



The Influence of Hedonic Shopping Motivation, Flash Sales, and Twin Date Promotions on Impulse Buying of Miniso Products on TikTok Shop among University Students in Surabaya

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ABSTRACT

This study aims to analyze the effect of hedonic shopping motivation, flash sale, and Twin Date promotion on impulse buying behavior of Miniso products on TikTok Shop among university students in Surabaya. This research employs a quantitative approach using a purposive sampling technique involving 180 respondents. Data processing and analysis were conducted using SmartPLS 4.0. The results indicate that hedonic shopping motivation, flash sale, and Twin Date promotion have a positive and significant effect on impulse buying. These findings highlight the importance of digital promotional strategies and consumer behavior understanding in enhancing impulsive purchasing behavior.



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INTRODUCTION

The rapid development of digital technology in recent years has brought significant changes to consumer behavior in various economic activities, particularly in online shopping. The growth of e-commerce and social commerce platforms has provided convenience, speed, and flexibility in transaction processes, thereby transforming consumer decision-making patterns. Shopping activities, which were previously oriented toward fulfilling basic needs, have now evolved into activities that also aim to obtain pleasure and emotional satisfaction. This condition is reflected in the increasing tendency of consumers to engage in spontaneous purchasing behavior, known as impulse buying, especially among younger generations who are active users of social media and digital platforms (Ramadhani & Nugroho, 2024; Yanti et al., 2025).

Impulse buying refers to purchasing behavior that occurs without prior planning and is triggered by strong emotional impulses (Rook & Fisher, 1995). This behavior becomes increasingly common as consumers are continuously exposed to various marketing stimuli, such as attractive product visuals, time-limited promotions, and content recommendations on digital platforms. Dholakia et al., (2004) explain that interactive online shopping environments can increase consumers' tendency toward impulsive purchasing. In addition, Verhagen & Van Dolen, (2011) state that hedonic or entertainment-based shopping experiences also contribute to encouraging spontaneous purchasing behavior among digital consumers.

This phenomenon is increasingly evident with the development of social commerce platforms such as TikTok Shop. This platform integrates entertainment and commercial activities, creating an engaging shopping experience for users. Through short videos, live shopping features, and interactive content, TikTok Shop enhances consumers' emotional engagement during the shopping process. According to Kompas Tekno 2024, Indonesia is the country with the largest number of TikTok users in the world, with approximately 157.6 million active users. The high level of TikTok usage indicates that the platform has strong potential as a digital marketing medium, particularly among young consumers (Riyanto & Pratomo, 2024).

Companies utilize various digital marketing strategies to increase consumer purchase intention. One commonly used strategy is flash sale, a time-limited promotion designed to create urgency and encourage consumers to make immediate purchase decisions. In addition, there are Twin Date promotions such as 9.9, 10.10, and 11.11, which are packaged as large-scale shopping campaigns with various attractive offers. These strategies not only provide price benefits but also create emotional experiences that can influence spontaneous purchasing decisions (Aziz et al., 2025).

One company that actively implements these digital promotional strategies is Miniso. Miniso is a lifestyle retail company that offers products with attractive designs and relatively affordable prices. In addition to offering products, Miniso also provides an engaging shopping experience through aesthetic visual concepts. On TikTok Shop, Miniso utilizes various features such as flash sales, live shopping, and Twin Date promotions to attract consumer attention, especially among university students.

Research on impulse buying has been widely conducted. Ramadhani & Nugroho, (2024) found that hedonic motivation and flash sales significantly influence impulsive buying behavior among TikTok Shop users. Yusuf et al., (2023) also demonstrated that hedonic shopping motivation has a positive effect on impulse buying in e-commerce users. Furthermore, Salwanisa & Fitriyah, (2024) found that Twin Date promotions influence impulse buying behavior among Generation Z consumers

However, most previous studies have examined the factors influencing impulse buying separately. Prior research generally only tested the relationship between hedonic motivation and flash sales, or between Twin Date promotions and impulse buying. Therefore, studies that simultaneously integrate these three variables in the context of social commerce, particularly for lifestyle retail products such as Miniso, remain limited. This condition indicates a research gap that needs further investigation.

The novelty of this study lies in the simultaneous examination of the effects of hedonic shopping motivation, flash sales, and Twin Date promotions on impulse buying behavior of Miniso products on TikTok Shop among university students in Surabaya.

Based on the above explanation, this study aims to analyze the effects of hedonic shopping motivation, flash sales, and Twin Date promotions on impulse buying behavior of Miniso products on TikTok Shop among university students in Surabaya. This study is expected to contribute to the development of consumer behavior literature and provide useful insights for companies in designing more effective digital marketing strategies

RESEARCH METHOD

This study employs a quantitative approach with an explanatory research design. The quantitative approach is used to examine the relationships among variables through numerical data analysis processed using statistical methods (Sugiyono, 2013). This study aims to analyze the effect of hedonic shopping motivation, flash sale, and Twin Date promotion on impulse buying behavior of Miniso products on TikTok Shop among university students in Surabaya.

The independent variables in this study consist of hedonic shopping motivation (X1), flash sale (X2), and Twin Date promotion (X3), while the dependent variable is impulse buying (Y). Hedonic shopping motivation is defined as consumers' drive to obtain pleasure and emotional satisfaction during

the purchasing process (Erdem & Yilmaz, 2021). Flash sale refers to a time-limited promotional strategy designed to encourage rapid purchasing decisions (Lamis et al., 2022). Twin Date promotion is a marketing program conducted on double-date events such as 9.9, 10.10, and 11.11 to increase consumer purchase intention (Mulyono, 2024). Meanwhile, impulse buying is described as unplanned purchasing behavior triggered by spontaneous emotional impulses (Verhagen & Van Dolen, 2011).

The population of this study consists of university students in Surabaya who have purchased Miniso products through TikTok Shop. The sampling technique used is purposive sampling with the criteria that respondents must be at least 18 years old and have purchased Miniso products via TikTok Shop at least once within the last six months. The sample size is determined using the rule of thumb for Structural Equation Modeling–Partial Least Square (SEM-PLS), namely 10 times the number of indicators. With a total of 18 indicators, the minimum sample size is 180 respondents.

This study uses both primary and secondary data. Primary data were collected through an online questionnaire distributed via Google Forms using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from relevant sources such as academic journals, books, and previous studies related to the research topic.

The research procedure was conducted in several stages. The first stage involved problem identification based on the phenomenon of increasing impulse buying behavior in social commerce platforms. The second stage involved a literature review to identify research variables and develop hypotheses. The third stage included developing the research instrument in the form of a questionnaire based on the indicators of each variable. The next stage involved distributing the questionnaire to respondents according to the established criteria. After data collection, data processing and analysis were conducted using Structural Equation Modeling–Partial Least Square (SEM-PLS) with SmartPLS 4.0 software.

Data analysis was carried out in two main stages: measurement model (outer model) evaluation and structural model (inner model) evaluation. The outer model assessment was conducted to evaluate construct validity and reliability using convergent validity, discriminant validity, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. Meanwhile, the inner model evaluation

was performed using the R-square (R^2) value and hypothesis testing through bootstrapping procedures to determine the relationships among variables in the study.

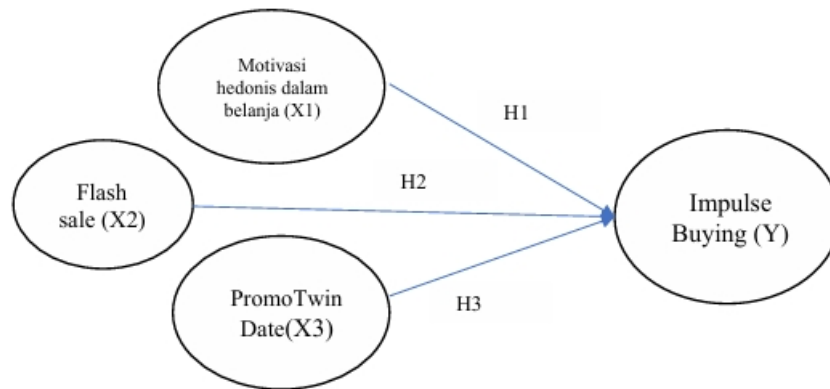


Figure 1. Research Framework

Based on the prerequisites described above, including the problem formulation, theoretical foundation, research objectives, and conceptual framework, the hypotheses in this study are formulated as follows:

- H1 : It is hypothesized that hedonic shopping motivation has a positive effect on impulse buying of Miniso products on TikTok Shop among university students in Surabaya.
- H2 : It is hypothesized that Flash Sale has a positive effect on impulse buying of Miniso products on TikTok Shop among university students in Surabaya.
- H3 : It is hypothesized that Twin Date has a positive effect on impulse buying of Miniso products on TikTok Shop among university students in Surabaya.

RESULTS AND DISCUSSIONS

This study was conducted using a quantitative approach with an explanatory research design to analyze the effect of hedonic shopping motivation, flash sales, and Twin Date promotions on impulse buying behavior of Miniso products on TikTok Shop among university students in Surabaya. The study involved 180 respondents, selected using a purposive sampling technique based on predefined criteria. The results are presented using tables, statistical values, and descriptive explanations to enhance

clarity and understanding. Furthermore, the discussion is developed comprehensively by linking the findings with relevant theories and previous empirical studies.

Table 1. Composition of Respondents Based on Age

Age	Total	Percentage (%)
18-23 years	106	59%
≥23	74	41%
TOTAL	180	100%

Sumber: Primary Data (processed data), 2026

Based on the results of data processing, the majority of respondents were aged 18–23 years, accounting for 59%, while respondents aged above 23 years accounted for 41%. This indicates that the study is dominated by Surabaya university students in their early to mid stages of academic study, with a relatively balanced age distribution among respondents.

Table 2. Composition of Respondents Based on Gender

Gender	Total	Percentage (%)
Male	81	45%
Female	99	55%
Total	180	100%

Sumber: Primary Data (processed data), 2026

Based on the respondent characteristics, it is known that out of a total of 180 respondents, 99 respondents or 55% were female, while 81 respondents or 45% were male. These results indicate that the majority of respondents in this study were female, although the difference is not significant. This relatively balanced composition shows that the study is able to proportionally represent both male and female perspectives in e-commerce purchasing activities.

Table 3. Convergent Validity Test Results

Variable	Indicator	Outer loadings
Hedonic Shopping Motivation	X 1.1	0.877
	X 1.2	0.884
	X 1.3	0.845
	X 1.4	0.857
	X 1.5	0.826
Flash Sale	X 2.1	0.869
	X 2.2	0.867
	X 2.3	0.854
	X 2.4	0.846
Twin Date	X 3.1	0.861
	X 3.2	0.791
	X 3.3	0.857

Impulse Buying	X 3.4	0.845
	Y 1.1	0.852
	Y 1.2	0.808
	Y 1.3	0.829
	Y 1.4	0.816
	Y 1.5	0.824

Source: Processed Data from SmartPLS, 2026

Based on the results of the convergent validity test using outer loading values, all research indicators obtained values above 0.70, thereby meeting the criteria for convergent validity. The Hedonic Shopping Motivation variable shows an outer loading range of 0.826–0.884, Flash Sale ranges from 0.846–0.869, Twin Date ranges from 0.791–0.861, and Impulse Buying ranges from 0.808–0.852. These results indicate that each indicator is able to properly represent its respective construct and is suitable for use in the subsequent structural model analysis stage.

Table 4. Cross Loading Test Results

Item	Motivasi Hedonis dalam Belanja	Flash Sale	Twin Date	Impulse Buying
X 1.1	0.877	0.763	0.750	0.803
X 1.2	0.884	0.773	0.736	0.779
X 1.3	0.845	0.739	0.712	0.770
X 1.4	0.857	0.739	0.767	0.771
X 1.5	0.826	0.753	0.743	0.729
X 2.1	0.736	0.869	0.790	0.762
X 2.2	0.763	0.867	0.799	0.779
X 2.3	0.759	0.854	0.739	0.770
X 2.4	0.758	0.846	0.716	0.773
X 3.1	0.730	0.765	0.861	0.732
X 3.2	0.698	0.702	0.791	0.707
X 3.3	0.724	0.763	0.857	0.751
X 3.4	0.746	0.739	0.845	0.725
Y 1.1	0.792	0.766	0.738	0.852
Y 1.2	0.701	0.713	0.694	0.808
Y 1.3	0.743	0.757	0.722	0.829
Y 1.4	0.733	0.743	0.720	0.816
Y 1.5	0.739	0.725	0.715	0.824

Source: Processed Data from SmartPLS, 2026

Based on the data presented in the table, the loading factor values of each indicator for X1 (Hedonic Shopping Motivation), X2 (Flash Sale), X3 (Twin Date), and Y1 (Impulse Buying) are higher on their respective constructs compared to other constructs. These results indicate that all indicators have met the criteria of discriminant validity, demonstrating that each variable is able to be distinguished properly and clearly from the other variables in the study.

Table 5. Composite Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Hedonic Shopping Motivation	0.919	0.911	0.933	0.736
Flash Sale	0.882	0.882	0.919	0.738
Twin Date	0.859	0.860	0.905	0.703

Source: Processed Data from SmartPLS, 2026

Based on the results of the reliability and construct validity tests presented in Table 5, all research variables have met the established criteria. The Cronbach's Alpha and Composite Reliability values for all variables are above 0.70, indicating good construct reliability. In addition, the Average Variance Extracted (AVE) values for all variables are above 0.50, indicating that convergent validity has been achieved. Therefore, all constructs in this study are considered valid and reliable, and are suitable for further structural model analysis.

The structural model evaluation was conducted using the R-Square (R^2) value as an indicator of goodness of fit. The R^2 value indicates the ability of the independent variables to explain the dependent variable in the research model. According to Ghozali (2021), an R^2 value ≥ 0.75 indicates a high predictive power, around 0.50 indicates a moderate predictive power, while a value of 0.25 indicates a low predictive power.

Table 6. R-Square Test Results

	R-square	R-square Adjusted
Impulse Buying	0.865	0.862

Source: Processed Data from SmartPLS, 2026

The R-square value of 0.865 indicates that hedonic shopping motivation, flash sales, and Twin Date promotions are able to explain 86.5% of the variation in impulse buying behavior among Miniso consumers on TikTok Shop. Meanwhile, the adjusted R-square value of 0.862 indicates that the research model has a very good and stable predictive ability.

Table 7. Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Hedonic Shopping Motivation -> Impulse Buying	0.416	0.441	0.068	6.149	0.000	Diterima
Flash Sale -> Impulse Buying	0.375	0.377	0.075	4.975	0.000	Diterima
Twin Date -> Impulse Buying	0.178	0.180	0.070	2.566	0.011	Diterima

Source: Processed Data from SmartPLS, 2026

Based on the hypothesis testing results, all independent variables have T-statistic values > 1.96 and p-values < 0.05 ; therefore, all research hypotheses are accepted. The results of each hypothesis test are as follows:

1. Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying, with a path coefficient of 0.416, a T-statistic of 6.149 > 1.96 , and a p-value of 0.000 < 0.05 .
2. Flash Sale has a positive and significant effect on Impulse Buying, with a path coefficient of 0.375, a T-statistic of 4.975 > 1.96 , and a p-value of 0.000 < 0.05 .
3. Twin Date Promotion has a positive and significant effect on Impulse Buying, with a path coefficient of 0.178, a T-statistic of 2.566 > 1.96 , and a p-value of 0.011 < 0.05 .

DISCUSSIONS

Effect of Hedonic Shopping Motivation on Impulse Buying

The findings indicate that Hedonic Shopping Motivation positively and significantly influences impulse buying behavior among students purchasing Miniso products on TikTok Shop. This finding answers the first research problem proposed in the introduction regarding whether emotional and pleasure-oriented shopping motives contribute to spontaneous purchasing behavior.

Students with stronger hedonic motivation tend to perceive shopping activities not only as a means of fulfilling needs but also as entertainment and emotional satisfaction. Features available on TikTok Shop, such as live shopping and visually attractive content, can stimulate positive emotions and encourage spontaneous purchasing behavior.

This finding is consistent with studies conducted by Pramesti and Dwiridotjahjono (2022) and Yusuf et al. (2023), which reported that hedonic shopping motivation significantly influences impulse buying behavior in e-commerce contexts. However, this study extends previous research by examining the role of hedonic motivation specifically within social commerce platforms involving Miniso products.

Effect of Flash Sale on Impulse Buying

The findings also revealed that Flash Sale positively and significantly affects impulse buying behavior. This result indicates that limited-time promotional programs create urgency and psychological pressure that encourage consumers to make purchasing decisions more quickly.

Limited product availability, discount rates, and countdown features increase consumers' fear of missing opportunities (*Fear of Missing Out/FOMO*), reducing rational considerations during purchasing activities. These findings support previous research by Wangi and Andarini (2021) and Jonet et al. (2024), which found that flash sale strategies significantly increase impulse buying behavior among online consumers.

Effect of Twin Date Promotion on Impulse Buying

The findings further demonstrated that Twin Date Promotion positively and significantly affects impulse buying behavior. Promotional events such as 9.9, 10.10, and 11.11 create shopping enthusiasm among consumers through discounts, vouchers, cashback offers, and free shipping programs. Students tend to perceive Twin Date events as opportunities to obtain greater value compared with regular shopping periods. Repeated promotional exposure and interactive campaigns also strengthen emotional responses that encourage unplanned purchasing behavior.

This finding is aligned with studies by Mitayani and Prabowo (2026) and Salwanisa and Fitriyah (2024), which showed that event-based promotions significantly influence impulse buying among e-commerce users. In general, the findings of this study indicate that impulse buying behavior in social commerce platforms can be influenced by both internal factors, represented by hedonic shopping motivation, and external factors, represented by flash sale and Twin Date promotion strategies.

CONCLUSION

This study aimed to examine the effects of Hedonic Shopping Motivation, Flash Sale, and Twin Date Promotion on impulse buying behavior of Miniso products on TikTok Shop among university students in Surabaya. The findings confirmed the expectations presented in the introduction, showing that all proposed variables significantly influenced impulse buying behavior. The main finding of this study indicates that Hedonic Shopping Motivation was the most dominant factor influencing impulse buying behavior, followed by Flash Sale and Twin Date Promotion. This result suggests that emotional and entertainment-related shopping experiences play an important role in encouraging spontaneous purchasing decisions.

This study contributes theoretically by enriching consumer behavior literature through the integration of internal factors and promotional factors in social commerce settings. Practically, the findings imply that businesses should improve interactive shopping experiences and optimize promotional strategies to increase consumer engagement and purchasing intention.

However, this study has several limitations. The research only focused on Miniso products on TikTok Shop among university students in Surabaya and included only three independent variables.

Future studies are recommended to include additional variables such as self-control, consumer trust, influencer marketing, and digital lifestyle while expanding research objects and populations to improve generalizability.

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