

Flash sales, bundling offers, and purchase intention: Examining the mediating effect of word of mouth in retail consumers

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Abstract

This study aims to analyze the effect of flash sales and bundling offers on consumers' purchase intention, with Word of Mouth (WOM) serving as a mediating variable at Toko Columbus Sampit Branch. The research employed a quantitative approach using a causal associative method. The population consisted of 1,200 active consumers, and a sample of 300 respondents was selected using the Slovin formula and a purposive sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using Partial Least Squares (PLS). The results indicate that flash sales and bundling offers have a significant effect on consumers' purchase intention. Furthermore, Word of Mouth (WOM) was found to mediate the relationship between flash sales, bundling offers, and purchase intention. These findings suggest that promotion strategies based on urgency and added value, reinforced by consumer-to-consumer communication, can enhance the effectiveness of offline retail marketing strategies.

Keywords: Flash Sale, Bundling, Word of Mouth, Purchase Intention, Retail Marketing

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh flash sale dan penawaran bundling terhadap minat beli konsumen, dengan Word of Mouth (WOM) sebagai variabel mediasi di Toko Columbus Cabang Sampit. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif kausal. Populasi penelitian terdiri dari 1.200 konsumen aktif, dengan sampel sebanyak 300 responden yang ditentukan menggunakan rumus Slovin dan teknik purposive sampling. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan Partial Least Squares (PLS). Hasil penelitian menunjukkan bahwa flash sale dan penawaran bundling berpengaruh signifikan terhadap minat beli konsumen. Lebih lanjut, Word of Mouth (WOM) terbukti berperan sebagai variabel mediasi dalam hubungan antara flash sale, penawaran bundling, dan minat beli. Temuan ini mengindikasikan bahwa strategi promosi yang didasarkan pada urgensi dan nilai tambah, yang diperkuat oleh komunikasi antar konsumen, dapat meningkatkan efektivitas strategi pemasaran ritel offline.

Kata kunci: Flash Sale, Bundling, Word of Mouth, Minat Beli, Pemasaran Ritel

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1. Introduction

One commonly used strategy is flash sales and bundling offers. Ramadhan & Wardi (2025) explain that a flash sale is a promotional offer featuring significant discounts within a very short period, creating a sense of urgency. Product bundling, according to Puspitasari & Riofita (2024), is a marketing strategy in which two or more products or services are sold together as a single package that is attractive to consumers. Research by Setyarini (2024) shows that Indonesian consumers respond positively to promotional strategies that create urgency, such as flash sales or limited-time offers, as these strategies trigger emotional impulses and enhance the perceived value of products. Furthermore, research by Azizah & Indrawati (2022) confirms that flash sales and bundling promotions can increase shopping enjoyment and impulsive buying behavior, as they provide a perception of cost savings and exclusive, limited-time opportunities.

In modern marketing practices, promotional effectiveness is also influenced by Word of Mouth (WOM). Word of Mouth (WOM) is a direct form of communication from person to person that influences individuals because the information shared is considered trustworthy, fair, and typically comes from personal experience (Astianita & Lusia, 2022). Consumers who are satisfied with promotions tend to share their positive experiences with others, thereby increasing purchase intention. Research by Septiani et al. (2022) states that the stronger the role of word of mouth for a product, the better the purchasing decisions associated with that product; conversely, weaker word of mouth leads to lower purchasing decisions.

Columbus Store Sampit Branch, as a local electronics retailer, actively implements flash sale and bundling strategies through both face-to-face approaches and digital media. However, the effectiveness of these strategies in increasing purchase intention through WOM has not been widely studied in the context of offline retail. Most previous studies have focused on e-commerce contexts and primarily examined the direct effect of promotional strategies on purchase intention, leaving limited research on the mediating role of WOM in offline retail settings. Therefore, the novelty of this study lies in developing a model that integrates flash sales and product bundling with WOM as a mediating variable in influencing purchase intention in offline retail, with the expectation of providing both theoretical and empirical contributions to a more comprehensive understanding of consumer behavior.

2. Literature Review

Flash Sale

Flash sale is a sales promotion strategy that offers significant discounts within a limited time to create a sense of urgency and scarcity. According to Devica (2020), flash sales are a form of promotion with a limited duration that provides discounts, cashback, or free shipping for online buyers. Furthermore, Utami et al. (2024) define flash sales as a marketing strategy carried out by offering certain products exclusively with substantial price reductions from their normal prices. Jonathan (2025) states that the flash sale strategy not only focuses on increasing short-term sales but also aims to

introduce new products to consumers, enhance brand awareness, and build a positive company image through an engaging and beneficial shopping experience.

The main characteristics of a flash sale are a very short time limit and limited product stock (Rachmania et al., 2025). Due to the large discounts and promotions offered, as well as reduced product prices, flash sales are highly anticipated by many consumers. The parameters and measurements of flash sales consist of: (1) discounts during the promotional period, with indicators such as the amount of discounts and coupons offered during the flash sale; (2) flash sale duration, with indicators including the length of time and frequency of the flash sale implementation; and (3) the number of products offered during the flash sale, with indicators such as the quantity of available products and the attractiveness of the flash sale offer. The main objective of flash sales is to introduce products to the market, increase consumer attention and brand awareness, and drive sales growth through offers that are only available for a short and limited period.

Bundling

Bundling are a marketing strategy that combines several products into one package and sells them at a lower price than if purchased separately (Kotler & Keller, 2016). According to Witarsana et al. (2022), bundling involves combining and selling two or more previously separate products at a predetermined price, where this process typically provides additional benefits for customers. In line with this view, Puspitasari & Riofita (2024) define product bundling as a marketing strategy in which two or more products or services are combined and offered in a single sales package designed to attract consumer interest. This strategy aims to increase perceived value and emotional appeal, as bundled packages are often seen as offering greater value compared to purchasing individual products. Furthermore, framing the offer as a “gift” has been shown to enhance purchase intention and generate more positive perceptions of the bundled products, even when the items are not directly complementary (Li & Han, 2025).

Word of Mouth

Word of Mouth (WOM) is informal communication among consumers regarding their experiences with products or services. Kotler and Keller (2016) emphasize that WOM is one of the most effective forms of promotion because it comes from trusted sources such as friends or family. Listania (2022) states that Word of Mouth (WOM) is essentially a form of informal communication between consumers that contains messages, opinions, or experiences related to a product, service, or company. These messages may cover various aspects, such as product quality and performance, service friendliness, seller honesty, and service responsiveness. WOM is often considered a more neutral and credible source of information compared to other marketing strategies because it is based on direct consumer experiences (Choi, 2023). This type of communication plays an important role in influencing perceptions and purchase decisions of other consumers, as people tend to place greater trust in information shared by fellow users than in messages originating from commercial sources.

Purchase Intention

Purchase intention refers to a consumer's tendency or willingness to buy a product based on their evaluation of its benefits, needs, and perceived value. Kotler & Keller (2016) define purchase intention as the stage prior to the actual purchase decision, where consumers develop a desire for a particular product. According to Abdul et al. (2022), purchase intention is a psychological drive that arises within consumers as a result of evaluating a product or service before making a purchase decision. This feeling typically emerges after consumers go through the pre-purchase stages, where individuals begin to recognize their needs, search for information about various product alternatives, and assess how well a product can meet their needs and provide the expected benefits. At this stage, consumers have not yet made an actual purchase, but they have already shown a positive tendency toward a particular product. Purchase intention is understood as a measure of how likely a consumer is to make a purchase based on their evaluation and preferences toward a specific product or brand (Putranti et al., 2024).

Hypothesis Development

Flash sale is a promotional strategy that offers significant discounts within a limited time, aiming to create a sense of urgency among consumers. When consumers feel they have the opportunity to obtain products at a lower price within a short period, their tendency to make a purchase increases. Studies by Devica (2020) and Azizah & Indrawati (2022) show that flash sales can enhance perceived value and stimulate consumer purchase intention.

H1: Flash Sale has a significant effect on Purchase Intention.

Bundling offers are a marketing strategy that combines several products into one package at a more economical price. This strategy provides added value for consumers, thereby increasing their interest in making a purchase. Research by Witarsana et al. (2022) shows that bundling has a positive influence on purchasing decisions.

H2: Bundling has a significant effect on Purchase Intention.

Word of Mouth (WOM) communication is considered more credible and objective compared to official company promotions (Slamet et al., 2025). Positive recommendations and reviews from fellow consumers have been proven effective in building trust and reducing potential buyers' uncertainty. Based on this rationale, the following hypothesis is proposed:

H3: Word of Mouth has a significant effect on Purchase Intention.

Flash sale is one of the crucial dimensions of sales promotion. Previous research by Kotambunan et al. (2021) confirms that aggressive and well-targeted promotional programs have a positive and significant effect on the creation of Word of Mouth (WOM) among consumers. Limited-time discounts encourage consumers to quickly share information about these offers with others around them. Therefore, the following hypothesis is proposed:

H4: Flash Sale has a significant effect on Word of Mouth.

Bundling offers are essentially part of promotional and pricing strategies aimed at providing higher perceived value to consumers. Consumers who obtain multiple products at a more economical price within a single package tend to experience transactional satisfaction. Research by Kotambunan et al. (2021) shows that appropriate pricing strategies and beneficial promotions have a positive and significant effect on the formation of Word of Mouth (WOM) behavior. Consumers who feel advantaged by bundling price schemes are more likely to recommend and share their positive experiences with others. Therefore, the following hypothesis is proposed:

H5: Bundling Offers have a significant effect on Word of Mouth.

Promotional programs that provide high economic value, such as flash sales and bundling offers, not only directly stimulate purchase intention but also create a mediating effect through organic communication among consumers. Consumers who experience positive outcomes from these offers tend to share them within their social circles. This spread of Word of Mouth (WOM) has been empirically proven to mediate and amplify the purchase intention of new potential consumers who receive such trusted reviews (Kuberasyani & Sukawati, 2017). Based on this theoretical foundation, the following hypotheses are proposed:

H6: Word of Mouth mediates the effect of Flash Sale on Purchase Intention.

H7: Word of Mouth mediates the effect of Bundling Offers on Purchase Intention.

3. Research Method

This study employs a quantitative approach to analyze the effect of flash sales and bundling offers on purchase intention, with Word of Mouth (WOM) as a mediating variable at Columbus Store Sampit Branch. Quantitative research is a method that emphasizes testing theories by measuring research variables numerically and analyzing data using statistical procedures (Aini et al., 2025). The research design used is descriptive-associative, aimed at explaining the relationships between variables.

The independent variables in this study are flash sale (X1) and bundling offers (X2), the mediating variable is Word of Mouth (Z), and the dependent variable is purchase intention (Y). The research population consists of consumers who have purchased products at Columbus Store Sampit Branch, with criteria including a minimum age of 17 years and residence in Sampit and surrounding areas. The population in this study consists of 1,200 active consumers. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 300 respondents. The sampling technique used is purposive sampling based on specific criteria, with the data collection period conducted over three months. The operational definitions and indicators for each variable in this study are presented in Table 1, and each indicator within the research variable was measured using two statement items.

Primary data were obtained through the distribution of questionnaires using a five-point Likert scale. Data analysis was conducted using SmartPLS 4 software with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This method was chosen because it is capable of analyzing models with latent variables

and mediating relationships flexibly without requiring normal data distribution. In addition, PLS-SEM provides comprehensive validity and reliability testing, including outer loading, Average Variance Extracted (AVE), composite reliability, and path coefficients. The use of SmartPLS supports simultaneous and accurate analysis of the relationships among flash sale, bundling offers, Word of Mouth (WOM), and purchase intention.

Table 1. Operational Definitions and measurement indicators

Variable	Definition	Indicator Variable
Flash Sale (X1)	A sales promotion strategy that offers discounts within a very limited time to create a sense of urgency and encourage consumers to make immediate purchases at Columbus Store Sampit Branch	<ol style="list-style-type: none"> 1. Big discount 2. Limited time 3. Limited stock 4. Frequency of flash sale (Sari, 2023; Setyarini, 2024; Utami et al., 2024)
Bundling (X2)	A marketing strategy that combines two or more products into a single package at a special price to enhance perceived value and attract consumer purchase intention at Columbus Store Sampit Branch.	<ol style="list-style-type: none"> 1. More economical price 2. Relevant Product Combination 3. Added value of the package 4. Attractiveness of the promotional package (Puspitasari & Riofita, 2024; Wijaya & Kinder, 2020; Witarsana et al., 2022)
Word of Mouth (Z)	Informal communication among consumers regarding experiences, opinions, or recommendations about products or promotions at Columbus Store Sampit Branch that can influence other consumers' decisions or purchase intention.	<ol style="list-style-type: none"> 1. Positive sharing 2. Promoting products or brands 3. Recommendation 4. Indirect selling (Advocacy) (Ruhamak & Rahayu, 2016; Safitri et al., 2024)
Purchase Intention (Y)	The desire or interest of consumers to make a purchase after receiving promotional stimuli such as flash sales and product bundling at Columbus Store Sampit Branch.	<ol style="list-style-type: none"> 1. Transactional intention (desire to buy) 2. Referential intention (recommending to others) 3. Preferential intention (choosing over other brands) 4. Exploratory intention (seeking further information) (Latief, 2018; Wardhana, 2024)

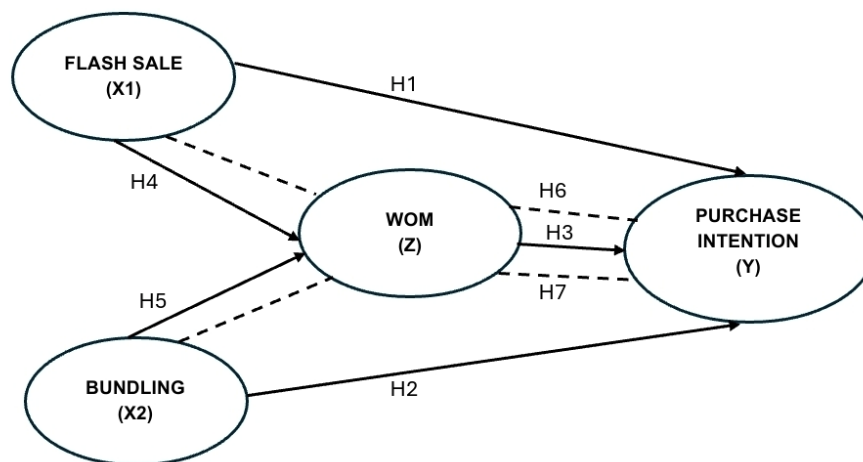


Figure 1. Research Method

The conceptual model in this study consists of four main variables whose relationships are analyzed through path analysis (Figure 1). The independent (exogenous) variables include Flash Sale (X1) and Bundling (X2). The dependent (endogenous) variable in this study is Purchase Intention (Y), while Word of Mouth (WOM) (Z) is positioned as a mediating or intervening variable. Based on the developed model, the relationships among variables in this study are formulated into the structural model (inner model) equations as follows:

$$Z = a_1X_1 + a_2X_2 + e_1$$

$$Y = b_1Z + c_1X_1 + c_2X_2 + e_2$$

Description:

- X1 : Flash Sale
- X2 : Bundling
- Z : Word of Mouth (Mediator)
- Y : Purchase Intention (Dependent)
- a, b, c : Path Coefficients
- e : Error Term

4. Results and Discussion

4.1. Results

Validity and Reliability Testing

The validity test applied in this study is conducted by evaluating the Outer Loadings values. According to Hair et al. (2017), Outer Loadings measure the relationship between indicators and latent variables, reflecting the ability of each indicator to represent the theoretical construct defined in the research. Data are considered valid if the outer loadings value of each indicator reaches a minimum threshold of 0.70. Indicators with outer loadings below 0.70 will be removed from the study, as they do not meet the validity criteria.

Table 2. Respondent Characteristics

Category	Item	Respondent	%
Gender	Male	136	45.3%
	Female	164	54.7%
Age	< 20 years	23	7.7 %
	20-30 years	151	50.3%
	31-40 years	98	32.7%
	>40 years	28	9.3%
Shopping Frequency	1x	43	14.3%
	2-3x	167	55.7%
	>4x	90	30.0%

Source: Research Questionnaire Data 2026

Based on the analysis of respondent characteristics in this study, which involved 300 respondents, it can be concluded that the majority of respondents are female, totaling 164 individuals (54.7%), while male respondents amount to 136 individuals (45.3%). Based on age, respondents are predominantly in the 20–30 years age group, totaling 151 individuals (50.3%), followed by those aged 31–40 years with 98

individuals (32.7%), those over 40 years with 28 individuals (9.3%), and those under 20 years with 23 individuals (7.7%). Meanwhile, based on shopping frequency at Columbus Store Sampit Branch, most respondents made purchases 2–3 times, totaling 167 individuals (55.7%), followed by those who shopped more than 4 times with 90 individuals (30.0%), and those who shopped only once with 43 individuals (14.3%). This indicates that the majority of respondents are female consumers of productive age who shop relatively frequently at Columbus Store Sampit Branch.

The results of the validity measurement can be seen in Figure 2.

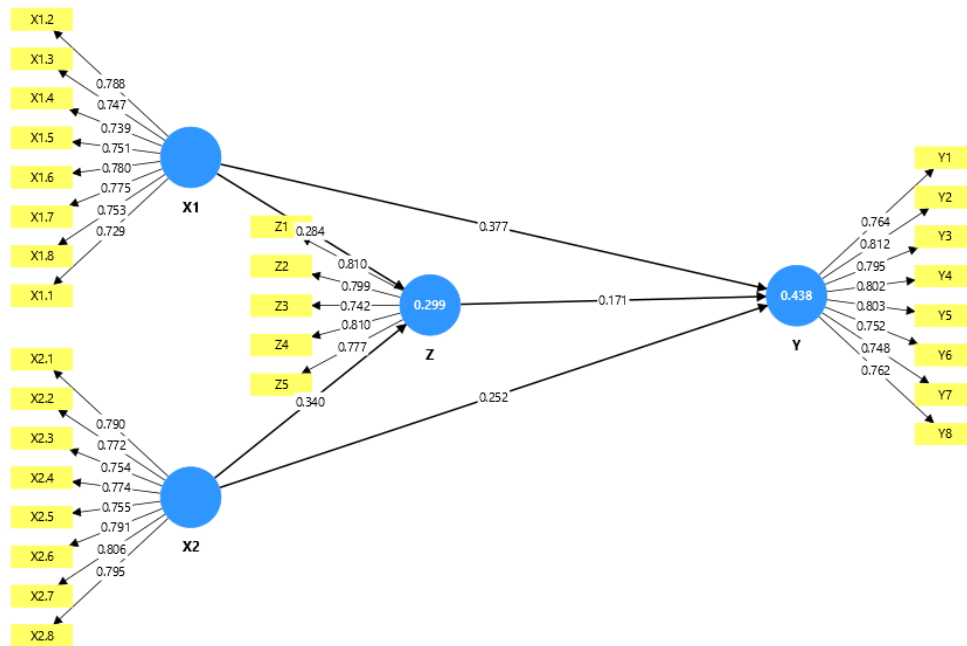


Figure 2. Validity Test of the Measurement Model (Outer Model)

Table 3. Outer Loadings Results

Flash Sale		Bundling		Word of Mouth		Purchase Intention	
X1.1	0.729	X2.1	0.790	Z1	0.810	Y.1	0.764
X1.2	0.788	X2.2	0.772	Z.2	0.799	Y.2	0.812
X1.3	0.747	X2.3	0.754	Z.3	0.742	Y.3	0.795
X1.4	0.739	X2.4	0.774	Z.4	0.810	Y.4	0.802
X1.5	0.751	X2.5	0.755	Z.5	0.777		0.803
X1.6	0.780	X2.6	0.791				0.752
X1.7	0.775	X2.7	0.806				0.748
X1.8	0.753	X2.8	0.795				0.762

Based on the outer loading test results (Table 3), all indicators for the variables Flash Sale, Bundling, Word of Mouth (WOM), and Purchase Intention have loading values greater than 0.70. This indicates that all indicators are valid in measuring their respective constructs. The reliability test aims to ensure that the data obtained are consistent and reliable. In this study, reliability is measured using Composite Reliability (CR) and Cronbach’s Alpha (α). A construct is considered reliable if the CR and CA values are ≥ 0.70 , and not reliable if the values are < 0.70 . The evaluation is conducted based on the results of these two measurements. Table 3 shows that the instruments used to measure variables X1, X2, Y, and Z have valid indicators, as indicated by the loading values for each variable’s indicators being greater than 0.70.

Table 4. Composite Reliability Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.894	0.898	0.915	0.575
X2	0.908	0.911	0.925	0.608
Y	0.908	0.914	0.925	0.608
Z	0.847	0.849	0.891	0.621

Based on the reliability test results in Table 4, it can be seen that variables X1, X2, Y, and Z have Cronbach's Alpha and Composite Reliability values greater than 0.70. Therefore, it can be concluded that all variables in this study are reliable. This is evidenced by the Cronbach's Alpha values obtained for each variable: Flash Sale (X1) = 0.894, Bundling Offers (X2) = 0.908, Word of Mouth (Z) = 0.847, and Purchase Intention (Y) = 0.908. In line with this, the Composite Reliability (rho_c) values also show satisfactory results: Flash Sale (X1) = 0.915, Bundling Offers (X2) = 0.925, Word of Mouth (Z) = 0.891, and Purchase Intention (Y) = 0.925. These results indicate that all variables in the research model have very good internal consistency reliability. Thus, it can be concluded that the indicators used in this study are highly consistent and stable in measuring their respective latent constructs.

Coefficient of Determination (R²)

Putri & Huda (2025) explain that R-square (R²) functions as a primary indicator for evaluating the predictive capability of a structural model in PLS-SEM analysis. This parameter is used to measure the proportion of variance in endogenous variables that can be explained by exogenous variables in a research model. In general, an R² value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak.

Based on Table 5, the R² value for the Purchase Intention (Y) variable is 0.438 (R-square adjusted = 0.433), indicating that the exogenous variables in the model are able to explain 43.8% of the variation in Purchase Intention. This value falls into the moderate category according to general guidelines for PLS-SEM, suggesting that the model has a moderate to fairly good predictive capability for consumer purchase intention. The remaining 56.2% of the variation in Purchase Intention is explained by other factors outside the research model. Meanwhile, the R² value for the Word of Mouth (Z) variable is 0.299 (R-square adjusted = 0.294), indicating that the exogenous variables explain 29.9% of the variation in Word of Mouth. This value is above the weak threshold (0.25) but still below the moderate threshold (0.50), and can therefore be interpreted as a relatively low to moderate contribution of the model. The remaining 70.1% of the variation in Word of Mouth is explained by other factors not included in the model.

Table 5. R-square Values

	R-square	R-square adjusted
Y	0.438	0.433
Z	0.299	0.294

The Fornell-Larcker results show that the square root of the AVE for each variable is greater than the correlations between variables. In addition, the HTMT values are all below 0.90. Therefore, all constructs meet the criteria for discriminant validity. Based

on Table 6, it can be concluded that each variable has a higher value when explaining itself compared to its correlations with other variables. For example, the Flash Sale (X1) variable has an AVE square root value of 0.758, which is higher than its correlations with other variables such as 0.532, 0.537, and 0.491. The same pattern is observed for the Bundling Offers (X2) variable with a value of 0.780, Word of Mouth (Z) with 0.780, and Purchase Intention (Y) with 0.788, all of which show AVE square root values greater than their inter-construct correlations. Therefore, the data model tested in this study meets the requirements of discriminant validity.

Table 6. Fornell Lacker Criterion

	X1	X2	Y	Z
X1	0.758			
X2	0.532	0.780		
Y	0.591	0.537	0.780	
Z	0.465	0.491	0.470	0.788

Based on Table 7, the results indicate that X1 has a significant effect on Y ($t = 6.163$; $p < 0.05$), suggesting that an increase in X1 is associated with an increase in Y. Similarly, X2 also has a significant effect on Y ($t = 3.545$; $p < 0.05$), indicating that higher values of X2 lead to a significant increase in Y. Furthermore, X1 significantly affects Z ($t = 3.981$; $p < 0.05$), as does X2 ($t = 5.369$; $p < 0.05$), demonstrating that both variables contribute to increasing Z. In addition, Z has a significant effect on Y ($t = 2.464$; $p < 0.05$), highlighting its role in enhancing Y. The mediation analysis further reveals that Z significantly mediates the relationship between X1 and Y ($t = 2.091$; $p < 0.05$), as well as between X2 and Y ($t = 2.068$; $p < 0.05$). Overall, the findings confirm that all relationships in the research model are statistically significant, both directly and indirectly through the mediating variable Z.

Table 7. Hypothesis Test (*Path Coefficient*)

Hipotesis	Original sample	Sample mean	Standard Deviation	T statistics	P values
X1 -> Y	0.377	0.379	0.061	6.163	0.000
X1 -> Z	0.284	0.284	0.071	3.981	0.000
X2 -> Y	0.252	0.252	0.071	3.545	0.000
X2 -> Z	0.340	0.341	0.063	5.369	0.000
Z -> Y	0.171	0.172	0.069	2.464	0.014
X1 -> Z -> Y	0.049	0.048	0.023	2.091	0.037
X2 -> Z -> Y	0.058	0.059	0.028	2.068	0.039

4.2. Discussion

The results of the first hypothesis testing show that the flash sale variable has a significant effect on consumer purchase intention. This means that the more attractive the flash sale program offered, the higher the consumers' intention to make a purchase. Promotional strategies with time limitations are able to create a sense of urgency and encourage consumers to make immediate purchase decisions to avoid missing the opportunity to obtain special prices. These findings are consistent with Devica (2020), who found that consumer perceptions of flash sales have a positive and significant effect on purchasing decisions.

This is also supported by Azizah & Indrawati (2022), who state that attitudes toward flash sales are positively and significantly influenced by product involvement and perceived value. Furthermore, the results of the second hypothesis indicate that bundling offers also have a significant effect on consumer purchase intention. The more attractive the product packages offered at a more economical price compared to individual purchases, the higher the consumers' intention to make transactions. Consumers tend to perceive bundling as a strategy that provides additional benefits and shopping efficiency.

These findings are in line with Witarsana et al. (2022) and Afifah & Sumartik (2023), who conclude that price bundling strategies have a positive effect on purchasing decisions, as combining products into a single package makes prices more affordable. In addition to directly influencing purchase intention, the results confirm that both flash sales and bundling offers have a positive and significant effect on Word of Mouth (WOM). The characteristics of flash sales, which combine large discounts with strict time limitations, encourage consumers to quickly share information with their social circles. Meanwhile, bundling strategies create higher perceived value and transactional satisfaction, which also motivate consumers to recommend these economical packages to others. These empirical findings support Kotambunan et al. (2021), who emphasize that aggressive and value-added sales promotions are highly effective in generating organic Word of Mouth. Moreover, the results show that Word of Mouth (WOM) itself has a positive and significant effect on purchase intention. The more positive the reviews and recommendations from fellow consumers, the higher the interest of potential buyers in making a purchase.

These findings are consistent with Slamet et al. (2025), who highlight that organic communication is perceived as more credible than official company promotions, making it highly effective in building trust and influencing consumer decisions. Regarding the mediating role, the results demonstrate that WOM significantly mediates the effect of both flash sales and bundling offers on purchase intention. These promotional strategies not only directly stimulate purchase intention but also encourage consumers to share their positive and beneficial experiences with others. This organic information diffusion ultimately strengthens and amplifies purchase intention among potential new consumers. Overall, these findings reinforce the study by Kuberasyani and Sukawati (2017), which emphasizes that the effectiveness of high-value promotional offers is significantly enhanced when supported by trusted social recommendations among consumers.

5. Conclusion

Based on the research findings, it can be concluded that flash sale and bundling promotion strategies are proven to be effective in increasing consumer purchase intention, both directly and indirectly through Word of Mouth (WOM) as a mediating variable. Theoretically, these findings reinforce the vital role of WOM not merely as an outcome of promotion, but as a mechanism that amplifies the effectiveness of promotional strategies on consumer behavior.

From a managerial perspective, offline retailers are advised not only to focus on offering price discounts but also to design promotional programs that can stimulate organic social recommendations. Considering that this study has limitations such as focusing only on promotional variables and employing cross-sectional design future research is expected to expand the model by incorporating additional factors, such as store atmosphere, and to examine this phenomenon across broader retail contexts.

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