

ABSTRACT

The growth of social commerce through TikTok Shop has transformed consumer behavior, particularly in encouraging impulsive buying tendencies. This phenomenon is increasingly relevant in the context of viral fragrance products such as Mykonos, which utilize digital marketing strategies including flash sale discounts, attractive product characteristics, and perceived scarcity. This study aims to analyze the effects of flash sale discount urgency, product characteristics, and perceived scarcity on impulsive buying, with customer engagement serving as an intervening variable among Mykonos perfume consumers on TikTok Shop.

This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to consumers who had previously purchased Mykonos perfume via TikTok Shop. The sampling technique used was purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 24 software.

The results indicate that flash sale discount urgency, product characteristics, and perceived scarcity have positive and significant effects on customer engagement. Furthermore, customer engagement has a positive and significant effect on impulsive buying. The mediation analysis reveals that customer engagement successfully mediates the effects of flash sale discount urgency, product characteristics, and perceived scarcity on impulsive buying. Among the examined exogenous variables, flash sale discount exerts the strongest indirect effect on impulsive buying through customer engagement. These findings suggest that greater consumer engagement with brand content, promotional activities, and brand interactions can strengthen consumers' tendency to make spontaneous purchases.

This study provides managerial implications for companies to optimize flash sale strategies, strengthen product characteristics, and create effective scarcity perceptions in order to enhance customer engagement and stimulate impulsive buying behavior within social commerce platforms.

Keywords: *Flash Sale Discount, Product Characteristics, Perceived Scarcity, Customer Engagement, Impulsive Buying, TikTok Shop.*