

**THE ROLE OF POSITIVE EMOTIONS AS A MEDIATION BETWEEN LIVE STREAMING
AND FLASH SALES ON IMPULSE BUYING IN TIKTOK SHOP**Supiani¹, Asih Mauizah²

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Abstract: The rise of social commerce platforms such as TikTok Shop reflects the integration of entertainment, social interaction, and commerce. Features like Live Streaming and Flash Sale area widely recognized for shaping interactive shopping experiences that can trigger Impulsive Buying, particularly among Generation Z, who are highly engaged with digital media. This study explores the direct and indirect effects of Live Streaming and Flash Sales on Impulsive Buying, with Positive Emotion US a mediating variable. A quantitative approach was employed through an on line survey of 200 Generation Z respondents in Greater Jakarta, analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). Results show that Live Streaming and Flash Sale significantly influence Impulsive Buying, both directly and indirectly through Positive Emotion. The findings highlight the mediating role of emotional factors in digital marketing strategies and suggest that emotionally engaging, video-based shopping experiences can strengthen consumer involvement and enhance sales performance.

Keywords: Positive Emotion, Flash Sale, Live Streaming, Impulsive Buying

INTRODUCTION

The development of digitalization has transformed consumer behavior when it comes to purchasing products and services. Internet-based technology allows consumers to shop online more easily, quickly, and conveniently without the need for face-to-face meetings. with seller. Wrong One innovation Which appear is *social commerce* Which combine interaction social, entertainment, And trading digital. TikTok Shop is example platform *social commerce* Which present experience Unique shopping through *Live Streaming* and *Flash Sale features*.

TikTok's user growth demonstrates the platform's immense potential as a digital business platform. Data shows a global user base that increased from 465.7 million in 2020 to 655.9 million in 2021, a jump of approximately 40.84%. In fact, Statista estimate users TikTok will reach 955.3 million on 2025. This fact confirm that TikTok No only become media entertainment, but Also strategic platform for online marketing and commerce.

Live Streaming provide space for two-way interaction between sellers and consumers, thus building sense of trust as well as a more personal shopping experience (Gumilang et al., 2024). In side other, *Flash Sale* create *urgency* through Limited-time discounts (Dewi et al., 2024). Both strategies have been shown to trigger impulse buying, which is a spontaneous purchasing decision driven by momentary emotions (Sari & Kadi, 2023) and (Hidayah et al., 2025).

Generation Z is seen as most relevant to this phenomenon because they grew up as *digital natives* accustomed to visual, interactive, and instant content (Sukma & Siregar, 2024). They are more susceptible to positive emotional stimuli such as enthusiasm. And excitement moment shop on line, so that Emotion Positive has the potential to be an intervening variable that mediates the influence of *Live Streaming* And *Flash Sales* against Impulsive Buying.

Previous research has shown mixed results. Some studies found *Live Streaming* and *Flash Sales* are influential significant towards Purchase Impulsive (Gumilang et al., 2024), temporary study others say *Flash Sale* not enough effective Because limitations stock And competition high (Neni et al., 2024). Some studies even state that *live streaming* has no effect, but that shopping lifestyle factors are more dominant (Sari & Kadi, 2023). These

contradictory findings indicate a *research gap*, particularly regarding the role of positive emotions as a mediator in the context of TikTok Shop.

Based on matter the, study This aim analyze direct and indirect influence No direct *Live Streaming* and *Flash Sale* to Purchase Impulsive with Positive Emotions as an intervening variable in Generation Z TikTok Shop users. This research is expected to enrich the literature on digital consumer behavior and provide practical insights for businesses in designing more effective experience-based marketing strategies.

LITERATURE REVIEW

Theory Customer Behavior

This research is based on the theory of consumer behavior *which* explains How individual take decision in use source the resources available, such as time, money, and effort, to obtain goods and services. Consumer behavior is understood as an educational activity that explains how a person allocate source Power Which he has, like time, Money, And business, to consume goods or services they wish to purchase (Febriyanti & Pantawis, 2023). Consumer behavior can be defined as a series of activities undertaken by consumers in searching for, purchasing, evaluating, using, and allocating resources to products and services to meet specific needs (Mauludin et al., 2022).

The field of consumer behavior studies itself emphasizes the processes that individuals, groups, and organizations go through in selecting, obtaining, using, and optimizing the use of goods, services, ideas, or experiences to satisfy their needs and desires (Kumbara, 2021).

Factors Which Influence Behavior Consumer

In the book “Marketing Management”, There are four main factors that influence consumer behavior (Sudarsono, 2020), namely:

1. **Culture** – covering mark, belief, habit, And symbol Which forming individual and group preferences.
2. **Social** – covers influence family, role social, as well as status in society that influences purchasing decisions.
3. **Personal** – covering age, work, style life, condition economy, as well as individual characteristics that determine shopping preferences.
4. **Psychological** – influenced by motivation, perception, learning, belief, and attitudes, which can encourage consumers to make purchases.

Live Streaming

Live streaming is defined as a live video broadcast to *an audience*, allowing viewers to simultaneously witness the speaker's activities (Fera Valentina et al., 2024). Live broadcasts serve as an interactive medium that connects sellers and buyers, allowing consumers to customize their needs while interacting directly with the broadcaster and other *audience members* . (Ramadhan & Lailla, 2024).

Live Streaming is also defined as *real-time audio and video broadcasting* via the internet that allows active user participation in an event without being present. physique, as well as support interaction through text, picture, and video (Gumilang et al., 2024). Thus, this feature not only presents product information visually and in real time, but also increases consumer engagement through two-way communication, strengthens trust, and builds audience loyalty towards the seller.

Live Streaming Indicator

So that something activity can categorized as Live Streaming, required a number of indicators that measure and identify it, these indicators include (Saputra & Fadhilah, 2022)):

1. Power pull *streamer* .
2. Skill *streamer* in convey information.
3. Trust to *streamer* .
4. Availability *streamer* communication with the audience.

Flash Sale

Flash Sale is defined as a temporary price reduction or gradual price reduction for certain products (Rizkya et al., 2024), Flash Sale is also understood as a strategy to increase sales and encourage consumers to make purchases in a short time (Gumilang et al., 2024).

In addition, Flash Sale is an e-commerce tactic where products are offered at a discount. discount big in term time Which very limited, so that create a sense of urgency and exclusivity that drives consumers to make quick purchases without much thought consideration (Darwipat et al., (2020) Flash Sale is strategy marketing by offering significant discounts for a limited time. This tactic aims to create pressure psychological through limitations stock And time, so that encourage behavior Purchase Impulsive, especially in circles generation young Which responsive to exclusive promotions. In addition to increasing sales volume, Flash Sales are also effective in expanding market reach and increasing *traffic* to sales platforms.

Indicator Flash Sale

According to Belch and Belch in the book "The Art of Digital Marketing to Increase Purchases" Impulsive And Compulsive “, there is five indicator Flash Sale (Ernestivita et al., 2023), namely:

1. *Big discount* or discounts during *the promo*.
2. *Frequency promo Flash Sale*
3. *Duration promo Flash Sale*.
4. Amount product Which available in *promo Flash Sale* .
5. Power withdraw *promo Flash Sale*

Purchase Impulsive

Impulse Buying Impulse buying is defined as a sudden buying decision that occurs without rational consideration, and is often triggered by emotional factors such as happiness or excitement (Gumilang et al., 2024). Also understood as behavior No planned (*unplanned buying*) Which suddenly appear in the minds of consumers when making a purchase without further consideration, either due to internal factors or market influences (Fitryani et al., 2021).

Furthermore, Impulse Buying is a consumer tendency to buy products that are not really needed, usually occurring casually or spontaneously. for example on product like shoe, perfume, cosmetics, And clothes (Full Moon et al., 2024). In general, impulse buying is a spontaneous action influenced by the consumer's emotional state and is often exploited by businesses through digital marketing strategies to boost short-term sales.

Type Purchase Impulsive

Purchase Impulsive divided into four type (Sandra & Fithrotunisa, 2023):

1. **Pure impulse buying** – a strong emotional urge to purchase a product outside of normal shopping habits.
2. **Reminder impulse buying** – purchase Which appear Because memory spontaneously towards a product from previous experience or promotion.
3. **Suggestion impulse buying** – decision buy Because see information product or its benefits, even if there is no real need.
4. **Planned impulse buying** – response spontaneous to promotion special, like big discount or *flash sale* .

Factors Which Influence Purchase Impulsive

Factors that encourage Impulsive Buying include (Tri Adiyuniarsih et al., 2023):

1. **Atmosphere heart And emotion consumer**, for example happiness or stress.
2. **Influence environment** , such as encouragement social groups .
3. **Power product pull, good visual**, sensory, and marketing strategy .
4. **Variables demographic**, for example consumer urban more prone to Because access and higher advertising exposure.

Indicator Purchase Impulsive

Rook (1987) in “The Art of Digital Marketing For Increase Purchases Impulsive and *Compulsive*” identifies four indicators (Ernestivita et al., 2023):

1. **Spontaneity** – purchase occurs suddenly without planning.
2. **Compulsions And intensity** – encouragement urge For quick buy.
3. **Excitement And stimulation** – accompanied by emotion intense like enthusiasm or euphoria.
4. **Indifference will consequence** - ignore potential impact negative from purchasing decisions.

Emotion Positive

Positive Emotions can arise before a person's mood is formed, either as an affective tendency or a reaction to environmental conditions, such as skepticism towards a product, service, or sales promotion (Suwanti et al., 2023). Positive emotions are also understood as affective responses influenced by environmental conditions, including an

individual's ability to control impulses when making impulsive buying decisions (Azid et al., 2024). In addition, positive emotions are affective states that can increase an individual's enthusiasm, thus encouraging action, including impulsive buying behavior (Maharanie et al., 2020).

Overall, Positive Emotions can be viewed as an aspect psychological which plays a role in creating pleasant feelings, arousing enthusiasm, and encouraging the tendency to act spontaneously. The Influence of Positive Emotions on Purchasing Impulsive Also influenced by as far as where consumer capable control the urges that arise.

Indicator Positive Emotions

There is three indicator main For measure Emotion Positive (Sopiyan & Kusumadewi, 2020), that is:

1. **Pleasure** – a feeling of happiness, joy, or satisfaction regarding a particular situation.
2. **Enthusiasm (arousal)** – feeling interested, alert, or affected in a way emotional due to environmental stimuli.
3. **Control (dominance)** – perception control self And as far as where consumers feel limited in their behavior or actions.

Generation Z

Generation Z, also known as *i-Generation*, *Net Generation*, or *Internet Generation*, is a demographic group that is accustomed to carrying out various activities simultaneously with the help of digital technology (Wijoyo et al., 2020). This generation makes a major contribution to consumer behavior, especially in the tendency of Impulsive Buying (Sukma & Siregar, 2024).

Exposure to digital technology from an early age means that Generation Z grew up in an environment closely associated with visual content and idealized lifestyles, making them more susceptible to the influence of digital promotions and marketing strategies. When shopping, Generation Z also tends to rely on public figures, *influencers*, or idols as primary references in decision-making (Amanah, 2023).

Generation Z is accustomed to a life influenced by digitalization in almost every aspect, including consumption patterns, creating a strong attachment to the virtual world. This situation strengthens their tendency to make impulse purchases due to their high exposure to instant and visually appealing online information.

Characteristics Generation Z

Generation Z has several characteristics main (Wijoyo et al., 2020), namely:

1. **Tech - savvy, web-savvy, app-friendly**, so you can access information quickly and efficiently.
2. **Social**, active communicate through media social And make it a means to express yourself.
3. **Expressive**, tolerant to difference culture as well as care to issue environment and sustainability.
4. **Multitasking**, capable do various activity in a way simultaneously with high adaptability to the digital environment.
5. **Fast switcher**, easy to switch from one activity to activity other quickly
6. **Like share**, open in convey idea, experience, as well as online information

RESEARCH METHOD

Study This use approach quantitative For analyze the influence *Live Streaming* and *Flash Sale* on Impulsive Buying with Positive Emotions as an intervening variable. The study population was Generation Z TikTok Shop users. in the Jabodetabek area, with the number using the formula (Hair et al., 2023), Where amount indicator times 5-10, so that produce respondents as many as 200 people selected using *purposive sampling technique*. Research variables consists of on: (1) *Live Streaming* (X1), (2) *Flash Sale* (X2), (3) Emotion Positive (Z), and (4) Purchase Impulsive (Y). Data collected through questionnaire on line Which compiled based on research variable indicators. Data analysis was performed using *Partial Least Squares-Structural Equation Modeling* (PLS-SEM). with the help of SmartPLS 3.0 software through the outer model and inner model test stages to test the validity, reliability, and relationships between variables.

RESULTS AND DISCUSSION

Characteristics Respondents

The respondents of this study numbered 200 people. All of whom are Generation Z TikTok Shop users in the Greater Jakarta area. Overall, this data shows that the study respondents were predominantly young women aged 19-23. with background behind education Students. Characteristics This in accordance with profile Generation Z Which active use media social And prone to to digital marketing strategies such as Live Streaming and Flash Sale

Table 1. Test Validity Convergent

Variables	Indicator	Outer Loading	Information
Live Streaming	LS1	0.936	Valid
	LS2	0.879	Valid
	LS3	0.925	Valid
	LS4	0.930	Valid
	LS5	0.904	Valid
	LS6	0.906	Valid
	LS7	0.890	Valid
	LS8	0.890	Valid
Flash Sale	FS1	0.874	Valid
	FS2	0.864	Valid
	FS3	0.851	Valid
	FS4	0.836	Valid
	FS5	0.878	Valid
	FS6	0.920	Valid
	FS7	0.903	Valid
	FS8	0.904	Valid
	FS9	0.931	Valid
	FS10	0.832	Valid
Purchase Impulsive	PI1	0.871	Valid
	PI2	0.877	Valid
	PI3	0.952	Valid
	PI4	0.891	Valid
	PI5	0.908	Valid
	PI6	0.952	Valid
	PI7	0.919	Valid
	PI8	0.844	Valid
Emotion Positive	EP1	0.883	Valid
	EP2	0.907	Valid
	EP3	0.917	Valid
	EP4	0.853	Valid
	EP5	0.867	Valid
	EP6	0.887	Valid

Based on the data in table 1, it shows that the results of *the Live Streaming* and *Flash indicators Sale*, Purchase Impulsive And Emotion Positive own mark *outer loading* > 0.70. Therefore That, every indicator considered valid And can used For analysis more carry on.

Discriminant Validity Test

Table 2. Test Validity Discriminant

Indicator	<i>Live Streaming</i> (X1)	<i>Flash Sale</i> (X2)	<i>Purchase</i> <i>Impulsive</i> (Y)	<i>Emotion</i> <i>Positive</i> (Z)
LS1	0.936	0.837	0.931	0.607

LS2	0.879	0.840	0.850	0.634
LS3	0.925	0.869	0.912	0.627
LS4	0.930	0.871	0.895	0.655
LS5	0.904	0.791	0.834	0.623
LS6	0.906	0.789	0.793	0.609
LS7	0.890	0.835	0.791	0.726
LS8	0.890	0.860	0.772	0.810
FS1	0.795	0.874	0.771	0.809
FS2	0.763	0.864	0.771	0.714
FS3	0.774	0.851	0.751	0.774
FS4	0.802	0.836	0, 825	0.723
FS5	0.886	0.878	0.853	0.623
FS6	0.803	0.920	0.849	0.689
FS7	0.795	0.903	0.788	0.738
FS8	0.819	0.904	0.805	0.688
FS9	0.888	0.931	0.893	0.699
FS10	0.787	0.832	0.822	0.613
PI1	0.767	0.761	0.871	0.697
PI2	0.816	0.764	0.877	0.510
PI3	0.854	0.836	0.952	0.582
PI4	0.845	0.863	0.891	0.659
PI5	0.804	0.873	0.877	0.591
PI6	0.911	0.895	0.952	0.666
PI7	0.857	0.822	0.891	0.644
PI8	0.880	0.843	0.908	0.690
EP1	0.676	0.701	0.952	0.883
EP2	0.625	0.687	0.919	0.907
EP3	0.634	0.716	0.844	0.917
EP4	0.605	0.709	0.800	0.853
EP5	0.524	0.610	0.580	0.867
EP6	0.770	0.818	0.802	0.887

Based on data Which obtained on table 2, can known that every indicator on variables study own *cross* value highest *loading* on variables Which formed, compared with the *cross loading value* on other variables.

Table 3. Average Test Variants Extracted (AVE)

Variables	AVE	Information
<i>Live Streaming</i>	0.824	Valid
<i>Flash Sale</i>	0.774	Valid
<i>Purchase Impulsive</i>	0.814	Valid
Positive	Emotion 0.785	Valid

From table 3, it is known that *the Average Variance Extracted (AVE)* value for each construct is at on 0.50. By Because That No There is *convergent problems validity* that appears in the model being tested, so the construct used in this study is considered to have good *convergent validity*.

Test Reliability

Table 4. Reliability Test

	Cronbach's Alpha	Composite Reliability	Information
Live Streaming	0.969	0.974	Reliable
Flash Sale	0.967	0.972	Reliable
Purchase Impulsive	0.967	0.972	Reliable
Positive Emotions	0.945	0.956	Reliable

Based on the results of table 4, shows that *the Cronbach's Alpha* and *Composite values Reliability* Which produced by all construct very Good, that is >0.7 . Matter This shows that all variables are reliable.

R-Square

Table 5. Test R- Square

	R-Square	R-Square Adjusted
Purchase Impulsive	0.648	0.643
Positive Emotions	0.565	0.560

Based on table 5, the value *R-Square of Impulse Buying* as big as **0.648 (64.8%)**, which means influenced by *Live variable Streaming and Flash Sale*, while **35.2%** The remainder is influenced by other factors outside the research. The *R-Square value for Positive Emotions* is **0.565 (56.5%)**, indicating that Positive Emotions are influenced by *Live Streaming and Flash Sale*, while **43.5%** influenced by other variables outside the research model.

Goodness of Fit (GoF)

Table 6. Goodness Test of Fit (GoF)

Fit Summary	Saturated Model	Estimated
SRMR	Model 0.054	0.054
NFI	0.821	0.821

Based on the table of results of the model fit test, the SRMR and NFI values can be seen. The SRMR value is $0.054 < 0.10$, and the NFI value is 0.821, indicating a strong model fit.

Test Hypothesis

Table 7. Test Path Coefficient or Connection Direct

Original Sample Relationship	T-Statistic	P- Value	Description
Hypothes is (O)			

H1	<i>Live Streaming</i> Emotion Positive	>	0.494	6,580	0,000	Significant
H2	<i>Flash Sale</i> Emotion Positive	>	0.333	3,963	0,000	Significant
H3	<i>Live Streaming</i>	>	0.291	2,227	0.026	Significant
H4	Impulse Buying <i>Flash Sale</i> Impulse Buy	>	0.253	2.159	0.031	Significant
H5	Positive Emotions Impulsive Buying	>	0.368	3.960	0.000	Significant

Following test results based on table 7 in on :

H1 : Influence *Live Streaming* against Emotion Positive

Live Streaming has a significant influence on positive emotions. This is demonstrated by the test results between the two variables, with the *original sample value* of 0.494 approaching 1, the *t-statistic* (t count) > t table, namely 6.580 > 1.972, and the *p-value* < 0.05, namely 0.000 < 0.05.

H2 : Influence *Flash Sale* against Positive Emotions

That *Flash Sales* have a significant influence on Positive Emotions. This shows results second variables the with mark original sample as big as 0.333 which is close to 1, the *t-statistic value* (t count) > t table, namely 3.963 > 1.972, and the *p-value* is < 0.05, namely 0.000 < 0.05.

H3 : Influence *Live Streaming* on Purchase Impulsive

Live Streaming has a significant influence on impulse buying. This is reflected in the results of both variables with an original sample value of 0.291 Which approach 1, mark *t-statistic* (t count) > t table that is 2,227 > 1,972 and the *p-value* is 0.05, namely 0.026 < 0.05.

H4 : Influence *Flash Sale* against Purchase Impulsive

That *Flash Sale* show influence in a way significant towards Purchase Impulsive. This shows the results of the two variables with an original sample value of 0.253. Which approach 1, mark *t-statistic* (t count) > t table that is 2,159 > 1,972 And The *p-value* is 0.05, which is 0.031 < 0.05.

H5 : Influence *Positive Emotions* to Purchase Impulsive

Positive emotions have a significant influence on impulsive buying. This is indicated by the results of both variables with an original sample value of 0.368 Which approach 1, *t-statistic* value (t count) > t table that is 3,960 > 1,972 and the *p-value* is 0.05, which is 0.000 < 0.005.

Table 8. Test *Specific Indirect* or Connection Not Direct

Hypothesis	Connection	Original Sample (O)	T-Statistic	P-Value	Information
H6	Live Streaming Emotion Positive > Impulse Buying Flash Sale	> 0.182	3,621	0,000	Significant
H7	Emotion Positive > Purchase Impulsive	0.123	2,809	0.005	Significant

Here are the results test table 8 based on the table on :

H6: The Influence of Live Streaming on Impulsive Purchases through Positive Emotions *Live Streaming* influential in a way significant to Purchase Impulsive through Emotions Positive. Matter This show results test second variables the with *original sample* value as big as 0.182 Which approach mark 1, mark *t statistics* (t count) > t table which is 3.621 > 1.972 and the *p-value* < 0.05, which is 0.000 < 0.05.

H7: Influence Flash Sale against Purchase Impulsive through Emotions Positive

That *Flash Sale* has a significant influence on Impulsive Purchases through Emotions Positive. Matter This show results test second variables the with the *original sample* value is 0.123 which is close to 1, the *t-statistic value* (t count) > t table, namely 2.809 > 1.972 and the *p-value* < 0.05, namely 0.005 < 0.05.

DISCUSSION

The Influence of Digital Marketing Stimulus on Positive Emotions

The empirical findings of this study demonstrate that the *live streaming feature* and *flash sale program* act as powerful external stimuli that significantly elicit positive consumer emotions. Real -time two-way interaction, dynamic host engagement , and live product demonstrations create an immersive shopping experience. This interactive environment effectively stimulates a sense of enjoyment, interest, and high enthusiasm among viewers. This phenomenon also validates contemporary concepts in consumer behavior regarding the power of *experiential marketing* . These findings reinforce previous empirical studies by Maulana et al. (2025) and Aqsa et al. (2025) which assert that interactive digital broadcasting can enhance consumers' psychological aspects during the shopping process.

Simultaneously, the urgency created through the *flash sale mechanism* also amplifies this emotional surge. Offering substantial discounts within a very tight timeframe successfully shifts consumers' orientation from rational cognitive evaluation to seeking immediate emotional gratification . Consumers' success in securing a coveted product at a low price triggers a sense of satisfaction and a sense of victory, ultimately enhancing their positive emotions. This psychological reaction provides concrete empirical evidence for the stimulus theory of the shopping environment, aligning with fundamental research by Al Fajri et al. (2023) and Wulandari and Edastama (2022). Thus, both *live streaming* and *flash sales* no longer function merely as tactical sales tools, but rather as strategic channels for building short-term emotional closeness.

The Direct Influence of Digital Stimulus on Impulsive Buying Behavior

In addition to fostering positive emotions, *live streaming* and *flash sales* have been shown to have a strong direct influence on driving impulsive buying behavior. *The host's* persuasive communication style, instant social validation from fellow consumers through the comments section, and *real-time product visualizations* collectively break down consumers' cognitive resistance. This environment accelerates spontaneous decision-making without prior planning, especially when supported by immediate claims of stock shortages. This direct behavioral pathway is fully supported by modern *social commerce literature* , particularly the findings of Ramadhani and Nugroho (2024) and Anggraini et al. (2025).

On the other hand, *flash sales* systematically override rational financial considerations by instilling a strong sense of urgency. The high frequency of *flash sales* , held periodically, conditions consumers to constantly monitor apps, making them highly susceptible to the temptation to purchase products they don't actually

need to avoid the fear of *missing out* (FOMO). This behavioral pattern validates the external stimulus-response model, where situational factors override long-term utility maximization. This reinforces previous empirical evidence from Dewi et al. (2024) and Al Jonet et al. (2024).

The Role of Positive Emotions as a Mediator in Impulse Buying

Crucially, this study confirms that positive emotions play a vital role, both as a direct driver and as an intervening variable, in the impulse buying process. When consumers experience pleasurable emotional states—such as joy and enthusiasm—their self-control tends to decrease, followed by a weakening of cognitive regulation. Consumers utilize impulse buying as a mechanism to prolong or celebrate their positive feelings. This behavior aligns closely with consumer impulsivity theory and findings from Wulandari and Edastama (2022) and Febriyanti and Pantawis (2023).

When acting as a mediator, positive emotions effectively bridge digital stimuli with behavioral responses. The interactive atmosphere created during *live streaming sessions* and *the tension of flash sale* countdowns do not necessarily result in immediate transactions. These stimuli first elevate consumers' affective or emotional states. Once this emotional state peaks, consumers' rational cognitive defenses loosen, easily shifting to immediate impulse buying. This indirect pathway underscores the complexity of the modern consumer journey within *the social commerce ecosystem* and provides strong empirical support for the mediation framework developed by Aqsa et al. (2025), Refasa et al. (2023), Al Fajri et al. (2023), and Rahmania et al. (2023).

CONCLUSION AND IMPLICATIONS

Conclusion

Live Streaming and Flash Sales have been shown to significantly contribute to driving consumer shopping behavior on the TikTok Shop platform, both directly and indirectly. Partially, the implementation of the *Live Streaming feature* and *the Flash Sale program* is able to stimulate the emergence of Positive Emotions in users while directly triggering Impulse Buying. On the other hand, consumers' *Positive Emotions* are also found to have a strong direct influence in increasing *Impulse Buying decisions*. Furthermore, the results of the path analysis confirm that *Positive Emotions* act as a mediating (*intervening*) variable that bridges the indirect relationship between *Live Streaming* and *Flash Sales* to increasing *Impulse Buying behavior*. Thus, the combination of interactive live interactions and limited price offers not only drives spontaneous transactions, but also first builds a pleasant psychological atmosphere for consumers before finally making a purchase.

Implications

Theoretically, this study strengthens the contemporary model of consumer behavior (*behavioral consumer*) by confirming the mediating role of positive emotions in bridging digital marketing stimuli to impulsive purchases. This finding proves that psychological aspects and urgency can override consumers' financial rationality. This is identified by the strong influence of two-way interactions on *Live Streaming*, the size of discounts on *Flash Sales*, enthusiasm on *Positive Emotions*, and the phenomenon of *Fear of Missing Out* (FOMO) on *Impulse Buying behavior*.

Practically, TikTok Shop businesses can optimize sales by shifting their strategic focus to interactivity and psychological engineering. This can be implemented through increasing *live host engagement* during *live streams*, implementing extreme discounts for short periods during *flash sales*, and displaying *real-time product scarcity indicators* to trigger FOMO. Furthermore, creating an engaging shopping experience (*shoppertainment*) is crucial for building positive consumer emotions from the outset.

From an economic perspective, the integration of price and non-price incentives within the digital ecosystem has proven effective in shifting the demand curve and accelerating the growth of transaction volume (*Gross Merchandise Value*) in *the e-commerce sector*. This increase in impulsive consumption has significant potential to drive macroeconomic growth in the digital economy. However, these findings also emphasize the urgency of strengthening public financial literacy to minimize the negative impact of irrational spending behavior on people's personal financial stability.

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