



## The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating

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**ABSTRACT:** The rapid growth of e-commerce has revolutionized consumer behavior, especially among Generation Z., which is highly engaged with digital platforms and interactive shopping experiences. This study examines the influence of live streaming, flash sales, and free shipping programs on impulsive buying behavior, with positive emotion as a mediating factor. Using data acquired from 326 Generation Z consumers through an online questionnaire, the research used Structural Equation Modeling (SEM) to investigate the correlations between these variables. The findings reveal that all three marketing strategies—live streaming, flash sales, and free shipping—significantly influence impulsive buying. Positive emotion plays a critical mediating role, enhancing the effect of these strategies on spontaneous purchases. Live streaming was the most influential, generating strong emotional responses that drove impulsive buying, followed by flash sales and free shipping. These results offer valuable insights for e-commerce retailers aiming to engage Generation Z through emotionally driven marketing strategies. The study underscores the importance of leveraging positive emotional triggers to increase consumer engagement and impulsive buying behavior in the digital marketplace.

**Keywords:** Live Streaming, Commerce, Flash Sale, Impulsive Buying Behavior, Generation Z.



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## INTRODUCTION

Currently, internet technology is developing very rapidly, and the rapid advancement of technology has influenced the way we buy and sell goods. This has many advantages, including the ability to conduct buying and selling transactions online, better known as the digital market (Wulandari & Edastama, 2022)). Online shopping is one platform that has become popular, especially among the Gen Z population. Online shopping is a widespread practice. Global retail e-commerce sales were anticipated to be 4.28 trillion USD in 2020, and by 2022, this amount is expected to climb to 5.4 trillion USD; it illustrates that buyers regularly make impulsive, unplanned, unreflective, and unthinking purchases in this industry (Al Fajri et al., 2023; Darwipat et al., 2020; Rahmania et al., 2023; Rizkya et al., 2024). Several investigations have

shown that over 50% of internet purchases are done on impulse.

The integration of technology into the online shopping experience, such as social media and personalized recommendations, has further shaped consumer behavior, such as impulsive buying, and created consumptive behavior patterns in general, especially Gen Z. Generation Z is more open to technologies, social media, and digital performance rather than the generation before them (Ayuningtyas & Irawan, 2021). Generation Z reached 41% in Impulsive buying Behaviour, the highest rank among the other generations. This generation emphasizes social media interaction from businesses, is materialistic, and has the highest standards for prompt service (Hoang & Khoa, 2022). There are many sales promotions that sellers can use to increase their sales; sales promotions that offer alluring deals and advantages have the potential to elicit a favorable reaction from customers; this tendency facilitates impulsive buying and makes customers satisfied (Raji et al., 2019). Promotion is related to positive emotion that depends on cost rebates; cost rebates have a fortifying impact on positive shopping feelings (Ramadania et al., 2022)

In the digital age, impulsive internet purchasing by consumers has increased frequently. Eighty-two percent of online shoppers have engaged in impulsive consumption, which often drives e-commerce transactions instead of being driven by actual demand (Marjerison et al., 2022). Concern over the detrimental effects that impulsive purchasing has had on consumer welfare as well as the long-term viability of our society and environment is growing (Wang et al., 2022). Marketing collateral, product samples, elaborate packaging displays, and location-based media are the elements that encourage impulsive purchases (Gina Fadhilah, 2024). Positive emotions can drive consumers to purchase spontaneously (Wulandari & Edastama, 2022). Positive emotions mediate the relationship between hedonistic spending habits and fashion-related impulse buying (Wulansari S.E. & Prihatining Wilujeng, 2024). Positive emotions had a 25.7% impact on impulsive purchases (Tirtaning & Setiaji, 2021). Regarding impulsive buying, consumers tend to be influenced by positive emotions. Emotional variables significantly influence impulse buying (Ivo et al., 2021)

With the swift growth in technology and information in this era, many technology programs help businesses increase their sales, like Live Streaming, Flash Sales, and Free Shipping programs. Live streaming has gained popularity across many e-commerce models (Cui et al., 2022). The live format enables broadcasters to directly influence customer behavior through their responses and interactive shopping experiences and represents a transformative shift in how people discover and purchase products online (Lee & Chen, 2021). Consumers' positive emotions rise when they watch live streaming and interact with the streamer in real-time, which leads to an increase in impulsive purchases (Hou et al., 2021). The flash sale approach is implemented by offering special offers or discounts on products available for a limited period. Flash sale promotions positively impact customers' emotions; this suggests that flash sales offer enjoyment and create an overall positive emotion (Al Fajri et al., 2023). Promotions for flash sales Urge plenty of individuals to participate in spontaneous purchases (Azizah & Indrawati, 2022). Free shipping allows retailers to show they care about and value their customers; this thoughtful gesture from the store can help cultivate positive emotions and feelings among those customers (Wulandari & Edastama, 2022) Free shipping impacts consumers' impulsive purchases, which implies that free shipping influences impulsive buying (Anggraini et al., 2023)

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Tracing the research that has been conducted previously, researchers who studied Live Streaming, Flash Sales, and Free Shipping on Impulsive Buying, such as (Andina Wulandari & Primasatria Edastama, 2022; Anggraini et al., 2023; Darwipat et al., 2020; Permatasari et al., 2023; Rizkya et al., 2024; Suhyar & Pratminingsih, 2023) concluded that these three promotional methods have significant results on spontaneous purchases, these promotional methods can make consumers buy goods spontaneously and impulsively. Likewise, the relationship between this promotional method and spontaneous purchases driven by meditating variables has been studied by (Al Fajri et al., 2023; Rahmania et al., 2023; Wulandari & Edastama, 2022). Positive emotions have also been shown to drive the relationship between live streaming, flash sales, free shipping, and impulse buying.

Table 1. Impulse Buying Behavior Data 2021-2024 ith Global E-commerce Usage

Year	Global E-commerce spend volume (USD Trillion)	Impulse Purchase Percentage
2021	4,9	67%
2022	5,7	70%
2023	6,4	72%
2024	7,1	75%

Source: (Zhang et al., 2022)

Table 1 explains the global e-commerce spend volume (USD) and impulse purchase percentage data from 2021-2024. It shows that e-commerce purchases and usage increase each year. According to (Zhang et al., 2022), the proportion of impulse purchases is increasing as technologies such as AI and personalization grow, and social media and promotions designed to create a sense of urgency are particularly influential.

The stimulus-response (S-R Theory) reveals that environmental stimuli, such as live streaming, flash sales, and free shipping programs, trigger consumer behavior, influencing purchasing decisions. Being highly connected to technology, Generation Z responds to these stimuli with emotions that drive impulsive buying. Meanwhile, Consumer Behavior Theory explains the psychological, social, and situational factors that shape shopping behavior. In this context, marketing elements create engaging experiences that enhance involvement and influence emotions and purchasing decisions. This research aims to explore how positive emotions act as a mediator in driving impulsive buying among Generation Z.

In previous research (Nur Ajizah & Teguh Nugroho, 2023) positive emotion did not significantly influence impulsive buying as a meditating factor. However, here, the researcher will examine further the factors influencing this relationship by presenting other variables, such as live streaming, flash sales, and free shipping, which are believed to influence it.

Based on the background presented, this study examines the impact of live streaming programs, flash sales, and free shipping on impulse buying behavior among Generation Z, using positive emotions as a mediating variable. By examining this relationship, this study aims to better understand Generation Z consumer behavior in the context of digital marketing. Based on this purpose, the research model can be described in the figure below.

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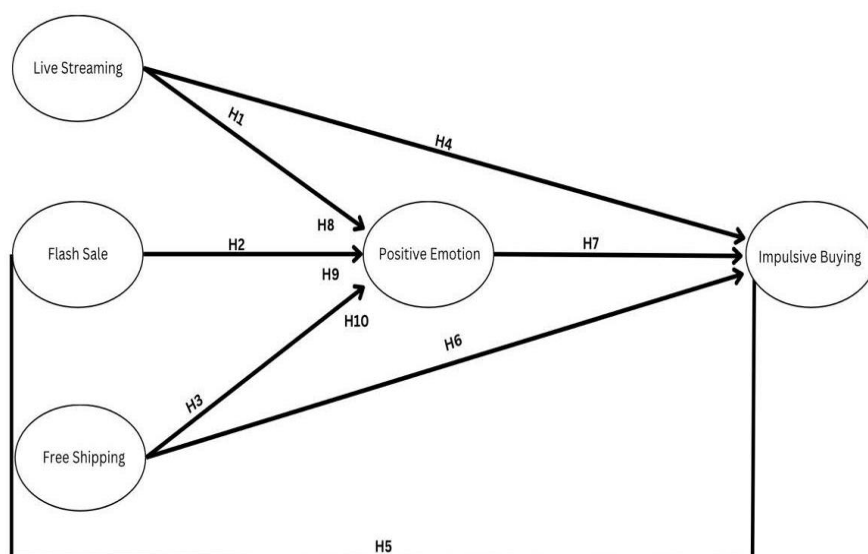


Figure 1. Research Model

## METHOD

This study used causal associative research with quantitative approaches, and the sampling technique was non-probability sampling. Data was acquired by delivering questionnaires to individuals who met the established sample requirements. Purposive sampling is used in this study. The quiz employs a Likert scale with categories 1 through 5: 5) Strongly agree, 4) Agree, 3) Unsure, 2) Disagree, and 1) Strongly disagree. The questionnaire will be delivered online using Google Forms and social media.

The Population for this study is all Indonesians who have purchased Sissy Hair Clip products online. The sample used is people who belong to Generation Z. The selection of Sissy Hair Clip product users is the population used because this product appeal to Generation Z. This product has an innovative design and exhibits product visualization through Tiktok and Instagram platforms to increase community involvement—aligned with Gen Z's socially relevant preferences and digital lifestyle. In the context of purchasing, Generation Z is highly responsive to user-generated content and influencer recommendations (Van den Bergh et al., 2024). This adds to the effectiveness of social media-based marketing campaigns. Their growing purchasing power and high-impulse spending habits make them a strategic demographic group for many brands. The following are the sample criteria for this study.

1. Respondents must live in Indonesia.
2. Born between 1996-2010 (Z-Generation)
3. Respondents have purchased SissyClip products in the TikTok Shop

The sample size for this study was 326 respondents, which is 25 times the number of independent variables. Considering the six variables in this study, a minimum of 150 respondents is required. However, the final sample size of 326 respondents was determined to establish the research's

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validity and reliability. Thus, the selected sample size meets the minimum requirements for SEM-PLS analysis and serves as a solid foundation for this research.

Using Partial Least Square Structural Equation Model (PLS-SEM), using Smart-PLS 4. SEM PLS is chosen for data analysis because SEM can simultaneously handle many relationships between variables and factor analysis to ensure construct validity and reliability with structural models to test the relationship between constructs. Also, SEM is designed to work with latent variables that are often important in social science and management and take into account errors in measurement so that the analysis results are more accurate than other approaches (BENTLER & CHOU, 1987). This evaluation involved evaluating both the measurement and the structural framework and conducting the hypothesis testing.

## RESULT AND DISCUSSION

### Sampling Technique

Purposive sampling is used to determine the initial number of stratified sample members, and it fits the following sampling strategy requirements:

Table 1. Respondent's Profiles

Demographic	Items	F	%
Age	13-17 years	57	17.5
	18-23 years	269	82.5
Total		326	100
Gender	Man	36	11
	Woman	290	89
Total		326	100
Domicile	Sumatera	18	5.5
	Java	69	21.2
	Kalimantan	220	67.5
	Sulawesi	14	4.3
	Papua	5	1.5
Total		326	100
Job	Students	205	62.5
	Civil Servants	4	1.2
	Entrepreneur	26	8
	Private Employee	80	24.5
	Government-Owned Bank	10	3.1
	Police/Army	1	0.3
Total		326	100
Income per month (for those who are employed)	Rp2.800.000 – Rp5.000.000	196	60.1
	Rp5.000.000 – Rp10.000.000	37	11.3
	>Rp10.000.000	4	1.2

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	Not Employed	89	27.3
Total		326	100
Pocket money per month (for those who are not working)	<Rp1.000.000	38	11.7
	Rp1.000.000 – Rp1.500.000	49	15
	Rp1.500.000 – Rp2.500.000	17	5.2
	>Rp3.000.000	6	1.8
Total	Already Working	216	66.3
Total		326	100
Amount of funds for online shopping per month	Rp50.000 – Rp100.000	59	16.1
	Rp100.000 – Rp300.000	83	25.5
	Rp300.000 – Rp500.000	184	56.4
Total		326	100
Knows and has shopped on the TikTok Shop platform	Yes	326	100
Total		326	100
Respondents have shopped for fashion products on the TikTok Shop platform without planning through live streaming, flash sales, and free shipping programs.	Yes	326	100
	Total	326	100

Based on information collected through online survey conveyance, up to 326 respondents were obtained. Statistic examinations show that most respondents are between 18 and 23 for a long time, with up to 269 individuals (82.5%). Regarding gender, female respondents rule up to 290 individuals (89%). Regarding work status, most respondents are understudies, specifically 205 individuals (62.5%), whereas 80 individuals (24.5%) work as private representatives. Regarding pay, among respondents currently working, the lion's share has an income of between 2.8 million and 5 million, up to 54 individuals (24%). In the interim, among respondents who are not working, the sum of pocket cash reached 1 million to 1.5 million, which is 49 individuals (15%). Regarding residence, the lion's share of respondents came from Kalimantan Island, with as many as 220 individuals (67.5%), followed by respondents from Java Island, which numbered 69 individuals (21.2%).

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## Measurement Model

The following table describes the measurement results obtained from the P.L.S. Algorithm and Bootstrapping, the basis for the analysis data.

Table 2. Factor loading

Variable	Items	Outer Loading	AVE	CR
Live Streaming	TikTok live-streaming broadcasters actively answer questions during the SISSYCLIP product broadcast.	0.722	0.715	0.881
	TikTok live-streaming broadcasters have extensive knowledge when recommending SISSYCLIP products during live broadcasts	0.905		
	I feel that TikTok Live allows me to get information on how to use SISSYCLIP products directly.	0.897		
Flash Sale	The significant discount during the TikTok flash sale promo on SISSYCLIP products made me want to shop online.	0.929	0.804	0.924
	The limited availability of SISSYCLIP products during the TikTok flash sale promo made me have to make a quick decision.	0.937		
	My purchase of the TikTok flash sale promo on SISSYCLIP products was spontaneous	0.819		
Free Shipping	The free shipping promo on TikTok for SISSYCLIP products is eye-catching	0.800	0.647	0.846
	The free shipping promo on TikTok for SISSYCLIP products is attractive.	0.804		
	A free shipping promo on TikTok encourages the purchase of SISSYCLIP products.	0.809		
Impulse Buying	When watching a live broadcast, a TikTok recommended by the host, SISSYCLIP, will make me feel a sudden and strong urge to buy, even though the product is not on my shopping list.	0.719	0.669	0.857
	If I see a free shipping promo, I tend to buy impulsively.	0.855		
	Buying items on TikTok Shop is okay, even if it's not according to plan when there is a promo.	0.871		

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Positive Emotion	When shopping at TikTok Sissyclip, I feel happy with the promos offered.	0.911	0.862	0.926
	When shopping at TikTok, I feel happy visiting the Sissyclip online store.	0.946		

Table 2 shows that all things for each variable have external stacking esteem more noteworthy than 0.70, so it can be concluded that all things are substantial in understanding with the investigation conducted by (Hair et al., 2019). Furthermore, discriminant legitimacy is evaluated using the Average Variance Extracted (AVE) score. The result within the table uncovered that each variable has an AVE esteem more prominent than 0.5, which implies that all variables meet the criteria for focalized legitimacy in understanding the (Hair et al., 2019) discoveries.

It may well be observed that the concurrent legitimacy comes about appears that the outer loadings of the things run from 0.719 to 0.946 (higher than 0.7), and the composite reliability quality of the things ranges from 0.846 to 0.926 (higher than the necessity 0.7), which suggests that the things were considered dependable. Since the things met the merged legitimacy and composite unwavering quality necessity, a discriminant legitimacy test was performed, as displayed in Table 3.

### Discriminant Validity

Table 3. Discriminant Validity

Variable	Fornell-Larcker Criterion				
	Flash Sale	Free Shipping	Impulsive Buying	Live Streaming	Positive Emotion
Flash Sale	0.896				
Free Shipping	0.649	0.804			
Impulsive Buying	0.594	0.694	0.818		
Live Streaming	0.467	0.578	0.676	0.845	
Positive Emotion	0.554	0.581	0.578	0.459	0.929

Table 3 demonstrates that the discriminant validity based on the Fornell-Larcker Criterion for each variable is greater than the correlation value with other variables, such as Flash Sale = 0.896, Free Shipping = 0.804, Impulsive Buying = 0.818, Live Streaming = 0.845, and Positive Emotion = 0.929. So, it is possible to conclude that the discriminant validity for all measuring items is valid, according to (Hair et al., 2019) opinion.



### Composite Reliability

Table 4. Reliability Test

Variable	Composite Reliability	Croanbach Alpha
Flash Sale	0.924	0.877
Free Shipping	0.846	0.727
Impulsive Buying	0.857	0.751
Live Streaming	0.881	0.802
Positive Emotion	0.926	0.842

(Hair et al., 2019) state that a construct is considered reliable if Cronbach's alpha and composite reliability values exceed 0.7. According to Table 4, Cronbach's alpha and composite reliability values for each variable are more significant than 0.7, which is consistent with the conclusion of (Hair et al., 2019) and implies that the measurer used in this study is reliable.

### R Square

R Square referred to as the value of the coefficient of determination, validates a research model's quality by demonstrating how well the independent variables characterize the fluctuation of the dependent variable. The coefficient of determination is 0 - 1. If the processed value approaches one, the model is more suitable, and the exogenous variable significantly impacts the endogenous variable. An R2 value of 0.75 suggests a significant influence, 0.50 indicates an average influence, and 0.25 indicates a minor influence.

Table 5. R Square Value.

Endogenous Variables	R-Square	R-Square Adjusted
Impulsive Buying	0.603	0.625
Positive Emotion	0.405	0.400

Based on Table 5, Impulsive Buying Behavior shows up to be impacted by exogenous factors by 0.603 (60.3%). Still, the Balanced R Square esteem changes to 0.625 (62.5%) after considering the complexity of the demonstration. The numbers in the results reveal that exogenous variables directly impact endogenous variables. According to Table 5, Impulsive Buying is indicated as an average influence. Positive Emotion encompasses esteem of 0.405 (40.59), which outlines the size of the clarification of the variety of exogenous factors, and the Balanced R2 esteem of 0.40.0 (40%) after considering the complexity of the show, and the coming about esteem is classified as a direct impact. Also, positive emotion can be indicated as a minor influence.

### Hypothesis Test

Hypothesis testing using analysis Structural Equation Model (S.E.M.) Smart Pls 4. Hypothesis testing is used to solve multilevel models that are more complex than linear regression equations. If the significant value is 0.05 ( $\alpha$  5%), the hypothesis is accepted; otherwise, it is rejected ( $\alpha$  = 5%). The outcomes of examining the effects of relationships between variables in the research configuration designed for this investigation are as follows.

Table 6. Hypothesis Testing

No	Path	T Value	S. E	O Sample	P Value	Result
1.	Live Steaming -> Positive Emotion	2.624	0.056	0.146	0.009	Significant
2.	Flash Sale -> Positive Emotion	4.840	0.059	0.284	0.000	Significant
3.	Free Shipping -> Positive Emotion	5.139	0.061	0.312	0.000	Significant
4.	Live Steaming -> Impulsive Buying	6.897	0.053	0.364	0.000	Significant
5.	Flash Sale -> Impulsive Buying	2.033	0.070	0.142	0.042	Significant
6.	Free Shipping -> Impulsive Buying	4.094	0.073	0.299	0.000	Significant
7.	Positive Emotion -> Impulsive Buying	3.609	0.044	0.159	0.000	Significant
8.	Live Streaming -> Positive Emotion -> Impulsive Buying	2.126	0.011	0.023	0.034	Significant
9.	Flash Sale-> Positive Emotion -> Impulsive Buying	3.030	0.015	0.045	0.003	Significant
10.	Free Shipping -> Positive Emotion -> Impulsive Buying	2.827	0.018	0.050	0.005	Significant

The hypothesis is based on current information. Table 6 shows that the hypothesis test can be accepted if the p-value is less than 0.050 ( $\alpha$  = 0.050). Table 6 clearly shows that all the presented hypotheses meet all the conditions; hence, they are deemed acknowledged or notable.

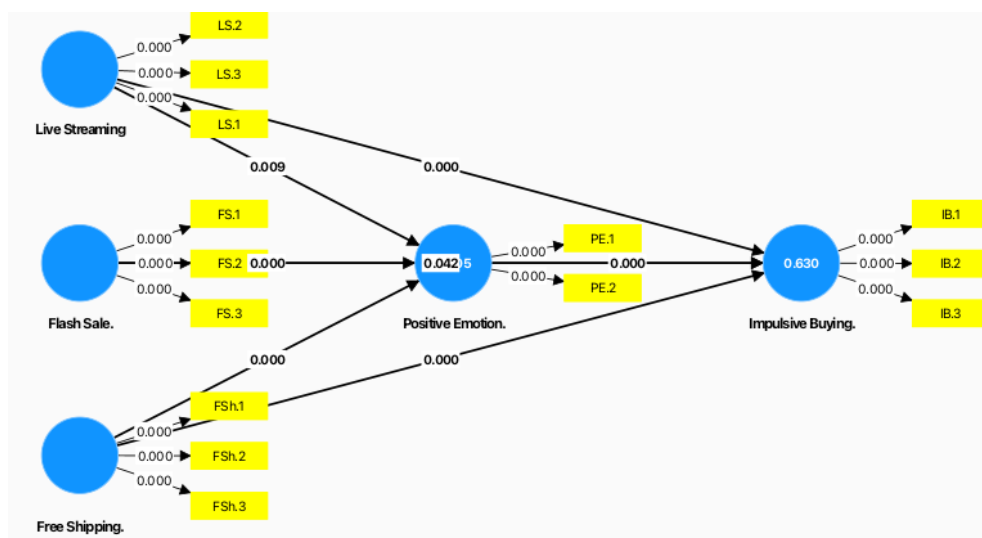


Figure 2. Research Model Results

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The hypothesis analysis results are displayed in Figure 2 and Table 6. The hypothesis outcomes are evaluated by comparing the T-value  $> 1.96$  and P-value  $< 0.05$  (\*\*P  $< 0.01$ , high significance; \*P  $< 0.05$ , moderate significance; and \*P  $< 0.05$ , low relevance). This category describes whether the relationship between the constructs is supported. According to these findings, all variables strongly influence Impulsive Buying through Positive Emotion as a meditative role.

Based on the research results, the first hypothesis is accepted: Live streaming has a positive and significant impact on positive emotions. This is supported by (Yang et al., 2022), who state that live streaming substantially gives consumers a positive emotional influence. Based on these results, it can be concluded that the live-streaming activities carried out by SissyClip on the TikTok Shop platform can create positive emotions in the live-streaming audience.

The second hypothesis is also accepted. Flash Sales have a positive and significant effect on Positive Emotions. This result is also supported by previous research findings by (Al Fajri et al., 2023; Rahmania et al., 2023; Wulandari & Edastama, 2022). This shows that the Flash Sale Program provided by the TikTok SissyClip Platform can produce positive emotions in consumers.

Then, the third hypothesis test was also accepted, namely that there is a positive and significant relationship between Free Shipping and Positive Emotion. This result means that with the free shipping program, consumers can feel positive emotions toward the offers in the program. Previous research also supports this result, which proves that there is a positive and significant relationship (Al Fajri et al., 2023; Wulandari & Edastama, 2022)

The fourth hypothesis test accepted a positive and significant relationship between Live Streaming and Impulsive Buying. This result is in line with previous research by (Rizkya et al., 2024; Suhyar & Pratminingsih, 2023), which means that consumers can make impulsive purchases or spontaneous purchases, unplanned purchases when watching live streaming activities on TikTok Shop Sissy Clip.

The fifth hypothesis was also successfully proven to positively and significantly influence Flash Sales and Impulsive Buying. When a Flash Sale program is provided on the TikTok Shop platform, consumers, especially Generation Z, can be triggered to make impulsive purchases. Previous studies, which also revealed the same results, prove this (Al Fajri et al., 2023; Darwipat et al., 2020; Rahmania et al., 2023; Rizkya et al., 2024).

The sixth hypothesis was also accepted, namely that there is a positive and significant relationship between Free Shipping and Impulsive Buying. When consumers see a free shipping program, they will be motivated to make spontaneous purchases to take advantage of the benefits available during the program. This finding is supported by previous studies that stated the same results (Al Fajri et al., 2023; Ervina et al., 2024; Rizkya et al., 2024)

Then, the seventh hypothesis, stating that there is a positive and significant relationship between Positive Emotion and Impulsive Buying, is accepted. This can be interpreted as positive motivators that can trigger impulsive buying. This result aligns with previous studies (Rahmania et al., 2023; Wulandari & Edastama, 2022). However, this result contradicts the finding of (Nur Ajizah & Teguh Nugroho, 2023), who stated that positive emotion as a mediator is insignificant in impulsive

buying. This difference could be caused by other factors, such as differences in sample characteristics, the research method used, or even the context of the studied product. Nevertheless, the result of this study provides additional information on how positive emotion can play an essential role as a mediator in impulsive buying.

The eighth hypothesis is that live streaming, positive emotion, and impulse buying have a positive and significant influence. These results are supported by previous studies (Bismo & Halim, 2023; Ghea Septia Atika Refasa et al., 2023; Li et al., 2022). Based on the results of this study, a significant relationship can be found with live streaming programs, which can trigger impulsive purchases and are assisted by mediation from positive emotions. When consumers watch live-streaming programs, they feel positive emotions and encourage consumers to make impulsive purchases.

In testing the ninth hypothesis, a significant positive result was obtained on the relationship between flash sales and impulsive buying mediated by positive emotions. It can be stated that when consumers see a flash sale program, consumers can make spontaneous purchases, especially with the encouragement of positive emotions that arise. This result aligns with previous research (Ramadania et al., 2022).

Last, in the tenth hypothesis, a significant positive result was also found between free shipping and impulsive buying mediated by positive emotions. This result aligns with research by (Al Fajri et al., 2023). Positive emotions can encourage consumers to make impulsive purchases when they see a free shipping program.

## **CONCLUSION**

This study emphasizes the importance of live streaming, flash sales, and free shipping in promoting impulsive buying behavior among Generation Z, with positive emotion as a mediating factor. The empirical findings show that e-commerce platforms can drive impulsive purchases by strategically leveraging these marketing techniques, particularly live streaming, which was the most effective in eliciting positive emotional responses. The theoretical benefits of this research include the contribution to consumer behaviour literature, particularly in understanding how digital marketing strategies can shape buying behaviour through emotional triggers. Economically, these insights provide online retailers with practical guidance on tailoring their marketing strategies to appeal to Generation Z, enhancing customer engagement and boosting sales.

Despite these contributions, the study has several limitations. First, the sample was limited to Generation Z in Indonesia, which may have altered the findings' generalizability to different populations or places. Future research could broaden the scope to include other age groups or overseas markets to see if these tendencies are consistent across populations. Additionally, using self-reported data through online questionnaires could introduce bias, as respondents may only sometimes accurately recall or report their impulsive buying behavior. To improve the validity of future studies, researchers could consider incorporating observational or experimental designs to track actual consumer

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Lastly, while this study focused on positive emotions as a meditating factor, future studies could explore other psychological drivers, such as stress or social influence, to provide a more comprehensive understanding of impulsive buying triggers. Overall, the study offers valuable insights but acknowledges the need for further research to address the identified limitations and expand on these findings.

This study found that consumer behavior, particularly among Generation Z, is significantly influenced by environmental stimuli such as live streaming, flash sales, and free shipping programs. Based on the stimulus-response (S-R Theory), these elements can trigger emotions that drive impulsive buying. Additionally, Consumer Behavior Theory indicates that various psychological, social, and situational factors contribute to shopping decisions. The findings of this research affirm that positive emotions significantly mediate impulsive purchases, highlighting the importance of engaging and relevant marketing strategies to enhance consumer involvement. Therefore, marketers must consider these elements when designing effective campaigns to attract attention and increase sales in the digital marketplace.

This study's conclusions have significant practical consequences for e-commerce platforms and advertisers. First, live streaming is a highly effective tool for driving impulsive buying among Generation Z. This suggests that businesses should invest more in live-streaming events where products can be demonstrated in real-time, creating a sense of urgency and engagement with consumers. Retailers can use interactive elements, such as live Q&A sessions or exclusive promotions during the live stream, to further enhance the emotional connection with the audience and encourage spontaneous purchases.

Second, flash sales and free shipping considerably impact impulsive buying, emphasizing the importance of time-limited offers and cost-saving promotions. Marketers should consider integrating flash sales into their marketing calendars, mainly targeting Generation Z consumers drawn to time-sensitive deals. Similarly, offering free shipping can act as a strong incentive for closing sales, particularly for price-sensitive shoppers, reducing friction in the purchasing process.

Furthermore, the study emphasizes the function of positive emotions in mediating impulsive purchasing behavior, which means marketers should focus on creating emotionally rewarding shopping experiences. This can be achieved by incorporating personalized recommendations, visually appealing product presentations, and reward-based promotions that foster excitement, satisfaction, or exclusivity. By applying these insights, e-commerce platforms can optimize their marketing strategies to increase sales and improve customer retention and satisfaction, particularly among Generation Z, who are heavily influenced by emotional and spontaneous purchasing triggers.

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