimal service. A brand has power if consumers already know the product's benefits so that they will tell others. The uniqueness of the brand will send a message to consumers that the product is reliable. If the brand image is built with a robust, superior, and unique perception, there will be word-of-mouth promotion by consumers, thereby reducing promotional costs for the company.
2. Consumer price perceptions can be used as information to be conveyed sequentially to potential buyers. The price perception aspect guides why consumers make decisions that are strengthened by other people's experiences. Seeing the perceived low, high or fair price when using the product, consumers will share good information. Consumer references regarding the price considered appropriate for a product or service, even if the market price is low or expensive. Price perceptions influence word-of-mouth promotion, and the research results show that it is positive and significant, which means that certain aspects must be increased to build word-of-mouth information. Evaluation guidelines regarding price and reference prices act as something consumers accept.
3. Building a brand image requires a long process, but the company must do so so that consumers quickly like the goods. Business success is achieved if producers provide quality goods that meet consumer needs and are affordable for each segment. Impulse shadowing occurs in every consumer, but it influences things such as a well-known brand image, sound, and excellent service quality. Unplanned purchase transactions

very quickly affect consumers who often use social media. It turns out that the results of this research have a positive and significant effect, meaning that brand image makes consumers make spontaneous purchases.

4. Attractive offers in online business are due to free shipping, discounts, and a guarantee that goods will arrive at their destination. The perception is that prices in online shopping transactions are cheaper and more accessible, so many consumers try them and become addicted. The distribution route is shorter, the prices are lower, and Lazada's role is to connect two parties who need each other. Consumers don't need to leave the house; they can make online transactions while sleeping with their cell phones. The perception of low prices often results in spontaneous purchases; although not all consumers do so, the influence is felt.
5. Promotion by word of Mouth is increasingly intense, even through social media, such as adding stars to the application if the service is good and goods are quickly received. If consumers have purchased and feel their expectations have exceeded them, they will tell others about their needs. One element that influences impulse buying is word-of-mouth information because consumers have used it and received maximum benefits.
6. The online business world uses the flash sale system via social media. Companies that are increasing sales turnover can use this system because it invites consumers to think more quickly when making purchasing decisions. The time is minimal, and the goods offered are few, but the prices are lower. Impulse-buying consumers make a lot of transactions, even though they don't need the goods provided in the flash sale system.

## 5. SUGGESTION

Based on the results of hypothesis testing, analysis, and interpretation in this research, the following suggestions are provided in detail.

1. Entrepreneurs should build a brand image, even though it takes a long process because the impression of the brand makes consumers always remember and become loyal. The material used in word-of-mouth promotion is often the brand image of the product or service. With intensive promotions, more spontaneous purchases will occur.
2. Price perception greatly influences the promotion system in increasing sales. The role of flash sales in this research is constructive for companies and authentic, but they must provide quality goods so that consumers are not disappointed after the transaction. This system is often used by consumers who are easily tempted by spontaneous purchases.
3. For future researchers, flash sales can be replaced with product diversity variables and used to moderate price perception with impulse shadowing and different objects.

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