

# Increasing Impulse Buying Customer Through Social Media Influencer: E-WOM, Testimonial, Flashsale as Stimulus

*by* Suhermin Suhermin

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# Increasing Impulse Buying Customer Through Social Media Influencer: E-WOM, Testimonial, Flashsale as Stimulus

Gesty Ernestivita<sup>1</sup>, Budiyanto<sup>2</sup>, Suhermin<sup>3</sup>

<sup>1,2,3</sup>Postgraduate, STIESIA Surabaya, Indonesia

Corresponding Author: Gesty Ernestivita

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## ABSTRACT

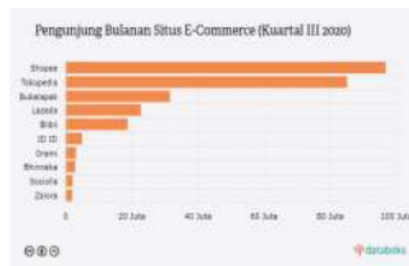
Shopee as a shopping platform with the most traffic in Indonesia has various features that can increase transactions due to the impact of changes in consumer shopping patterns including E-WOM and testimonials containing after-purchase consumer reviews and flashale. Therefore, the purpose of this study is to analyze: the effect of E-WOM on SMI, the effect of testimonials on SMI, the effect of flashale on SMI, the effect of E-WOM on impulse buying, the effect of testimonials on impulse buying, the effect of flashsale on impulse buying, the effect of SMI on impulse buying, the effect of E-WOM on impulse buying, the effect of Testimonial on impulse buying, the effect of Flashsale on impulse buying through SMI on the Shopee platform. This study uses a quantitative approach and SEM-PLS analysis. The population of this research is all unlimited users of the Shopee platform and a sample of 180 respondents. The results of this study state that there is a significant effect of E-WOM on SMI, testimonials on SMI, flashsale on SMI, E-WOM on impulse buying, testimonials on impulse buying, and flashsale on impulse buying. SMI on impulse buying and E-WOM, testimonials and flashsale on impulse buying through SMI.

**Keywords:** E-WOM, Testimonial, Flashsale, SMI, Impulse Buying

## INTRODUCTION

Shopee is the e-commerce site with the largest monthly sale in Indonesia. iPrice data (2020) shows that this marketplace

received 71.5 million visits during the third quarter of 2020. Tokopedia and Bukalapak ranked next with 69.8 million and 37.6 million visits, respectively. The data is presented in Figure 1.1:



Source: Katadata, 2020

Figure 1. Monthly Web Visitors (Kuartal III-2020)

Wahab et al (2018) stated that social commerce influences impulse buying motivation. Shopee in its online-based marketing program collaborates with Social Media Influencers who are always updated every period, this is known as the social media influencer marketing strategy. Social Media Influencers (SMIs) are third-party endorsers who have content and followers in large numbers on social networking sites (Freberg et al, 2011).

Shopee consumer behavior according to research by Putra and Adam (2019) is that many make impulsive actions in purchases due to a shopping enjoyment that is felt by consumers. Wahab et al (2018) stated that social commerce influences impulse buying motivation. Shopee in its online-based

marketing program collaborates with Social Media Influencers who are always updated every period, this is known as the social media influencer marketing strategy. Social Media Influencers (SMIs) are third party endorsers who have content and followers in large numbers on social networking sites (Freberg et al, 3411). The selected influencers will use the power of Electronic Word of Mouth (E-WOM) to create persuasive effects to the target market chosen by Shopee. Traditional forms of WoM have been shown to have a very major role in impulse buying (Katz and Lazarfeld, 1955). Furthermore, influencers who use the power of WOM through various social media platforms can be referred to as E-WOM. According to Thureau et al. (2004) E-WOM is a positive statement made by someone who is potential, actual and has a value of trust about a product through electronic media. Cheung, Lee and Rabjohn (2008) stated in their research results that E-WOM has a large persuasive impact on consumer buying behavior, both planned and unplanned purchase decisions. Apart from E-WOM, Shopee has also chosen testimonials as a weapon for online marketing. Griffith (2010) in his theory states that testimonials are a way to build credibility, information that is published in any media and must side with the crowd rather than personal interests.

In addition to testimonials, a feature that is no less popular as a digital marketing war tool on Shopee is flashsale. Flashsale is a feature initiated by Shopee, and this program is Shopee's flagship program that has made Shopee's name more prominent in Indonesia and throughout the world. With this program, buyers can get products at lower prices and sellers also get more attention from consumers by offering discounted prices on several products. Flashsale is a form of development or innovation of giving discounts. Shi and Chen (2015) state that flashsale is a business model that offers products at substantial discounts with a certain time limit or

commonly referred to as the "deal of the day". E-WOM, testimonials and flashsale are variables that are very suitable to be analyzed in their influence on impulse buying and social media influencers as intervening variables. E-WOM, testimonials and flash sales are thought to be able to underlie the shift in consumer shopping patterns from conventional shopping to online-based shopping patterns because they are considered more practical, cheap, fast and there is no time limit for shopping. Meanwhile, research by Ernestivita and Subagyo (2020) states that impulsive buying in online purchases is actually high due to encouragement from third parties such as influencers, various features found in e-commerce, and other related third parties that have a high persuasive effect on purchases. encourage consumers to more easily decide on purchases without a clear plan and more urge consumers to buy. With this gap, researchers are interested in analyzing the effects of the E-WOM, Testimonial and Flashsale variables on impulsive buy363.

The purposes of this research are: to analyse the influences of E-WOM to SMI, Testimonial to SMI, Flashsale to SMI, E-WOM to Impulse Buying, Testimonial to Impulse Buying, Flashsale to Impulse Buying, SMI to Impulse Buying, E-WOM to Impulse Buying through SMI, Testimonial to Impulse Buying through SMI and Flashsale to Impulse Buying through SMI in Shopee platform.

## LITERATURE REVIEW

### Consumer Behaviour

The essence of true consumer behavior is to answer the following question "Why do consumers do and what do they do". Schiffman and Kanuk (2008:485) suggest that the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Consumers have an interesting diversity to study because it includes all individuals of various ages, cultural backgrounds, education, and other

socio-economic conditions. Therefore, it is very important to study how consumers behave and what factors influence this behavior.

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### Theory of Reasoned Action and Theory of Planned Behaviour

Ajzen and Fishbein (1975:1-14), in Theory of Reasoned Action describe subjective norms as determinants of willingness to behave. Subjective norms are something related to social agreements that control human life. Subjective norms are something for people's beliefs in terms of agreeing or disapproving of certain attitudes. Approving or disapproving of an attitude, based on a belief called normative belief. Aspects of the family area are people who can influence other people's actions, a person will do or behave if other people's perceptions of this attitude are positive. Someone perceives that person's attitude is permissible or the opposite is not permissible.

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According to Ajzen (1991:5) Theory of Planned Behaviour (TPB) explains that consumer behaviours is shaped by attitudes, subjective norms, and perceived behavioural control (PBC) that shape intentions. Intention then influences how a person's behaviour. This theory forms the basis of the current study that analyses the effect of intention on online buying behaviour. This model was developed by Ajzen to enhance the predictive power of Theory of Reasoned Action (TRA), by adding the PBC variable. This theory describes that attitudes, subjective norms, and PBC together form intentions and behaviour. The three variables forming intentions in TPB are explained respectively as follows: Attitude, Subjective norms, Perceived behavioral control (PBC)

### Social Media Marketing

According to Gunelius (2011) social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other

entities and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing.

### Impulse Buying

Applebaum (1951), Stern (1962) and Kollat and Willett (1969), extended the concept by establishing that impulse buying occurs after exposure to a stimulus. Applebaum (1951) defines impulse buying as a purchase that the customer may not plan before entering a store, but which results from the stimulus created by a sales promotion device in the store. This definition is also considered limited, considering that the stimulus that triggers the impulse is exclusively a sales promotion device.

### E-WOM

Sun et al. (2006) concluded that compared to traditional WOM, E-WOM is more influential because of its speed, convenience, one-to-many reach, and the absence of face-to-face human pressure. The breadth of E-WOM coverage and the ease of accessing reviews can greatly impact online business performance. Therefore, online businesses are increasingly trying to understand the factors that influence the use of E-WOM, as well as the impact of its use.

### Testimonial

According to Griffith (2011: 68) testimonials are a way to build credibility, information published in the media must be in favor of the public rather than personal interests. Testimonials, which in the Big Indonesian Dictionary are testimonials, are basically acknowledgments or support for a business from satisfied consumers. Testimonials help consumers in making decisions to use products/services because they can be recommended from third parties and will be more convincing if there is a customer who has used the product/service to share their experiences.

### Flashsale

Flashsale is defined as an electronic distribution channel that offers deep,

limited-time discounts (approximately 50%) for the advance purchase of a product or service (Piccoli and Dev, 2012). This distribution channel acts as a shopping intermediary that provides a platform for potential online consumers to buy goods and services from merchants through online promotions.

### Social Media Influencers

Abidin (2015: 100) provides a more updated definition of SMI by adding a description of SMI with (a) the status of the SMI group, (b) the specific topic of SMI's posts, (c) the importance of followers, (d) SMI's involvement with audiences and, (e) willingness to monetize their activities as a further criterion.

### MATERIALS & METHODS

This study uses a positivist approach (quantitative) which is designed to answer the problems that have been formulated. This study includes an explanatory research design. Data from the research results were analysed using descriptive statistics and inferential statistics. The inferential statistic used to test the effect between variables is the Partial Least Square (PLS).

The population in this study is infinite because the number of consumers who make impulsive purchases is too large and always increases every day, so the number is not known with certainty. This study has 18 indicators, so the research sample is determined as  $10 \times 18 = 180$  people. Based on these calculations, the number of samples used in this study was 180 people where the larger the number of samples, the results of the study will be more accurate and better. The sampling technique in this

study used non-probability sampling which is purposive sampling with criteria: a Shopee customer and have an active shopee account, have made impulse purchases and are well versed in the shopping system at Shopee. Here is presented the research framework:

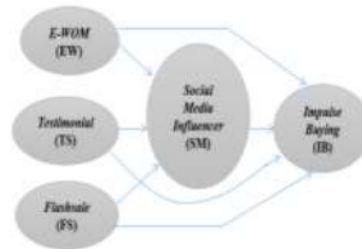


Figure 2. Conceptual Framework

### RESULT AND DISCUSSION

#### Structural Model (Inner Model)

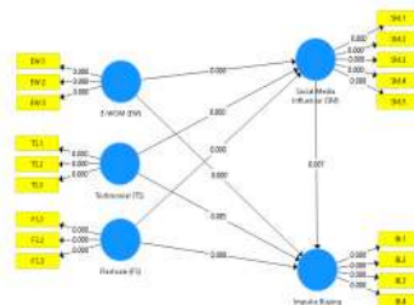


Figure 3. Structural Model on E-WOM, Testimonial, Flashsale on impulse buying through Social Media Influencers on Shopee

#### Hypothesis Test

The research hypothesis can be accepted if the p-value  $< 0.05$ . Following are the path coefficient values (original sample estimate) and the p-values in the inner model:

Table 1 Path Coefficient

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O /STDEV)	P Values
E-WOM (EW) -> Impulse buying (IB)	0.385	0.076	5.071	0.000
E-WOM (EW) -> Social Media Influencer (SM)	0.290	0.077	3.788	0.000
Flashsale (FS) -> Impulse Buying (IB)	0.341	0.088	3.888	0.000
Flashsale (FS) -> Social Media Influencer (SM)	0.483	0.068	7.076	0.000
Social Media Influencer (SM) -> Impulse buying (IB)	0.189	0.070	2.710	0.007
Testimonial (TS) -> Impulse buying (IB)	0.117	0.042	2.803	0.005
Testimonial (TS) -> Social Media Influencer (SM)	0.209	0.055	3.769	0.000

Source: Output PLS

The table above shows that the p-value <0.05 so that the hypotheses proposed are all accepted, that is, there is a significant influence between Ewom on social media, flashsale on impulse buying, flashale on social media influencers, testimonials on

impulse buying and testimonials on social media influencer media.

The path coefficient value (original sample estimate) indirect effect and the p-value in the inner model:

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Table 5 Result of Path Coefficient Value and Indirect Influence p-value

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM (EW) -> Impulse buying (IB) melalui Social Media Influencer (SM)	0.055	0.028	1.974	0.0489
Flashsale (FS) -> Impulse buying (IB) melalui Social Media Influencer (SM)	0.091	0.035	2.578	0.0102
Testimonial (TS) -> Impulse buying (IB) melalui Social Media Influencer (SM)	0.039	0.017	2.309	0.0213

Source: Output PLS

The table above also shows that the p-value <0.05, which means that E-WOM has a significant effect on impulse buying through social media influencers, Flashale has a significant effect on impulse buying through SMI and TS has a significant effect on IB through SMI.

## RESULT AND DISCUSSION

### E-WOM Has Significant Influence on Social Media Influencers

It can be said that an influencer is a person who shares opinions, expertise, knowledge, and recommendations on various social media channels. The term influencer is also often misunderstood as a content creator. In fact, content creators are more likely to develop descriptions in the form of images or videos that are used to promote certain products which will be followed up by influencers to continue the information to their followers (Accurate, 2021), so that an influencer can also become a content creator. In a business, SMI has considerable power to become an innovator of potential customers to make purchases, both planned and unplanned. A manifestation of the success of SMI marketing is the positive E-WOM, so from the theoretical and analogical aspects it can be concluded that E-WOM has a close relationship with SMI. Understanding of E-WOM in the business field is very important, especially E-WOM on social media because this media is more popular in various communities and age ranges, especially after the covid-19 pandemic which requires everyone to be

good at digital, potential reaching a global audience will be faster and easier (Daughherty and Hoffman, 2014). Shopee also does the same in utilizing E-WOM to maximize marketing activities with SMI intermediaries. The results of this study are in line with research conducted by several previous researchers regarding the relationship between E-WOM and SMI (Wibowo and Islahwati, 2020), (Mileva and DH Fauzi, 2018), and (Daniel, et al, 2019).

### Testimonials Have a Significant Influence on Social Media Influencers

In this study, the testimonial variable does have a positive and significant influence on SMI. Shopee on social media platforms, especially Instagram with the account name @shopee\_id, actively carries out promotional activities by providing information about customer satisfaction reviews in using their products and various other testimonials that support Shopee's promotion as the best platform. Shopee also has a testimonial or review feature in its application which is usually used to collect post-purchase reviews for each seller's product. With the testimonial feature, Shopee is able to become a trusted shopping platform because it facilitates consumers and potential customers with the recommendation column in the testimonial feature. This facility is expected to be a reference for consumers before making a purchase or even increasing purchases because potential consumers are affected by post-use reviews of the product from other

consumers who have made purchases beforehand. SMI marketing will increase its effectiveness even more, because if positive reviews are voiced on social media by influential people who have many followers, then the store's reputation and usage rate will be very likely to increase. Not many researchers have developed an analysis of the testimonial relationship with SMI. However, this study is in line with the results of research by Enke and Borchers (2019) which qualitatively examined that strategic communication in the form of clauses, reviews and content production containing personal opinions can influence the success of SMI communication. Thus, it can be a novelty in this study that the results of quantitative research testimonials have a significant influence on SMI.

#### **Flashsale Has a Significant Effect on Social Media Influencers**

Flashsale in the context of Shopee is a promo that provides exclusive offers for a limited period of time, for example 00.00-00.05 WIB (usually in a short period of time). According to Agrawal and Sareen (2016) Flashsale is a program where certain products are offered that have been approved by the seller and can be sold at a lower price, usually within a certain time limit. The flashsale feature is a superior feature that Shopee has and is the most awaited by Shopee consumers and also Shopee Sellers to increase the number of consumer purchases. In accordance with the logical aspect associated with the results of the study which stated that there was an effect of flashsale on SMI on the online shopping platform Shopee, it can be explained that when flashsale has good enough attractiveness, accuracy and frequency, SMI will achieve success in its implementation. SMI will be able to provide interesting content related to the discount program, so that it can be an attraction for consumers to keep abreast of information related to price discount updates that are routinely carried out by Shopee. There is no research that examines the relationship

between flashsale and SMI, so this makes this research a novelty.

#### **E-WOM Has a Significant Influence on Impulse Buying**

In its implementation, impulsive buying decisions prioritize emotional aspects compared to rational logic. Usually, this habit is triggered by the stimulation of something interesting. The marketing aspect carried out by online shopping platforms is a trigger for impulsive shopping patterns, for example E-WOM. According to the definition of various experts, E-WOM has a high persuasive power against the formation of consumer impulsive actions.

In this research, E-WOM proved to have a significant effect on impulse buying. The study was conducted on the Shopee platform. The results of the data processing of respondents stated that they were affected by impulsive buying actions at Shopee because of E-WOM which had an impact on their shopping psychology. Shopee consumers tend to be influenced to make purchases when someone else recommends a product. In the case of Shopee, the credibility and authenticity of E-WOM can be accounted for because the review column, comments via social media cannot be manipulated by any party, so the credibility of the reviews is highly guaranteed, therefore it is a novelty in this study that E-WOM has a significant influence on consumer impulsive buying. It is proven that E-WOM is an antecedent of impulsive buying and found a significant positive effect of E-WOM on impulsive buying.

#### **Testimonials Have a Significant Influence on Impulse Buying**

The testimonial column on the Shopee platform contains various consumer acknowledgments after purchasing a product. Loyal consumers will provide an honest review in the review column available on Shopee in the hope that other consumers will read the review, as well as a proof of support and loyalty and satisfaction

after making a purchase at the Shopee online store. Conversely, if consumers are disappointed with the product purchased, they will write negative reviews. However, if a digital store on Shopee has far more positive reviews than negative reviews, it will not affect other buyers not to make purchases at the store. When good and positive acknowledgments are more numerous, they will still be able to convince and even persuade other consumers to immediately make a purchase without a long thought<sup>25</sup> (impulsive).

Meanwhile, the results of this study are not in line with research by Hasanah (2017) who in his research<sup>32</sup> results stated that testimonials do not have a significant effect on impulse buying. According to the logical aspect associated with the results of the respondent's exposure, testimonials have an important role in increasing impulsive buying, by looking at recommendations that contain good and positive reviews from other consumers both intentionally and unintentionally when surfing the Shopee platform which is very easy to use, it makes someone motivated. to buy immediately in order to feel, use products that already have a good reputation and credibility. It makes sense that testimonials have a significant influence on impulse buying among Shopee consumers.

#### **Flashsale Has Significant Effect on Impulse Buying**

The more often the flashsale program is carried out, of course it is directly proportional to the number of transactions. This was acknowledged by respondents who are Shopee users, who stated that the Shopee flashsale program was carried out quite frequently and periodically, so their hedonic shopping desires tended to increase. The spending budget for items that are not needed has also increased along with the desire to buy products that do not meet your needs, which has also increased with<sup>9</sup> the regular Shopee flashsale program. The results of this study are in line with research conducted by Zakiyyah (2018), Shi and

Chen (2015), Sadero and<sup>41</sup> Pinovich (2017), Devica (2020) which states that there is a significant effect of flash sales on consumer<sup>33</sup> impulse buying. Contrary to the results of research by Zhang, et al (2018) which stated that flash sales actually reduced the impact of strategic customers because it would kill the product in marketing, according to him, flash sales were usually used for goods that were not fit for sale, so many strategic customers would feel disappointed with the product. In the logical aspect of the author in this study, flashsale has an updated meaning where flashsale is not applied to products that are not fit for sale, but at Shopee flashsale is actually intended for popular products that deserve to be used as a promotional tool for other products that are not popular with the same seller. The superior products that are included in the flash sale will be an allure for consumers to make<sup>16</sup> sudden purchases, so it makes sense that in this study flash sales have a significant influence on the impulse buying of Shopee consumers.

#### **SMI Has Significant Effect on Impulse Buying**

SMI is a creative agency, where SMI creates a variety of interesting content that is regularly displayed on its social media to gain and increase insight. SMI also acts as an advertising agency, where the information provided on its social media contains a lot of advertisements for a product. Including Shopee, which has a strategy of advertising<sup>44</sup> its products on the social media of an influencer with a large and reputable number of followers. SMI is undeniably a journalist and a giver of testimonials at the same time. SMI routinely provides the latest information regarding updates on various interesting products and attractive offers and provides direct reviews of a product or is known as an endorsement, this is another form of a testimonial. SMI is also referred to as an opinion leader, the word leader is often associated as a person who has followers where followers are always loyal to believe, participate and are



reluctant to the leader. SMI in providing information always includes his personal opinion, it is hoped that this personal opinion will become a reference for his followers to believe in what is being reviewed. This research is in line with research conducted by Erkan and Evans (2016), Sukoyo et al (2019), Mileva and Fauzi (2018), Kay et al (2020), Enke and Borchers (2019) which state that there is a significant influence between SMI on consumer impulse buying.

### **E-WOM Has Significant Influence on Impulse Buying through SMI**

In order for E-WOM to have high persuasive power, it needs someone who can be used as a role model and has credibility as an information carrier agent. SMI is able to become a mediator so that E-WOM has a high level of trust and has undoubted credibility. SMI creates content that contains an invitation to buy a product that they recommend with words that usually contain sentences of good quality, must try and other positive sentences about the product in the hope that when their followers see content created about a product, they will get a message from them. This SMI will influence someone to make a purchase without thinking. Shopee in its marketing implementation, uses SMI to mediate E-WOM which will have an impact on consumer impulse buying patterns. Shopee chooses SMI agents who have thousands and millions of followers and have good achievements and credibility, go viral with the hope of being able to create a credible word of mouth so that consumers can immediately make purchases, even though it has not been planned. However, because SMI is a reference, as a trend agent, consumers ignore the aspect of need in order to immediately get the same product with admired influencers. From the explanation above and the results of the hypothesis testing of this study, it can be concluded that SMI can mediate the effect of E-WOM on the impulse buying of Shopee consumers.

### **E-WOM Has Significant Influence on Impulse Buying through SMI**

Testimonials made by an SMI on a product determined by someone who uses SMI's services as an information carrier agent, have their own strengths in influencing an online shopping platform user in deciding to purchase a product. The obligation to provide reviews in the form of testimonials is usually carried out by consumers who have made a purchase, but nowadays marketing techniques are developing. Online business people take the opportunity to update each other's creativity in promotions, for example using SMI to improve product reputation which has an impact on increasing purchase traffic, so that SMI is able to mediate so that SMI has more power over impulsive buying. In its implementation, Shopee also does something similar to the explanation above, where Shopee sends several superior products to be given to influencers, with the hope that influencers will provide positive testimonial reviews which are expected to have an impact on consumer purchases. From the explanation above and the results of the research hypothesis test, it can be concluded that SMI can mediate the influence of testimonials on impulse buying for Shopee consumers.

### **Flashale Has Significant Effect on Impulse Buying through SMI**

Flashsale is a marketing weapon that is quite popular in the pandemic era which is used by various online shopping platforms and online shops to increase transactions, including Shopee which is the subject of this research. Increasing people's screen time, along with demands from home activities, makes it mandatory for everyone to be able to use gadgets regardless of age. Those over 40 years of age who are usually less able to master the sophistication of smartphones are now required to be able to operate, because working activities, shopping and other activities that are usually carried out outside the home are now restricted. This phenomenon is an

opportunity for various online shops and content creation agents, namely influencers, to gain benefits from transactions with the aim of increasing consumer impulse buying. Consumers are persuaded with a variety of interesting advertisements, interesting content and reviews involving influential people with the aim that consumers immediately decide to buy even though they don't need or don't even have the budget to buy the product. SMI's strong enough influence to mediate an impulsive action is reflected in the results of the respondent's data analysis. From the explanation above and the results of the research hypothesis test, it can be concluded that SMI can mediate the effect of flash sales on impulse buying for Shopee consumers.

## CONCLUSION

There are some conclusions in this research. E-WOM has proven to be able to influence SMI. This proves that when there is an exchange of information and knowledge through online media, it will become marketing content that can maximize promotion by involving SMI as a content creator in a digital promotion trend. Testimonials have proven to be able to influence SMI. When a positive review is inventoried in a feature, it will become interesting content to be used as promotional material for SMI as an information carrier agent. Flashsale is proven to be able to affect SMI. It is undeniable, price discounts are the main incentive for consumers to be interested in a product, when discounts are given on a large scale even though they are limited in time or commonly called flash sales, it will be an interesting thing to promote as a mainstay feature, this will make SMI be effective with its promotional content. E-WOM is considered more effective than WOM because of its accessibility and wider reach than offline WOM. Testimonials have an important role in online transaction activities. In marketing activities, flash sales are one of the fastest ways to bring in traffic. SMI is a promotional agency that

actively creates content on its various social media. Shopee consumer purchases are triggered by many things, in this study the E-WOM variable is a reference for consumers to act impulsively, other factors also influence the pattern of Shopee consumers in shopping, namely SMI. With SMI, an E-WOM can be packaged attractively into content and make consumers ignore aspects of their needs, consumers are encouraged to make impulse purchases simply because there is someone who is a role model for creating promotional content. Testimonials are very credible, so that a testimonial can motivate someone to make an immediate purchase. Seeing positive reviews from other people will be able to make Shopee consumers think about buying a product. Flashsale is an excellent feature that is one of the main attractions for Shopee consumers to choose to shop on its platform. In its promotional activities, Shopee uses SMI to increase the popularity of its platform, and one of the contents created is about Shopee's flashsale program.

The suggestions are: E-WOM has greater power in increasing consumer impulse buying compared to traditional WOM, so according to the results of this study marketplaces need to improve service quality, accelerate consumer response and provide various new features that benefit consumers in order to create E-WOM that can increase marketplace credibility, specifically Shopee. Testimonials on the Shopee platform are good enough because they are listed in the review feature which is located under the product description column. Testimonials in this study are proven to encourage consumers to act impulsively in shopping. Flashsale is an excellent feature owned by the Shopee marketplace, so this feature is a strength for Shopee to retain customers. SMI is also an important factor that must be considered by every businessman. SMI has good persuasion qualities because it has a large number of loyal followers and the public is ready to follow any information conveyed

by an SMI.

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**Declaration by Authors**

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