



## Factors Influencing Consumer Attitudes and Purchase Intentions of Flash Sale through Online Shopping Platforms

ปัจจัยที่มีอิทธิพลต่อทัศนคติ และความตั้งใจซื้อสินค้าราคาพิเศษของลูกค้า  
ผ่านรูปแบบออนไลน์แพลตฟอร์ม

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### Article History

Receive: May 17, 2020

Revised: February 26, 2021

Accepted: March 2, 2021

### บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยสำคัญที่มีอิทธิพลต่อทัศนคติในการซื้อสินค้าราคาพิเศษ รวมถึงปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าราคาพิเศษ ทั้งนี้ ปัจจัยด้านคุณค่าที่รับรู้ และความตระหนักต่อราคาสินค้า เป็นปัจจัยที่ถูกเลือกขึ้นมาพิจารณาในงานวิจัยนี้ กรอบแนวคิดในการศึกษาวิจัยได้ถูกพัฒนามาจากทฤษฎีพฤติกรรมตามแผน ซึ่งมีจำนวนตัวอย่างที่เข้าร่วมตอบแบบสอบถามออนไลน์ทั้งหมด จำนวน 436 ตัวอย่าง โดยใช้วิธีการสุ่มตัวอย่างแบบตามความสะดวก ข้อมูลที่ได้ถูกวิเคราะห์โดยใช้รูปแบบการวิเคราะห์หองค์ประกอบเชิงยืนยัน และการวิเคราะห์แบบโมเดลสมการโครงสร้าง เพื่อยืนยันความเหมาะสมของโมเดล และการพิสูจน์ทฤษฎี ผลการวิจัยทัศนคติต่อสินค้าราคาพิเศษชี้ให้เห็นว่า การคล้อยตามกลุ่มอ้างอิง และการรับรู้ความสามารถในการควบคุมพฤติกรรม เป็นตัวกำหนดความตั้งใจที่จะซื้อสินค้าราคาพิเศษ นอกจากนี้ผลการวิจัยยังพบว่า ไม่มีความแตกต่างกันอย่างมีนัยสำคัญระหว่างปัจจัยในแต่ละเส้นทางการวิเคราะห์ แต่ทัศนคติที่มีต่อสินค้าราคาพิเศษเป็นตัวการสำคัญที่จะก่อให้เกิดความตั้งใจในการซื้อสินค้า ฉะนั้นผู้ทำการตลาดควรมีการประยุกต์ใช้สื่อสังคมออนไลน์ ชุมชนออนไลน์ และผู้ที่มีอิทธิพลบนสื่อออนไลน์ เพื่อสร้างความรู้สึกเชิงบวก และการบอกต่อปากต่อปากแก่ลูกค้า ในการซื้อสินค้าราคาพิเศษผ่านทางออนไลน์

**คำสำคัญ :** การคล้อยตามกลุ่มอ้างอิง ; การรับรู้ความสามารถในการควบคุมพฤติกรรม ; ทัศนคติต่อสินค้าราคาพิเศษ ; สินค้าราคาพิเศษ ; ซื้อสินค้าออนไลน์แพลตฟอร์ม ; แนวคิดทฤษฎีพฤติกรรมตามแผน

### ABSTRACT

The objectives of this research are to study important factors influencing to attitudes and intentions of purchasing flash sale. Perceived value and price consciousness are the chosen aspects for this research. The Conceptual framework of this study is adapted from the theoretical study of planned behavior theory of (TPB). The samples (n = 436) were collected from online questionnaires by using convenience sampling method. The data were analyzed by using Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) to confirm the model's goodness-of-fit and to test the hypotheses. The result suggested that attitude towards flash sale, subjective norms and perceived behavioral control are influential factors determining intention of flash sale's purchase. Furthermore, there are no significant



differences on the regression path of each factor, but the attitudes towards flash sale is the strongest predictor of intention to purchase. This paper, therefore, recommends marketing practitioners to utilize social media, online communities, and influencers to build consumers' positive perceptions and word of mouth on purchasing products online from flash sale.

**Keywords:** Subjective Norm ; Attitudes Towards Flash Sale ; Perceived Behavioral Control ; Flash Sale ; Online Platforms ; Theory of Planned Behavior

## Introduction

In recent statistics from year 2017, approximately 36.5 Million Thais had internet access and the number is expected to increase to 57 percent in 2023. In 2018, average time of internet browsing by Thai internet users is approximately 10 hours and 5 minutes, which has increased from 2017 by 3 hours and 30 minutes (Moore, 2020). Revenue in the eCommerce market of Thailand is amounting to USD 4,690 Million in 2020 and annual growth rate (CAGR) from year 2020-2024 is expected to increase by 7.3 percent, which leads to a market volume of USD 6,585 Million by 2024 (Leesa-Nguansuk, 2020). 30 percent of the eCommerce users in 2019 falls in the range of 25 to 34 years old. Furthermore, highest categories of online shopping were in electronics, media and fashion, which made up approximately 40 percent of total revenue in the eCommerce market (Statista, 2020).

The increasing trend nowadays in eCommerce is online group buying (Alharthey, 2020). Consumers are now more enthusiastic in browsing and obtaining online deals and discounts that will provide bargained prices at the best value (Alharthey, 2020). Flash sale is an online discount, or a promotion offered for products or services by an eCommerce store for a limited quantity and period of time. Flash sale can be obtained from various online shopping platforms (Prasetyo, Sopiah and Fadia, 2020). For example, Shopee, Lazada, JD Central, 7 delivery or Powerbuy etc. and all these sites can be accessed through mobile application and website.

From continuous innovation and improvement in internet technologies, online businesses and social media, eCommerce is now a significant contribution when referring to digital transformation and economy (Puriwat and Tripopsakul, 2020). From past researches, consumer satisfaction and buying decision towards online deal or discounts still relied and varied on findings (e.g. Prasetyo *et al.*, 2020; Moore, 2020). Therefore, there are continue needs to perform studies on e-vendors' perceptions and nature, online consumer behavior and product and service types suitable for flash sale online shopping in Thailand (Puriwat and Tripopsakul, 2020). This research and its conceptual framework have been adopted from the theoretical model of the study of factors influencing consumers' attitudes and purchase intention of e-deals (Cheah, Phau and Liang, 2015). The researcher has aimed to investigate and examines further on the influencing factors on Thai consumers' attitudes to use and purchase intention of flash sale through Thailand's online shopping platform. The purpose of this research is to analyze the factors influencing consumer's attitudes towards flash sale and analyze the factors influencing purchase intentions of flash sale through online shopping platform. This research would also help management and marketers of e-vendors and online shopping platform service provider to identify and understand the potential factors that drive intention to purchase flash sales. The outcome from this research could help deriving with recommendations on marketing strategies that benefits e-vendors and online shopping platform service provider.

## Literature Review and Hypotheses Development

### Theory of Planned Behavior (TPB)

In this research, the TPB is an overarching theoretical framework. It is an extension of the well-known Theory of Reasoned Action (TRA). TPB presents the behavioral intention of attitudes, subjective norms, and Perceived Behavioral Control (PBC). Attitude towards a behavior is defined as a favorable and unfavorable feelings of an individual towards the target behavior. Subjective norm is determined as an individual's perception on how other people who has close relationship with the individual perceive that he or she should or should not act towards the questionable behavior (Fisbein and Ajzen, 1975). PBC is the rate of an individual's perception on the availability or the lack of competency and resources required to perform a behavior (Koh, Peters and Ruiters, 2017). There are both intrinsic and extrinsic factors for PBC. Intrinsic factor refers to self-efficacy and level of assurance that an individual has on the capability to act or do a certain behavior (Hochsmann *et al.*, 2019). Extrinsic factor refers to the limitation of resources that are required for an individual to act or do a certain behavior. For instance, time, money and technology (Jenkins, Hargreaves and Hodge, 2020).

### Perceived Value

Perceived value has been commonly defined as “concern for price paid relative to quality received” (Tsimonis and Dimitriadis, 2019), the higher value perceived by the consumer, the higher interest of consumer in the product or service (Jiang, Jun and Yang, 2016). The creation of value in the product and service is developed from the belief of a consumer that the products and services are able to meet or exceed his or her expectation (Butz and Goodstein, 1996). Also, A product and service can create value to consumers by providing them benefits that they want or need and are differentiated from the competitors (Aaker, 1996). Consumers seek for a product or service that is worth the money they spend on, for instance higher quality at a lower price (Itani, Kassar and Loureiro, 2019). Therefore, consumers who focus on values are highly sensible on coupons or huge discounted offers (Wiedmann, Labenz, Haase and Hennigs, 2018), based on which these behaviors are driven by the positive state of fulfillment in terms of satisfaction and expectation with substantial savings.

When it comes to online purchase, photographs and descriptions are crucial for consumers to understand the product. That is why the ease of use and navigation, responsiveness, downloading and uploading time are triggering aspects before making an online purchase decision (Tsimonis and Dimitriadis, 2019). If the online shopping platform provides simple and understandable content from clear layout, clear categorization, and a broad selection, it would enable consumers to browse for bargains with fewer costs and searching time (Raji and Zainal, 2017; Hugosson and Nord, 2017; Rahi and Ghani, 2016). Perceived value is one of the important factors influencing consumer's attitudes towards products and services that eventually lead to purchasing decisions, both from online and offline platforms. Therefore, the following hypothesis is proposed:

H<sub>1</sub>: Consumer's perceived value has significant influence on attitude towards using flash sale through online shopping platform.

### Price Consciousness

Price consciousness is defined as “the degree to which a consumer focuses exclusively on paying low price” (Tsimonis and Dimitriadis, 2019). Consumers with price sensitivity are viewed as buyers that seek for the best or bargained price. These consumer group would be sparing and considerable on their spending behaviors. Thus, price-sensitive consumers tend to shop online in the event that online



shopping stores offer cheaper price (Hampson and McGoldrick, 2017; Farias, 2019). A research from Singh and Saphores (2017) stated that hedonic and recreational buyers look for value deals, discounts and best prices which portrays their sensibility to price changes and savings. Savings can satisfy consumer's ego-expressive goals and feelings of being rewarded from the achievement (Kao, Su, Crocker and Chang, 2017).

The nature flash sale is the promotion of deeply discounted products or services, typically more than offline-store discounts. Normal discounts of daily flash sale are in the range of 30 to 50 percent or more which is higher than the usual acceptable range of 10 to 30 percent (Zhang, Zhang, Cheng and Hua, 2018; Ding *et al.*, 2018; Yuan, Cai and Kao, 2016). Therefore, flash sale that provided huge discounts for products and services would be attracted to price-sensitive consumers (Itani *et al.*, 2019). Savings from online discounts has a possibility to create buying satisfaction that leads to the possibility of repeat buying behavior and perhaps persistent buying of flash sale over time (Train, 2003; Prasetyo and Zen, 2020). Therefore, the following hypothesis is proposed:

H<sub>2</sub>: Consumer's price consciousness has significant influence on attitude towards using flash sale through online shopping platform.

### Consumer Attitudes towards Flash Sale

Attitude is defined as "a learned predisposition to consistently behave in a favorable or unfavorable manner with respect to a given object" (Schiffman, Kanuk and Wisenblit, 2010). Attitude relates to characteristics of consumers and their consumption that meet and satisfy their needs. (Prasetyo and Zen, 2020; Armstrong, Adam, Denize and Kotler, 2014). Psychological theories for TAM (Technology Acceptance Model), TPB (Theory of Planned Behavior) and social cognitive theory mainly leads to individual's psychological and sociological characteristics. These theories are also aligned with findings from previous research. Positive attitudes on online purchase are favorably related to consumers' intention to purchase and use (Kaushal and Kumar, 2016; Yim, 2018; Kitchen, Alwi, Che-Na and Lim, 2014). Also, positive attitudes on online platform service providers (Wei, McIntyre and Straub, 2020; Sethi, Kaur and Wadera, 2018) and advertising and marketing (Nizam, 2018) have favorable impact on the intention to purchase online. Therefore, the following hypothesis is proposed:

H<sub>3</sub>: Consumer's attitude towards using flash sale has significant influence on intention to purchase flash sale through online shopping platform.

### Subjective Norms

There are numbers of research identified that the decision making of an individual has the likelihood to be persuaded by the opinion of others (Schutte *et al.*, 2018; Deng *et al.*, 2018; Friedkin, Jia and Bullo, 2016). The interpersonal influence means the likelihood of an individual to explore information and understand about the brand and its products and service offerings from others (Deng *et al.*, 2018). Consumers who are influenced will concern more on the opinion of others. Past researches have also identified that when performing a purchase decision, an individual would usually seek opinion from someone important or valuable to him or her (Sharma and Klein, 2020; Schutte *et al.*, 2018; Friedkin *et al.*, 2016).

Normative influence refers to the impact from product and service followers and the potential purchasers that they would influence, convince and persuade others and resulting to consumer conformity on having a specific effect (Liu, Zhao, Chen, Falk and Albarracin, 2017). Reviewers or past customer can represent "social validation" (Cialdini, 2007; Casiraghi, Faigenbaum, Chehtman and Sigman, 2018) for those products and services. The larger the number of customers or buyers, the higher the products and services deals value and quality (Sharma and Klein, 2020; Schutte *et al.*, 2018). Informative

influence is when the purchase decision of an individual has an impact from the experts' impression and opinion (Deng *et al.*, 2018).

Recommendations or other's opinion is a crucial determinant of reference for consumer that has limited information about the product and service. If the important source of reference or to whom the consumers compare him or herself with were to have expert opinion on the benefits and usage of flash sale, it will substantially depict an impact on consumer's attitude towards flash sale. Furthermore, with great numbers of buyers and reviewers or "social validation", it would result to the consumer's tendency on purchasing flash sale. Therefore, the following hypothesis is proposed:

H<sub>4</sub>: Consumer's interpersonal influence of (a) normative influence and (b) informative influence (subjective norms) towards flash sale have significant influence on his/her purchasing intention of flash sale through online shopping platform.

### Perceived Behavioral Control

According to the research of Hau and Kang (2016), perceived behavioral control has a positive influence on online pre-purchasing intention. The subjective norm of an individual positively influence his or her online purchase intention, and thus leads to favorable impact to online shopping (Lim *et al.*, 2016; Frimpong, Li, Gyamfi, Asaah and Amoah, 2018). Hau and Kang (2016) has stated that consumer's perceived behavioral control varies from their capabilities of using computer and facilities to search for bargained valued deals. The success of a website or online shopping platform is determined by five important factors, such as systems, information, design, information, and playfulness (Sharma and Klein, 2020). System quality "describes the measures of web sites as information processing systems and taps engineering-oriented performance characteristics such as operational efficiency and appearance" (Yim, 2018). The interface design of online shopping platform has an impact on consumer's buying behavior and impulse buying occurrence which has been noted in the previous research (Nielsen, 1999; Yim, 2018). Likewise, the site quality (Sandoval, King, Hart and Repp, 2019; Sethi *et al.*, 2018) and ease of navigation (Tsai, Chang, Chen and Chang, 2017) also has a positive impact on purchasing behavior in online shopping platform. The site quality is determined as the overall customer perception and judgements on the service quality of e-marketplace (Sandoval *et al.*, 2019). Site quality means the degree of effectiveness and efficiency on purchasing, and delivery, including all the steps of consumer touch point within the online shopping platform (Casiraghi *et al.*, 2018). Moreover, consumers' attitude on internet is crucial for browsing bargained flash sale and for seeking and collecting information on a product or service (Hau and Kang, 2016).

According to TPB, perceived behavioral control refers to the importance of possessing the necessary resources and capabilities to perform a certain behavior that would have an intention to act or perform the behavior. Hence, the belief about the extrinsic constraints and intrinsic factors supporting consumer's condition favorably affect the buying intention of flash sale through online shopping platform, along with factors related to attitude and subjective norms mentioned above. Therefore, the following hypothesis is proposed:

H<sub>5</sub>: Consumer's perceived behavioral control in using flash sale has significant influence on intention to purchase flash sale through online shopping platform.

### Research Objectives

The primary objective of this research is to investigate the factors that has influences on consumer attitude towards flash sale through online shopping platforms. In addition, the research is also



aimed to identify the factors that have influence on consumers purchase intention towards flash sale through online shopping platforms.

### Conceptual Framework

The conceptual framework as illustrated in Figure 1 is constructed from studying the theoretical frameworks related to this research. It is adopted from the theoretical model of the study of factors influencing consumers' attitudes and purchase intention of e-deals (Cheah *et al.*, 2015) which aim to study the key antecedents of attitude; perceived value and price consciousness towards electronic deals and factors of subjective norms and perceived behavioral control influencing purchase intention of e-deals. Hence, the researchers have aimed to study further on these influencing factors on Thai consumers' attitudes and purchase intention of flash sale through Thailand's online shopping platform.

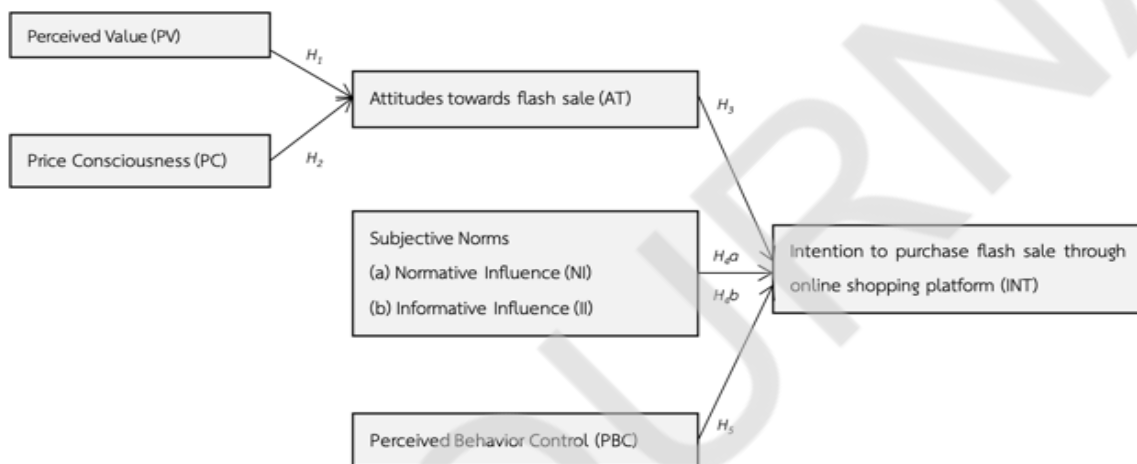


Figure 1 Conceptual Framework

### Research Methodology

The research is conducted by using a quantitative approach. The data were collected from target respondents whose responses will be analyzed to identify the factors influencing consumers' attitudes and purchase intentions of flash sale through online shopping platform.

#### Population and Sample Size

The research population for this study comprises of Thais aged 18 years and above living in Bangkok and have personal experience in buying Flash Sale through Lazada and Shopee. The researcher has referenced sample size calculator to determine the recommended minimum sample size by using A-priori Sample Size Calculator for Structural Equation Models (SEM) from danielsoper's website. The parameter values used were 7 latent variables and 36 observed variables with a probability level of 0.05. The results showed that the recommended minimum sample size to measure the influence stands at 425 respondents. The researcher collected responses from 449 respondents and after screening respondents as per its defined targeted group, the qualified respondents for the study finalized at 436.

#### Research Instruments

The questionnaire consists of 43 questions, comprising of three parts. First part represents the screening questions. The second part refers to consumer opinions on using and purchasing flash sale through online platform for instance Lazada and Shopee. The survey instruments were developed by using the scales from previous studies that have similar scope and context of this study. The third part

represents the demographic profile of the targeted respondents. The factors except attitude and purchase intention used a seven-point Likert scale for measurement, in which 1 represents “strongly disagree” and 7 represents “strongly agree”. Questionnaires with missing data, insufficient responses, or unmet requirement of the screening questions were removed from the statistical analysis in order to gain accuracy of results.

### Sampling Techniques

The questionnaires were distributed online by using non-probability sampling method of convenience sampling and snowball techniques for data collection from targeted respondents. These sampling methods would allow the researchers to reach wider range of target populations with cost-efficient and limited workforce. To prevent the sampling bias and control the distribution sample from non-probability sample method, the collected data were screened. The data were screened in order to ensure that respondents meet the target group of Thais aged 18 and above living in Bangkok and have ever purchased flash sales from Lazada and Shopee previously. The questionnaires were given through online channels via Facebook and Line randomly and the respondents may then pass on the questionnaires to their friends and colleagues who also meet the target group. The research model has been investigated in which SPSS Amos version 26 were applied to analyze the collected data. Confirmatory Factor Analysis (CFA) was developed for the validation test of the results to assure the data fit with the conceptual framework in this research. The measurement model fit was assessed to test the overall fit with the data and ensure the validity and reliability of the model. Finally, the Structural Equation Model (SEM) was used to analyze the influences among variables.

### Pre-Test

Each variable in this study was analyzed by using Cronbach’s Alpha to ensure the reliability of the test and unidimensional of the measurement scales. A set of 30 responded qualified questionnaires were analyzed by using SPSS program to test the reliability. Table 1 shows the results that all variables have Cronbach’s Alpha Coefficient of 0.70 and above. The results ranged between 0.776 to 0.932 which means that the data and measurement of the participating variables are acceptable with a high degree of reliance (Dikko, 2016).

Table 1 Cronbach’s Alpha for Reliability Test (N=30)

Variables	Source of Questionnaire	Number of Items	Cronbach’s alpha ( $\alpha$ )
Perceived Value (PV)	Itani <i>et al.</i> (2019)	5	0.891
Price Consciousness (PC)	Ding <i>et al.</i> (2018)	5	0.861
Normative Influence (NI)	Deng <i>et al.</i> (2018)	8	0.932
Informative Influence (II)	Deng <i>et al.</i> (2018)	4	0.776
Perceived Behavioral Control (PBC)	Hau and Kang (2016)	4	0.862
Attitude (AT)	Kitchen <i>et al.</i> (2014)	4	0.805
Intention to Purchase (INT)	Kitchen <i>et al.</i> (2014)	5	0.890



## Results and Discussion

### Demographic Factors

In this research, the questionnaire respondents are Thais aged 18 years and above living in Bangkok and have previously purchased flash sales in Lazada and Shopee. As shown in Table 2, the sample consists of 436 valid respondents, from which 74.8 percent (326) were women and 25.2 percent (110) were men. Age of respondents were mostly ranged between 25 to 35 for 83.9 percent (366), with a monthly income from under THB 30,000 to THB 90,000 for 82.8 percent (361).

For frequency of purchasing flash sale through online shopping platform, flash sale users mainly purchase 3 to 6 times a month representing 38.1 percent (166), followed by less than 3 times a month representing 34.9 percent (152), 7 to 10 times a month representing 20.6 percent (90) and more than 10 times a month representing only 6.4 percent (28) of the respondents. Majority of flash sale users are competent or experienced in using online shopping platform that consists of 75 percent (327), and the remaining are either beginner consisting 19.5 percent (85), expert for 3.7 percent (16) and novice representing 1.8 percent (8) of the respondents.

Table 2 Demographic Profile

Demographic and Behavior Data (N=436)		Frequency	Percentage
Gender	Male	110	25.2
	Female	326	74.8
Age	18 to 24 years old	10	2.3
	25 to 30 years old	181	41.5
	31 to 35 years old	185	42.4
	36 to 40 years old	37	8.5
	41 to 45 years old	11	2.5
	45 years old and above	12	2.8
Income per month	Under THB 30,000	116	26.6
	THB 30,001-60,000	152	34.9
	THB 60,001-90,000	93	21.3
	THB 90,001-120,000	51	11.7
	THB 120,000 and above	24	5.5
Frequency of purchasing flash sales (online)	Less than 3 times a month	152	34.9
	3-6 times a month	166	38.1
	7-10 times a month	90	20.6
	More than 10 times a month	28	6.4
User experience	Novice	8	1.8
	Beginner	85	19.5
	Competent/Experience	327	75.0
	Expert	16	3.7



### Confirmatory Factor Analysis (CFA)

The researcher conducted the CFA prior to analyzing the measurement model with structural equation model (SEM). The results of CFA estimation showed that all items in each variable are significant and have acceptable factor loading to demonstrate discriminant validity. Guidelines recommended by Hair, Black, Babin, Anderson, and Tatham (2006) are also used in determining the significance of factor loading of each item and acceptable values in determining goodness of fit. Factor loadings are greater than 0.50 and p-value is lower than 0.05. Also, aligning with the recommendation from Fornell and Larcker (1981), Table 3 shows that the construct reliability is higher than the threshold of 0.7 and the average variance extracted is higher than the threshold of 0.5. Majority of the squared multiple correlations are more than 0.30 and the estimates are all positive.

The square root of average variance extracted in Table 4 showed correlations all exceeds the variable's correlation values. Moreover, GFI, AGFI, CFI, NFI, and RMSEA are used as indicators for a good model fit in CFA testing. The values from this study shown in Table 5 are higher than the acceptable values. Therefore, the convergent validity and discriminant validity is assured. In addition, the results of these model measurement formed discriminant validity and a validation to perform SEM estimation subsequently.

**Table 3** Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Factor Loading	S.E.	T-Value	CR	AVE	Squared Multiple Correlation
<b>Perceived Value (PV)</b>				0.888	0.615	
PV1	0.808	0.079	15.975*			0.652
PV2	0.844	0.083	16.974*			0.713
PV3	0.807	0.091	16.180*			0.652
PV4	0.766	0.058	19.385*			0.587
PV5	0.686					0.652
<b>Price Consciousness (PC)</b>				0.884	0.605	
PC1	0.726	0.065	16.987*			0.531
PC2	0.669	0.064	15.222*			0.448
PC3	0.814	0.066	18.861*			0.664
PC4	0.890	0.047	24.423*			0.793
PC5	0.773					0.602
<b>Normative Influence (NI)</b>				0.896	0.519	
NI1	0.680	0.069	13.345*			0.463
NI2	0.769	0.084	15.487*			0.593
NI3	0.743	0.075	14.963*			0.551



Table 3 (continue)

Variables	Factor Loading	S.E.	T-Value	CR	AVE	Squared Multiple Correlation
NI4	0.786	0.077	14.120*			0.717
NI5	0.703	0.071	15.039*			0.501
NI6	0.768	0.068	12.199*			0.445
NI7	0.660	0.066	13.225*			0.445
NI8	0.642					0.546
<b>Informative Influence (II)</b>				0.850	0.593	
II1	0.543	0.040	13.731*			0.295
II2	0.877	0.041	27.293*			0.770
II3	0.722	0.046	19.837*			0.521
II4	0.888					0.789
<b>Perceived Behavioral Control (PBC)</b>				0.832	0.555	
PBC1	0.718	0.048	16.969*			0.515
PBC2	0.649	0.054	15.304*			0.421
PBC3	0.774	0.050	19.230*			0.599
PBC4	0.828					0.686
<b>Attitudes (AT)</b>				0.883	0.655	
AT1	0.843	0.049	23.659*			0.711
AT2	0.738	0.048	19.829*			0.545
AT3	0.816	0.045	21.923*			0.665
AT4	0.835					0.698
<b>Intention to Buy (INT)</b>				0.888	0.615	
INT1	0.686	0.056	15.685*			0.471
INT2	0.764	0.058	17.541*			0.583
INT3	0.854	0.063	17.948*			0.730
INT4	0.811	0.034	30.338*			0.658
INT5	0.795					0.632

Remark: CR = Composite Reliability, AVE = Average Variance Extracted.

\* = Significant at the 0.05 significant levels ( $p < 0.05$ )

**Table 4** Discriminant Validity

Variable	Factor Correlations						
	PV	PC	NI	II	PBC	AT	INT
PV	<b>0.784</b>						
PC	0.526	<b>0.779</b>					
NI	0.359	0.380	<b>0.708</b>				
II	0.473	0.613	0.501	<b>0.770</b>			
PBC	0.302	0.307	0.470	0.400	<b>0.745</b>		
AT	0.379	0.425	0.397	0.538	0.547	<b>0.809</b>	
INT	0.364	0.401	0.510	0.501	0.490	0.531	<b>0.784</b>

Remark: The diagonally listed value are the AVE square roots of the variables

**Table 5** Goodness of Fit in CFA Testing

Index	Acceptable Values	Values from CFA Testing
CMIN/DF	< 3.00 (Hair <i>et al.</i> , 2006)	2.028
GFI	≥ 0.90 (Hair <i>et al.</i> , 2006)	0.918
AGFI	≥ 0.85 (Schermelleh-engel <i>et al.</i> , 2003)	0.859
NFI	≥ 0.90 (Arbuckle, 1995)	0.946
CFI	≥ 0.90 (Hair <i>et al.</i> , 2006)	0.971
TLI	≥ 0.90 (Hair <i>et al.</i> , 2006)	0.954
RMSEA	< 0.05 (Browne and Cudeck, 1993)	0.049
RMR	< 0.05 (Hair <i>et al.</i> , 2006)	0.025

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI, normalized fit index, TLI = Tucker-Lewis index, CFI = comparative fit index, RMSEA = root mean square error of approximation, and RMR = root mean square residual

### Structural Equation Model (SEM)

To confirm the conceptual model fit, Structural Equation Model (SEM) is employed as recommended by Kline (2005). The goodness of fit index is estimated (see Table 6) for verifying. Hair *et al.* (2006) recommended that the measurement for model fit should not exceed 3 for Chi-square/degrees-of-freedom (CMIN/DF) ratio and GFI and CFI should be greater than 0.9. After running SEMs and emending the model by using AMOS 18 software, the goodness-of-fit index is CMIN/DF = 2.054, GFI = 0.916, AGFI = 0.855, NFI = 0.946, CFI = 0.971, TLI = 0.952, RMSEA = 0.049, RMR = 0.024.



Table 6 Goodness of Fit in SEM Testing

Index	Acceptable Values	Values from SEM Testing
CMIN/DF	< 3.00 (Hair <i>et al.</i> , 2006)	2.054
GFI	≥ 0.90 (Hair <i>et al.</i> , 2006)	0.916
AGFI	≥ 0.85 (Schermelleh-engal <i>et al.</i> , 2003)	0.855
NFI	≥ 0.90 (Arbuckle, 1995)	0.946
CFI	≥ 0.90 (Hair <i>et al.</i> , 2006)	0.971
TLI	≥ 0.90 (Hair <i>et al.</i> , 2006)	0.952
RMSEA	< 0.05 (Browne and Cudeck, 1993)	0.049
RMR	< 0.05 (Hair <i>et al.</i> , 2006)	0.024

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI, normalized fit index, TLI = Tucker-Lewis index, CFI = comparative fit index, RMSEA = root mean square error of approximation, and RMR = root mean square residual

### Research Hypothesis Testing

The relationship significance of each variables in the research model is then assessed from its regression weights and R<sup>2</sup> variances. All hypotheses were supported with a significance at  $p = 0.05$ , illustrated in Table 7. Informative influence has the strongest influence to purchase intention of flash sale through online shopping platform ( $\beta = 0.269$ ), followed by attitude towards flash sale ( $\beta = 0.239$ ), normative influence ( $\beta = 0.218$ ) followed by perceived behavioral control ( $\beta = 0.136$ ). The model explains 47 percent of the variance showed intention to purchase flash sale through online shopping platform, as depicted in Figure 2.

Table 7 Hypothesis Result of the Structural Model

H	Paths	Standardized Path Coefficients ( $\beta$ )	T-Value	Test Result
H <sub>1</sub>	AT ≤ PV	0.201	4.240*	Supported
H <sub>2</sub>	AT ≤ PC	0.391	7.721*	Supported
H <sub>3</sub>	INT ≤ AT	0.239	4.046*	Supported
H <sub>4a</sub>	INT ≤ NI	0.218	3.892*	Supported
H <sub>4b</sub>	INT ≤ II	0.269	4.774*	Supported
H <sub>5</sub>	INT ≤ PBC	0.136	2.466*	Supported

Remark: \* $p < 0.05$

### Direct, Indirect, and Total Effects of Relationships

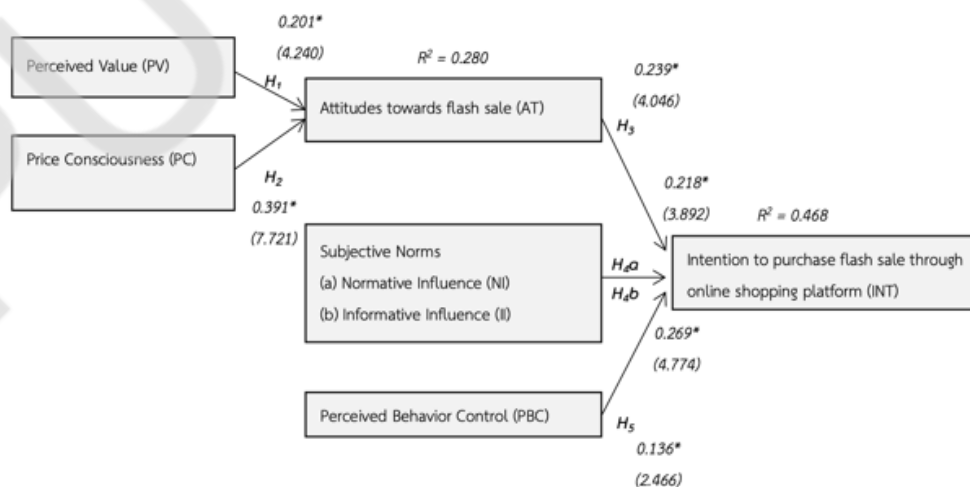
SEM also differentiate between direct, indirect, and total effects (Joreskog and Sorbom, 2001). Direct effect means influences between variables without mediating variables in the model. Whereas, indirect effect is the influences of one dependent variable through the other mediating variables. A total effect comprises of direct and indirect effects (Asher, 1983).

**Table 8** Direct, Indirect and Total Effects of Relationships

Variables	Attitude (AT)			R <sup>2</sup>
	Direct Effect	Indirect Effect	Total Effect	
PV	0.201*	-	0.201*	0.280
PC	0.391*	-	0.391*	
	Intention to Purchase (INT)			0.468
PV	-	0.048*	0.048*	
PC	-	0.094*	0.094*	
NI	0.218*	-	0.218*	
II	0.269*	-	0.269*	
PBC	0.136*	-	0.136*	
AT	0.239*	-	0.239*	

Remark: \* $p < 0.05$

Table 8 shows that the highest influences of direct and indirect effects on attitudes towards flash sale derived from price consciousness (0.391), followed by perceived value (0.201). The highest influences of direct and indirect effects on purchase intention of flash sale through online shopping platform come from informative influence (0.269). The next highest influence is derived from attitude (0.239) and normative influence (0.218). Therefore, perceived value, price consciousness, normative influence, informative influence, perceived behavioral control and attitudes are all significant to drive direct and indirect effects in intention to purchase flash sale through online shopping platform in Bangkok.



**Figure 2** The Results of Structural Model



The results from Table 8 and illustrations in Figure 2 can be explained as below.

The structural pathway of  $H_1$  is significant from its factor coefficient value of 0.201. Thus, Consumer's perceived value has significant influence on attitude towards using flash sale through online shopping platform. Moreover, the figure shows that consumer's perceived value on flash sale are characterized as consistent quality (0.936) and acceptable quality (0.885) outweighs the fair priced (0.749), economical (0.733), and good value (0.704). This finding has a contrast with previous research conducted by Raji and Zainal (2017), Hugosson and Nord (2017), and Cheah et al. (2015). The previous researches have outcome that consumers' perceived values are on price rather than quality.

For  $H_2$ , the result supported the hypothesis from its significant factor coefficient value of 0.391. Thus, consumer's price consciousness has significant influence on attitude towards using flash sale through online shopping platform. This can be explained that when a product or service is cheaper, price-consciousness of consumers would take a favorable attitude towards flash sale. The consumers are willing to pursue deeply discounted flash sale regardless of extra effort needed to find lower prices. Also, it can be assumed that Thai consumers are possibly persuaded by price (flash sale with heavy discounts) than value (flash sale that has acceptability and consistent quality) to pursue for flash sale. The result is aligned with the previous researches (Hampson and McGoldrick, 2017; Farias, 2019; Itani *et al.*, 2019).

$H_3$  of attitude towards using flash sale has hypothesized on having a significant influence on purchase intention of flash sale through online shopping platform. The hypothesis is supported with a factor coefficient value of 0.239. Referring to SEM results, the aspects that indicates consumer's attitude towards flash sale are good (0.845), positive (0.845), and pleasant (0.811) which leads to a greater purchase intention of flash sale. The result follows the TPB model concept (Ajzen, 1985, 1991) that the predictor of intention is attitude, and this has strengthened the findings of previous research (Kaushal and Kumar, 2016; Yim, 2018).

$H_4$  hypothesized on the significant influence between a consumer's interpersonal influence of (a) normative influence and (b) informative influence (subjective norms) on flash sale and purchasing intention of flash sale through online shopping platform, is also supported. Information influence is more significant towards intention than normative influence. The result indicates that the consumer or potential buyer of flash sale has a probability of being influenced by informative influence factors of asking friends (0.905) and gathering information from family and friends (0.875) and normative influence of others liking (0.870) and others approve (0.843). Thus, this finding suggests that expert's opinion from closed ones of family, friends and colleagues have an influence on intention to purchase flash sale. Social validation or influence of the others (Casiraghi *et al.*, 2018; Cialdini, 2007) has an impact on consumers' decision to purchase flash sale because they want others to like and approve their buying decision.

$H_5$  states that consumer's perceived behavioral control has a significant influence on using flash sale and intention to purchase flash sale and it is supported with coefficient value of 0.136. Although the hypothesis is support, perceived behavioral control has the least influence on purchase intention towards flash sale when comparing to other independent variables. The perceived behavioral control of TPB and self-efficacy beliefs indicates that he or she will be less motivated to perform those behavior if the individual feels that his or her behavior will not result to have an expected outcome (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980; Yim, 2018). The consumer is likely to be engaged in buying flash sale if the consumer thinks that he or she possessed the requirement competency to buy from online flash sale. As the respondents or this study are mostly competent or are experienced in using online shopping platform for flash sale, ease of use in relation to perceived behavioral control has a significant influence towards consumer's purchase intention of flash sale. The finding also reflects the past researches (Tsai *et al.*, 2017)

## Conclusion, Recommendation and Limitation

### Conclusion

In this study, the researcher has expanded the current online literature by understanding and investigating the “flash sale” which is an “online discount, or a promotion for the product or service offered by an eCommerce store for a limited quantity and period of time”. The objective of this research is to investigate the factors influencing consumers’ attitude and intention towards purchasing flash sale through online shopping platform. The study has proposed and examined the research model based on the adoption of TPB model. It has also included other associated theories of theory of reasoned action and social cognitive theory to justify the impact of psychological and sociological variables and “semantic cues” to examine consumer’s rational and purchasing decision of flash sale in online shopping platform. The socio-psychological progenitors of self-efficacy beliefs, interpersonal influence, degree of price consciousness, and perceived value to the “flash sale” were used as factors for investigating consumer’s attitude and their willingness to purchase flash sale. The questionnaires were distributed to flash sale Thai users living in Bangkok and aged 18 years and above. The collected data were analyzed by using Confirmatory Factor Analysis (CFA) for reliability and validity of the research framework. Afterwards, the factors influencing intention to purchase flash sale were analyzed by using Structural Equation Model (SEM).

This research illustrated three major findings. Firstly, attitude towards flash sale has a significant influence from perceived value and price consciousness of the consumer. If the purchasing of flash sale is worthwhile (worth in quality and fair price), the consumer’s levels of expectation on vendor sites and frequency of using online shopping platform for flash sale would increase, resulting to a favorable attitude towards purchasing flash sale (Raji and Zainal, 2017; Hugosson and Nord, 2017). The finding also suggests that price consciousness influences a favorable attitude towards purchasing flash sale. Therefore, purchasing behavior of Thai consumers are driven by major discounts (price consciousness) and quality (perceived value) of the product and service.

Secondly, normative and informative influences significantly influence purchase intention of flash sale. Which means interpersonal influence of norms and peers will lead to a greater likelihood of consumer’s purchase intention of flash sale. In addition, the finding reflects past research of Lim, Osman, Salahuddin, Romle, and Abdullah (2016), and Frimpong *et al.* (2018). Informative influence has the highest influence of intention to purchase flash sale, thus it is crucial for the marketers to create positive word of mouth and build trust in the flash sale. For consumer’s perceived behavioral control in purchase intention of flash sale, the finding mirrors past research of Lim *et al.*, (2016) and Hau and Kang (2016). It can conclude that the consumer’s capability towards site or application browsing has a significant influence on the purchase intention of flash sale. Other factors such as information, services, systems, playfulness, and design (Sharma and Klein, 2020) can also hinder the consumer’s capability in navigating or browsing site and application. Therefore, to strengthen the influence of perceived behavioral control, marketers should ensure the ease of navigation in the site and application.

Thirdly, consumer’s attitude towards flash sale has a significant and favorable relationship with intention to purchase flash sale, which means that consumers with favorable attitude towards flash sale are likely to purchase flash sale. The finding is aligned with the previous studies conducted by Kaushal and Kumar (2016). These can be used to develop effective marketing communications to appeal and maintain competitiveness in the current e-marketplace.



Therefore, from the above explanations and justifications from the research results, it gives a clear indication that the outcomes of the research has met the research objectives on the factors influencing customer attitude and purchase intention towards flash sale through online shopping platforms.

### **Recommendation**

The findings of this study indicate that intention to purchase flash sale through online shopping platform rely on attitudes, subjective norms (normative and informative influence) and attitudes. Therefore, the researcher provides recommendation that it is important for the marketers and online retailers to form promotional strategies that would publicize positive word of mouth (information influence) and information that raises recognition on the quality of the product and service (perceived value) and the greater discount (price consciousness) offered more than offline stores or other e-vendors. For example, online communication and advertisement of deep deals offering from flash sales through social medias such as Facebook, Twitter and Instagram. Online communities of bloggers, influencers or reviewers should also be engaged such as product review on online shopping platform itself such as Pantip, in order to form lead-generation, trust and positive opinion on flash sale for products and services. The e-vendors or online shopping platform providers can nominate popular “bloggers” or “presenters” in the online social communities to expand exposure of the business and also to persuade new and potential flash deal users. In addition, e-vendors or online shopping platform providers can foster information influence from customers by providing privileges or additional discounts to customer who gives product review. Positive word of mouth from actual customers would even result to greater credibility.

In terms of application development, the online shopping platform providers (e.g. Shopee and Lazada) should ensure that the application or website is user-friendly, easy to browse, navigate, purchase, and provide feedback to enhance relationship of perceived behavioral control to consumer’s intention to purchase flash sale. The design and content of the site and application should be continuously developed to sustain or improve the differentiation and competitiveness in the market. These can be done through market research of current online trends, investigating consumer behavior, and crafting the flash sale items according to these research findings. This can enhance consumers’ attitudes towards flash sale

### **Limitation and Further Study**

There are certain limitations of this study, which should be applied for further studies. The research is only focusing on Thai consumers living in Bangkok and scoped the experience in purchasing flash sale through Shopee and Lazada. Exploring consumers in other geographical region and other online shopping platform may result in different insights and findings. The research also based on flash sale users only. The findings and recommendation can be widened if the researcher studies non flash sale users’ point of view in order to gain understanding on how to influence them in becoming flash sale users. In addition, further study can also include moderator variables such as personal traits of impulsive and addictive consumptions towards flash sale.





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