

THE INFLUENCE OF LIVE STREAMING AND PRICE DISCOUNT ON IMPULSE BUYING AMONG TIKTOK SHOP USERS THROUGH POSITIVE EMOTION AS AN INTERVENING VARIABLE

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Abstract

In the era of globalization, technology and the internet are developing very rapidly. So the internet plays an important role as a means of entertainment, information sources, social media, and business. As the use of social media and digital interactions increases, a new form of online commerce known as social commerce has emerged. This research aim to determine and analyze the effect of live streaming and price discounts on impulse buying in TikTok Shop users through positive emotions as an intervening variable. This research uses primary data obtained through distributing the questionnaires to 150 respondents. The respondents are TikTok Shop users who are over 17 years old and reside in the Greater Jakarta area. This research uses PLS-SEM analysis, which consist of a measurement model (outer model), a structural model (inner model), and a model goodness-of-fit test (model fit). The results of this research show that live streaming and price discounts positive influence impulse buying in TikTok Shop users both directly and indirectly through positive emotions and the variable that has the most dominant influence on impulse buying through positive emotions is price discount.

Keywords: *Impulse Buying, Live Streaming, Positive Emotion, Price Discount*

INTRODUCTION

In the contemporary epoch of globalization, the advancement of technology and the internet is progressing at an increasingly rapid pace. The internet assumes a pivotal role across numerous domains, such as entertainment, accessing information, social media, and business. As the use of social media and digital interactions increases, a new form of online trading has emerged called social commerce. Social commerce constitutes the fusion of social media platforms and electronic commerce, which permits users not only to view and share product information but also to make purchases directly on the same platform. The advancement of social commerce has had a significant influence on consumer behavior dynamics. Social commerce not only offers easy access but also creates a shopping experience that is social, emotional, and interactive. The rapid growth of social commerce is also supported by increasing consumer engagement in digital platforms, particularly in Indonesia where online shopping behavior continues to rise (Harjadi, 2024; Natalia, 2025).

TikTok Shop represents a social commerce feature that allows users and creators to promote and sell products while enabling seamless shopping activities. By integrating entertainment with commerce, it delivers an interactive, engaging, and real-time

shopping experience. This innovation advances social commerce evolution, permitting users to consume content and complete purchases directly within the app without redirection. TikTok Shop provides significant opportunities for online businesses, enabling substantial profits for sellers. Its popularity in Indonesia is underscored by its superior adoption rate compared to other social commerce platforms, as shown in Figure 1.

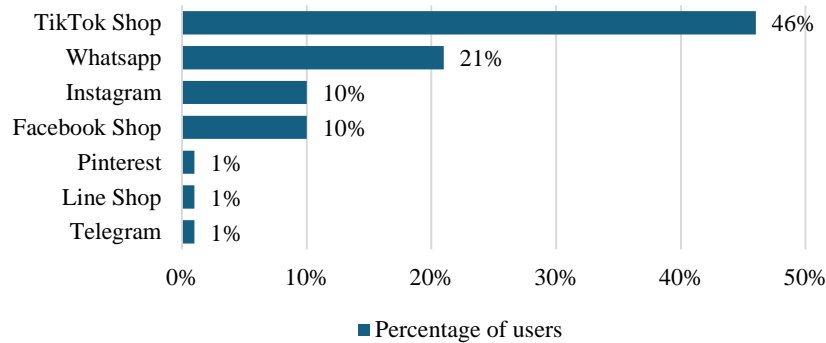


Figure 1. The Most Popular Social Commerce Platforms in Indonesia

Source: Populix, 2022

Based on Figure 1, it can be observed that TikTok Shop is the most widely used social commerce platform in Indonesia, accounting for 46% of usage and surpassing others such as WhatsApp (21%), Instagram (10%), and Facebook Shop (10%). This dominance positions TikTok Shop as a leading platform for social commerce activities. Its success is closely linked to the rapid growth of its parent application, TikTok, a short-form video social media platform launched by ByteDance in 2016. TikTok delivers dynamic, entertaining, and personalized content through its algorithm-driven system, attracting a broad user base, particularly among younger demographics. This widespread adoption provides businesses with significant opportunities to engage audiences through creative and persuasive visual strategies. As a result, TikTok has become one of the most popular and influential applications in Indonesia, with approximately 157.6 million users in 2025, as illustrated in Figure 2.

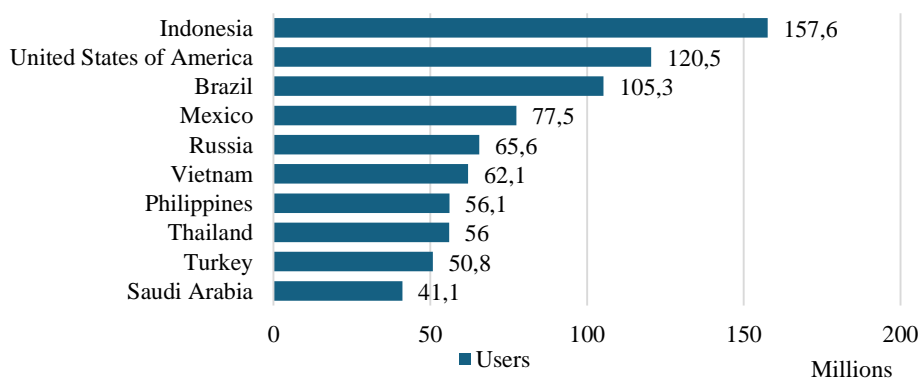


Figure 2. Countries with the Most TikTok Users

Source: cnbcindonesia.com, 2025

Impulse buying refers to consumer behavior characterized by unplanned purchases made spontaneously and driven by sudden emotional urges (Pramesti & Dwiridotjahjono, 2022). This behavior is closely associated with emotional responses

and hedonic motivations in consumer decision-making (Firmansyah, 2018). Consumers who engage in impulse buying tend to make decisions with minimal deliberation, prioritizing immediate gratification over rational evaluation. As a result, purchases are often driven by attraction and emotional appeal, even when the products are not essential at the time (Lee & Chen, 2021). Previous studies also indicate that factors such as consumer involvement and positive emotions can strengthen impulse buying tendencies (Andriyanto, Suyadi, & Fanani, 2016; Imbayani & Novarini, 2018).

A key antecedent of impulse buying on TikTok Shop is the live streaming feature, through which sellers present products in real time and respond to consumer inquiries instantaneously. This functionality facilitates direct interaction between sellers and consumers while enabling immediate purchase decisions. Moreover, live streaming allows consumers to evaluate products more vividly and in a context that closely resembles actual usage, thereby increasing the perceived fit with their preferences and enhancing purchase intention (Damanik, Kristianto, & Silalahi, 2025). This finding is consistent with prior research by Jonet, Purwanto, and Ariescy (2024), which demonstrates that live streaming has a significant positive effect on impulse buying behavior. However, contradictory findings by Sihaloho, Silalahi, Handayani, & Sumanullang (2025), who found that live streaming does not have a significant impact on impulse buying.

Price discount or price reduction becomes one of the most effective promotional tools in encouraging impulse buying. Consumers are more likely to make impulsive purchases when they view the brand positively and encounter appealing marketing content. Limited-time price discounts create a sense of urgency and perceived economic benefit. Puspita, Afwa, and Moniko (2023) state that consumers tend to exhibit strong emotional responses to discount offers, which then trigger impulse buying actions. This statement is supported by findings from Sari and Rafida (2024), which states that price discount influences impulse buying. However, contradictory findings by Ittaquallah, Madjid, and Suleman (2020), who found that discount does not have a significant impact on impulse buying.

Another factor that can influence impulse buying is positive emotion, defined as a mood state that can affect and determine the intensity in consumer decision-making (Larasati & Yasa, 2021). Verhagen and Dolen (2011) explain that positive emotions elicited by enjoyable digital experiences contribute significantly to accelerating consumer decision-making, including decisions to purchase spontaneously without lengthy consideration.

Despite prior studies examining the effects of live streaming and price discount on impulse buying, limited research has simultaneously investigated these variables within an integrated framework, particularly by incorporating positive emotion as an intervening variable. Moreover, existing studies often focus on general e-commerce or different social commerce platforms, leaving a gap in understanding their combined influence specifically among TikTok Shop users, especially in the Greater Jakarta area.

LITERATURE REVIEW

Stimulus Organism Response (SOR) Model

The Stimulus–Organism–Response (S-O-R) model, proposed by Mehrabian and Russell (1974), explains how external stimuli influence individuals' internal states, which subsequently shape behavioral responses. In the context of digital and social

commerce, this framework is widely used to understand how marketing stimuli affect consumer behavior. In this study, live streaming and price discount are conceptualized as external stimulus (S), as they represent interactive and promotional strategies that attract consumer attention and create perceived value. The organism (O) is represented by positive emotion, reflecting internal affective states such as joy, excitement, and satisfaction that arise from exposure to engaging content and promotional incentives. These emotional responses play a mediating role in translating stimuli into behavioral outcomes. The response (R) is defined as impulse buying behavior, characterized by spontaneous and unplanned purchases driven by emotional triggers rather than rational evaluation. Accordingly, this study applies and extends the S-O-R framework by integrating experiential and promotional stimuli within a unified model to explain impulse buying behavior among TikTok Shop users.

Live Streaming and Impulse Buying

Live streaming broadcasts stimulate viewers to engage in impulse purchases of the marketed products; furthermore, the interaction and product presentation by the streamer can evoke affective emotions in viewers, thereby resulting in impulse buying (Yulius & Aprillia, 2023). In research conducted by Aprilianti, Narimawati, and Syafei (2025), it is stated that live streaming directly influences impulse buying. Based on this description, the hypothesis is:

H₁: Live streaming has a direct influence on impulse buying among TikTok Shop Users.

Price Discount and Impulse Buying

Price discount or price reduction is one of the forms of sales promotion frequently employed by marketers, primarily targeted at end consumers. Price reductions are implemented to attract consumer attention and encourage consumers to make purchases, prompting more consumers to engage in unplanned buying (impulse buying) (Maulana, Haryanti, & Amirulmukminin, 2023). Based on this description, the hypothesis is:

H₂: Price Discount has a direct influence on impulse buying among TikTok Shop Users.

Positive Emotion and Impulse Buying

The feelings or emotions of consumers play a significant role in spontaneous purchasing, and these emotions are typically positive ones currently experienced by the consumer. Positive emotions that arise when someone is about to or is shopping can trigger impulse buying in an individual's purchase behavior. Based on findings reported by Cahyani and Marcelino (2023), It is asserted that positive emotion has a direct effect on impulse buying. Based on this description, the hypothesis is:

H₃: Positive Emotion has a direct influence on impulse buying among TikTok Shop Users.

Live Streaming and Positive Emotion

Live streaming triggers social presence and provides an experience akin to direct shopping in a physical store. Consumers can observe real-time product usage and interact directly with trusted hosts or influencers, thereby creating feelings of trust, comfort, and emotional engagement (Aqsa, Rosnani, Pebrianti, Ramadania, & Heriyadi, 2024). Based on this description, the hypothesis is:

H₄: Live streaming has a direct influence on positive emotion among TikTok Shop Users.

Price Discount and Positive Emotion

Price reductions serve as extra incentives to prompt consumer action, at the very least garnering attention toward the offered product. The provision of price discounts significantly contributes to engendering feelings of pleasure and satisfaction in consumers. When consumers realize they are obtaining a lower price than usual, they tend to experience positive emotional reactions. Based on research conducted by Panasea, Sawitri, Darmantara, and Suantari (2025), it is stated that price discount has a direct effect on positive emotion. Based on this description, the hypothesis is:

H₅: Price discount has a direct influence on positive emotion among TikTok Shop Users.

Live streaming, Positive Emotion, and Impulse Buying

Interactivity in live streaming significantly enhances emotional engagement and encourages spontaneous purchases. In other words, higher levels of positive emotions experienced by consumers during live streaming increase the likelihood of impulse buying. Based on research conducted by Aqsa et al. (2024), it is stated that live streaming indirectly influences impulse buying through positive emotion. Based on this description, the hypothesis is:

H₆: Live streaming has an indirect effect on impulse buying through positive emotions among TikTok Shop users.

Price Discount, Positive Emotion, and Impulse Buying

Price discounts can evoke the desire for impulse purchases. The extent and length of the price discount interval play a role in cultivating the desire to engage in impulse buying. Based on previous research conducted by Wijana and Panasea (2023), it is stated that price discount indirectly influences impulse buying through positive emotion. Maharani and Giantari (2024) state that price discount indirectly influences impulse buying through positive emotion. Based on this description, the hypothesis is:

H₇: Price Discount has an indirect effect on impulse buying through positive emotions among TikTok Shop users.

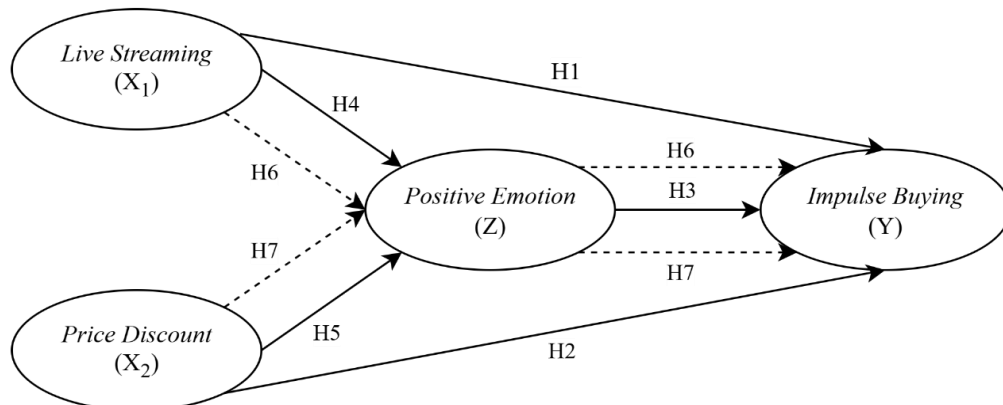


Figure 3. Research Model

Source: Aprilianti, Narimawati & Syafei (2025), Jonet, Purwanto & Ariescy (2024), Dewi, Soleh & Febliansyah (2024), Sarabila, Yunita, & Astuti (2025), Maulana, Haryanti, & Amirulmukminin (2023), Aqsa, Rosnani, Pebrianti, Ramadania, & Heriyadi (2024), Panasea, Sawitri, Darmantara, & Suantari (2025).

Based on the research framework described above, the research model presented in Figure 3.

RESEARCH METHOD

The data were collected through an online questionnaire, making it primary data. The study's population consisted of TikTok Shop consumers, while the sample used a non-probability sampling method with a purposive sampling technique. The sample criteria were: TikTok user who has made at least one purchase on TikTok Shop, being over 17 years of age and residing in the Jabodetabek area. The sample size was established based on Hair et al. (2021), which states that if the population size is unknown, the sample size is calculated by multiplying the total number of indicators by 5–10. This study used 12 indicators, resulting in a sample size of 100–200 respondents, with the actual sample size being 150 respondents.

Table 1. Operational Definitions of Variables

No	Research Variables	Operational Definition	Indicators
1.	Live Streaming (X_1)	Interactive and engaging media focused on its users, offering real-time interaction between sellers and buyers. (Ardiyanti, 2023)	<ul style="list-style-type: none"> • Interaction • Real time • Promotional materials (Fitryani, Nanda & Aristyanto, 2021)
2.	Price Discount (X_2)	A reduction in the price of a product from its regular price during a specific period. (Kotler & Keller, 2016)	<ul style="list-style-type: none"> • Intensity • Valence of opinion • Content (Amasuba & Apriani, 2024)
3.	Impulse Buying (Y)	Consumer behavior in which consumers make purchases without prior planning, driven by strong desires and without consideration at the time of buying (Cahyani & Purwanto, 2022)	<ul style="list-style-type: none"> • Spontaneous buying • Buying without considering consequences • Hurried buying (Azmi, 2023)
4.	Positive Emotion (Z)	a mood state that can influence and heighten the intensity of consumer decision-making. (Larasati & Yasa, 2021)	<ul style="list-style-type: none"> • A sense of comfort • A sense of joy • A sense of satisfaction (Maharani & Giantari, 2024)

The analysis technique used is PLS-SEM (Partial Least Squares – Structural Equation Modelling). Therefore, the tests in this study are divided into measurement

models (outer model), structural models (inner model), and model fit tests. The measurement model (outer model) consists of discriminant validity testing, convergent validity testing, and reliability testing. The structural model (inner model) consists of F-square testing, R-square testing, predictive relevance testing, path coefficient testing, and indirect effect testing. The operational definitions of each variable and its indicators are presented in Table 1.

RESULTS AND DISCUSSION

Respondent Profile

The findings of this study were derived from 150 respondents with the characteristics presented in Table 2.

Table 2. Respondent Profiles

Index	Frequency	Percentage
Age		
17 – 21 years old	34	23%
22 – 26 years old	51	34%
27 – 31 years old	33	22%
> 31 years old	32	21%
Gender		
Male	47	31%
Female	103	69%
Place of Residence		
Jakarta	55	37%
Bogor	27	18%
Depok	41	27%
Tangerang	9	6%
Bekasi	18	12%
Work		
Student	59	39%
Private Employee	46	37%
Civil Servant	10	7%
Entrepreneur	17	11%
housewife	18	7%
Income/Pocket Money		
< Rp. 1.000.000	26	17%
Rp. 1.000.001 – Rp. 3.000.000	52	35%
Rp. 3.000.001 – Rp. 5.000.000	50	33%
< Rp. 5.000.000	22	15%
Purchase Frequency		
1 – 2	57	38%
3 – 5	60	40%
> 5	33	22%

Table 2 shows that respondents are predominantly aged 22-26 years old (34%) and students (39%). Which makes them tend to be very trend-conscious and are frequently exposed to promotional content through live streaming or influencers on TikTok. Women also dominate at 69%, TikTok Shop offers a wide variety of needs such as fashion, skincare, makeup, and accessories from various brands at varying prices.

Jakarta is the most common place of residence for respondents at 37%, due to Factors including ease of access, a consumerist lifestyle, and high exposure to digital trends. Respondents are also predominantly those with an income Rp1,000,001-Rp3.000.000, accounting for 35%, and make purchases 3–5 times per month, accounting for 40%, indicates that they have sufficient purchasing power to shop online but still look for affordable products and attractive promotions, which are widely available on TikTok Shop.

Measurement Model (Outer Model)

Measurement model analysis in PLS-SEM is conducted to assess the validity and reliability between reflective indicators and the latent constructs used in this research (Ghozali, 2014). The results of the outer model are derived from three assessment indicators: the convergent validity test, the discriminant validity test, and the reliability test. Figure 4 shows the outer model of this study.

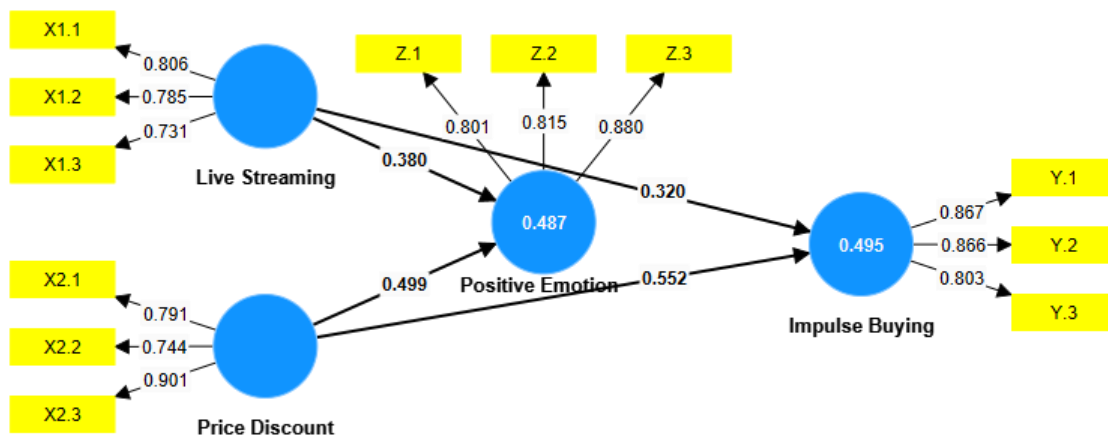


Figure 4. Outer Model

The convergent validity test is intended to assess the strength and validity of the relationship between each indicator and its underlying construct or latent variable. A loading is considered valid if it has a factor loading value > 0.70 and an Average Variance Extracted (AVE) > 0.50 (Ghozali, 2014). Based on these two values, the validity can be confirmed.

Table 3. Heterotrait-monotrait Ratio (HTMT) Results

	Live Streaming (X1)	Price Discount (X2)	Impulse Buying (Y)	Positive Emotion (Z)
Live Streaming (X1)				
Price Discount (X2)	0.361			
Impulse Buying (Y)	0.610	0.777		
Positive Emotion (Z)	0.690	0.780	0.821	

Discriminant validity test is a model of reflective measurement of indicators, assessed based on the cross-loadings between the measurement and the construct (Ghozali, 2014). A model exhibits sufficient discriminant validity when the loadings on the target construct are greater than the loadings on other constructs. Based on these two

values, the variables can be considered valid. Additionally, discriminant validity is further evaluated using the Heterotrait–Monotrait Ratio (HTMT), presented in Table 3.

Based on the discriminant validity in Table 3, the HTMT values is < 0.90 . Discriminant validity is considered to have been achieved and is deemed very good if the HTMT value is < 0.90 (Ghozali, 2014). Therefore, the HTMT value for discriminant validity in this study is considered valid.

Reliability testing is carried out to show how accurate, consistent, and precise an instrument is when measuring a construct. Reliability tests were conducted to determine the degree to which the results or measurements can be regarded as trustworthy or reliable, as well as whether the measurement results remain relatively consistent after multiple measurements. Constructs with data exhibiting a Composite Reliability ≥ 0.70 and Cronbach’s Alpha ≥ 0.60 . Based on these two values, the variables can be considered valid.

Structural Model (Inner Model)

The structural model is a model that depicts the relationships or estimated strengths between latent variables or constructs, based on theoretical substance (Ghozali, 2014). Structural model analysis is conducted by performing F-square tests, R-square tests, path coefficient tests, indirect effect tests, and predictive relevance tests (Q^2). The F-square test is conducted to determine the magnitude of the influence of independent variables on dependent variables (Ghozali & Latan, 2014). The results of the F-Square test shown in Table 4.

Table 4. F-Square Test Results

	Impulse Buying (Y)	Positive Emotion (Z)
Live Streaming (X1)	0.103	0.149
Price Discount (X2)	0.119	0.154
Impulse Buying (Y)		
Positive Emotion (Z)	0.263	

Based on Table 4, the results of the f-square effect size analysis indicate that the effects of price discount on positive emotion and positive emotion on impulse buying fall within the moderate effect size category, as their F-Square values is > 0.15 . In contrast, the remaining relationships are classified as having small effect sizes, indicating relatively weaker contributions to the dependent variables.

Changes in the R-Square value are intended to assess whether the independent latent variables have a substantial impact on the endogenous variables (Ghozali, 2014). The outcomes of the test indicate that the variables of live streaming, and price discount play a role in influencing the impulse buying variable by 0.580 (58%) and influencing positive emotion by 0.417 (41,7%). The remaining 42% and 58,3% are influenced by other variables such as hedonic shopping motivation, shopping lifestyle, fashion involvement, and others. Based on the R-square criteria, both values fall within the moderate explanatory power category, as presented in Table 5.

Predictive relevance (Q^2) measures how well the model predicts observed values and estimates parameters (Ghozali, 2014). Based on the R squared value, the predictive relevance test value or Q^2 obtained is 0,756. Accordingly, the research exhibits robust predictive relevance, evidenced by $Q^2 > 0$, positioning the model within the stringent "strong" classification.

Table 5. R-Square Test Results

Variable	R-Square
Impulse Buying (Y)	0.580
Positive Emotion (Z)	0.417

Path coefficient test constitutes the path coefficient values within the structural model, representing the magnitude of relationships or influences among latent constructs, obtained through the bootstrapping procedure. Path coefficients determine the strength of influence between independent and dependent variables. The hypothesis is accepted if the path coefficient analysis shows a T-Statistic exceeds T-Table (1.96) at a significance level of 5% (p-value is less than 0.05). The findings of this test indicate that all hypotheses concerning direct influence are accepted, demonstrating a positive effect, as presented in Table 6.

Table 6. Path Coefficient Test Results

Hypothesis	Original Sample (O)	T-Statistics (O/STDEV)	P-Value	Description
H ₁	0.251	4.292	0.000	Accepted
H ₂	0.353	5.490	0.000	Accepted
H ₃	0.331	4.722	0.000	Accepted
H ₄	0.281	3.754	0.000	Accepted
H ₅	0.483	7.121	0.000	Accepted

The indirect effect test examines how an exogenous variable influences an endogenous variable through a mediating variable (Ghozali, 2014). The research hypothesis is accepted if the T-statistic exceeds the critical value (1.96) at the 5% significance level, with a p-value below 0.05. The results of this test indicate that all hypotheses of indirect effects are accepted and have a positive effect, as shown in Table 7.

Table 7. Results of the Indirect Effect Test

Hypothesis	Original Sample (O)	T-Statistics (O/STDEV)	P-Value	Description
H ₆	0.093	2.841	0.005	Accepted
H ₇	0.160	3.988	0.000	Accepted

Goodness of Fit

The goodness of fit statistic tests the null hypothesis that the empirical data matches the model, indicating no difference between them. The results of the model fit tests in this study show an SRMR value of $0.094 < 0.10$ and an NFI value of 0.631. Therefore, overall, the model tested in this study is found to be suitable for use, and the model tested in this study is acceptable.

Discussion

The results of the path coefficient analysis indicate that the first hypothesis is supported, demonstrating that live streaming has a positive and significant effect on impulse buying among TikTok Shop users. This finding suggests that live streaming

functions as an effective marketing communication strategy, enabling consumers not only to observe product demonstrations but also to interact directly with sellers, ask questions, and obtain immediate feedback. Furthermore, the presence of time-limited promotions and discounts during live streaming sessions may create a sense of urgency, thereby encouraging spontaneous purchasing behavior. These interactive and promotional elements enhance consumer engagement and reduce decision-making deliberation, increasing the likelihood of impulse purchases. These findings are consistent with prior studies by Aprianti et al. (2025); Jonet et al. (2024), which reported that live streaming has a direct and significant effect on impulse buying.

The results of the path coefficient analysis indicate that the second hypothesis is supported, demonstrating that price discounts have a positive and significant effect on impulse buying among TikTok Shop users. This finding suggests that consumers, particularly those with middle-income levels, tend to be more responsive to discount offers, thereby increasing their likelihood of engaging in impulse purchases when presented with lower prices or attractive promotions. Moreover, the frequent purchasing behavior observed on TikTok Shop further indicates that discount strategies are effective in stimulating impulse buying, as consumers perceive greater value and more affordable purchasing opportunities. These perceptions of economic benefit reduce deliberation and encourage spontaneous purchasing decisions. These findings are consistent with prior studies by Maulana et al. (2023); Sarabila et al. (2025), which reported that price discounts have a direct and significant effect on impulse buying.

The results of the path coefficient analysis indicate that the third hypothesis is supported, demonstrating that positive emotion has a positive and significant effect on impulse buying among TikTok Shop users. This finding suggests that the greater the intensity of positive emotions experienced by consumers, the higher the likelihood of engaging in impulse purchasing behavior. Positive emotions, such as joy, satisfaction, enthusiasm, and interest, may arise from various enjoyable shopping experiences on the platform, including interactive live streaming sessions, favorable user testimonials, and attractive promotional offers. These emotional responses reduce cognitive control and increase consumers' tendency to make spontaneous purchase decisions. These findings are consistent with prior studies by Larasati and Yasa (2021); Cahyani and Marcelino (2023), which reported that positive emotions have a direct and significant effect on impulse buying.

The results of the path coefficient analysis indicate that the fourth hypothesis is supported, demonstrating that live streaming has a positive and significant effect on positive emotions among TikTok Shop users. This finding suggests that the more interactive and engaging the live streaming content presented by sellers, the greater the likelihood that consumers will experience positive emotional responses, such as joy, interest, and enthusiasm. The live streaming feature facilitates real-time interaction between sellers and consumers, allowing users to ask questions, observe products directly, and receive exclusive offers during the broadcast. These interactive elements contribute to a more personalized and enjoyable shopping experience, thereby strengthening consumers' emotional connection to both the product and the brand. These findings are consistent with prior research by Aqsa et al. (2024), which reported that live streaming has a direct and significant effect on positive emotions.

The results of the path coefficient analysis indicate that the fifth hypothesis is supported, demonstrating that price discounts have a positive and significant effect on positive emotions among TikTok Shop users. This finding suggests that the more

attractive and relevant the discounts offered by sellers, the greater the likelihood that consumers will experience positive emotional responses, such as joy, satisfaction, and enthusiasm, during the shopping process. Various forms of price promotions, including vouchers, direct discounts, and flash sales, create a perception of economic benefit and added value, which enhances consumers' emotional experiences. These findings are consistent with prior research by Panasea et al. (2025), which reported that price discounts have a direct and significant effect on positive emotions.

The results of the indirect effect analysis indicate that the sixth hypothesis is supported, demonstrating that live streaming has a positive and significant indirect effect on impulse buying through positive emotion among TikTok Shop users. This finding suggests that live streaming not only influences purchasing behavior directly but also operates through emotional mechanisms. During live streaming sessions, consumers are exposed to real-time visual and interactive experiences, including product demonstrations, explanations of product benefits, and opportunities for direct communication with sellers. Such interactions enhance consumer engagement and foster positive emotional responses, such as joy, interest, and satisfaction, which in turn increase the likelihood of impulse buying. From the perspective of the S-O-R Model, live streaming functions as an external stimulus that evokes positive emotional states (organism), which subsequently drive impulse buying behavior (response). Therefore, the findings provide empirical support for the mediating role of positive emotion in the relationship between live streaming and impulse buying. These results are consistent with prior research by Aqsa et al. (2024), which reported that live streaming has an indirect effect on impulse buying through positive emotions.

The results of the indirect effect analysis indicate that the seventh hypothesis is supported, demonstrating that price discounts have a positive and significant indirect effect on impulse buying through positive emotion among TikTok Shop users. This finding suggests that price-based promotions not only influence purchasing behavior directly but also operate through emotional mechanisms. Various forms of discounts offered on TikTok Shop, such as flash sales, coupons, and price reductions, have been shown to effectively generate positive emotional responses, including joy, satisfaction, interest, and enthusiasm among consumers. These emotional states serve as key drivers of impulse buying, particularly when consumers perceive that their purchases provide additional value. From the perspective of the S-O-R model, price discount functions as an external stimulus that evokes positive emotional responses (organism), which in turn increase the likelihood of impulse buying behavior (response). These results are consistent with prior studies by Wijana and Panasea (2023); Maharani and Giantari (2024), which reported that price discounts have an indirect effect on impulse buying through positive emotions.

CONCLUSION AND SUGGESTIONS

The conclusions of this study are as follows: (1) Live streaming influences impulse buying among TikTok Shop users; (2) Price discounts influence impulse buying among TikTok Shop users; (3) Positive emotions influence impulse buying among TikTok Shop users; (4) Live streaming influences positive emotions among TikTok Shop users; (5) Price discounts influence positive emotions among TikTok Shop users; (6) Live streaming indirectly influences impulse buying through positive emotions among TikTok Shop users; and (7) Price discounts indirectly influences impulse buying

through positive emotions among TikTok Shop users. Among these variables, the variable that most strongly influences impulse buying through positive emotions among TikTok Shop users is price discounts. This indicates that price discounts play a significant role in enhancing positive emotions, which ultimately drive impulse buying.

Several suggestions can be made in light of the findings for companies. TikTok Shop is encouraged to place greater emphasis on marketing strategies that focus on the emotional aspects of consumers. Discount programs should be tailored to user segments to ensure they are more targeted and effective. Additionally, the company needs to optimize the use of live streaming by creating more interactive and engaging experiences, while highlighting the credibility of influencers or hosts to build consumer trust.

For future research, these results are anticipated to act as a benchmark for comparable studies, building upon this study and incorporating additional variables that can serve as indicators in subsequent research variables that, in theory, influence impulse buying, such as hedonic shopping motivation, shopping lifestyle, fashion involvement, and others not included in this study.

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