From Flash Sales to Feelings: The Mediating Role of Positive Emotion in Impulsive buying on TikTok Shop Live Streaming
(Survey on Z Generation in Bandung City)

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	Abstract
Keywords : *Flash Sale, Hedonic Shopping Motivation, Impulsive Buying, Positive Emotion , Generation Z, Live Streaming*	*The advancement of digital technology and the rising trend of live streaming in e-commerce have significantly transformed consumer behavior, particularly among Generation Z, who are characterized by impulsive tendencies and high responsiveness to promotional stimuli. In this context, TikTok Shop has emerged as a popular platform offering interactive features such as flash sales and hedonic shopping experiences, both of which can elicit positive emotions and trigger spontaneous purchase decisions (impulsive buying).*
	This study aims to examine the influence of flash sales and hedonic shopping motivation on impulsive buying, with positive emotion as a mediating variable among Generation Z consumers in Bandung City. A quantitative approach with an explanatory research design was employed, using purposive sampling to collect data from 160 respondents who had engaged in impulsive purchases via TikTok Shop live streaming. Data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) technique through the SmartPLS 4.0 software.
	The results reveal that both flash sales and hedonic shopping motivation have a positive and significant influence on positive emotion and impulsive buying. Furthermore, positive emotion is found to partially mediate the relationship between the independent variables and impulsive buying behavior. These findings contribute to the refinement of digital marketing strategies and offer theoretical insights into consumer impulsivity in the digital commerce era.

INTRODUCTION

The rapid advancement of digital technology and the widespread use of the internet have significantly transformed consumer behavior and the dynamics of modern marketplaces. One notable innovation in this digital transformation is the emergence of live streaming platforms as a medium for direct-to-consumer sales. Among these platforms, TikTok Shop stands out by integrating entertainment with real-time transactional features, offering consumers a novel and engaging shopping experience. This model reflects the convergence of social media and e-commerce, known as social commerce, which has gained substantial traction, particularly among younger consumers.

Live streaming commerce has rapidly become a dominant trend among Generation Z individuals who have grown up with technology and are highly responsive to digital stimuli. Characterized by their tendency toward impulsive behaviors, Gen Z consumers are particularly susceptible to the appeal of interactive and emotionally engaging shopping environments. TikTok Shop leverages this tendency through various appealing features, such as flash sales, limited-time discounts, free shipping promotions, and direct interaction with sellers. These elements collectively create a highly stimulating shopping environment that often triggers unplanned or impulsive purchases (Phan et al., 2024).

Among the various strategies used in live-streamed commerce, flash sales have proven to be a powerful promotional tool. These are limited-time offers with significant price reductions that create a sense of urgency and scarcity. This urgency often leads consumers to make immediate purchase decisions without thoroughly evaluating their actual needs, thereby fostering impulsive buying behavior (Martaleni et al., 2022). The combination of time pressure and attractive product presentations during live streaming sessions enhances the emotional arousal of viewers and reinforces spontaneous purchasing tendencies.

In addition to promotional triggers, internal psychological drivers also play a critical role in influencing impulsive buying. One such driver is hedonic shopping motivation, which refers to the pursuit of pleasure, enjoyment, or emotional gratification through shopping. Consumers who shop for hedonic purposes are more likely to experience heightened emotional states during the shopping process and are thus more inclined toward impulse purchases (Widiyanto & Rachmawati, 2024). In the digital marketplace, particularly in live streaming contexts, features such as real-time interaction, visual appeal, and entertainment further intensify hedonic motivations (Phan et al., 2024).

The interaction between external stimuli and internal emotional states can be effectively explained using the Stimulus-Organism-Response (SOR) theory (Mehrabian & Russell, 1974). According to this model, environmental stimuli (e.g., flash sales and hedonic motivations) influence the organism (the consumer's emotional or cognitive state), which in turn shapes their behavioral responses (e.g., impulsive buying). Within this framework, positive emotions such as excitement, happiness, and satisfaction serve as mediating variables that connect the stimuli to the behavioral outcomes. Previous studies have confirmed that such emotions significantly amplify the likelihood of impulse buying in online environments (Ajizah & Nugroho, 2023; Wulansari & Wilujeng, 2024).

Despite numerous studies supporting the relationships among these variables, the empirical findings remain inconsistent, particularly among Generation Z consumers. Some research has shown significant effects of flash sales and hedonic motivation on impulse buying, while others report negligible or context-dependent outcomes (Septiyani & Hadi, 2024). These discrepancies indicate the need for further investigation to understand the mediating role of emotions in digital purchase behavior more comprehensively.

This study focuses on Generation Z users of TikTok Shop in Bandung City, one of Indonesia's major urban centers with a high level of e-commerce engagement. The choice of Bandung is based on its demographic characteristics, which include a high concentration of young, tech-savvy individuals actively participating in online shopping activities. This context provides a relevant setting to explore the impulsive consumption patterns driven by emotional and promotional factors (Phan et al., 2024).

Therefore, this research aims to examine the influence of Flash Sales and Hedonic Shopping Motivation on Impulsive Buying Behavior, with Positive Emotion serving as a mediating variable among Generation Z consumers engaged in TikTok Shop live streaming in Bandung. The study seeks to make both theoretical and practical contributions. Theoretically, it expands the application of the SOR model in digital commerce contexts, while practically, it offers insights for marketers and business practitioners on how to design emotionally engaging and effective digital marketing strategies targeted at younger consumers.

RESEARCH METHODOLOGY

This study uses a quantitative approach with an explanatory research type , namely an approach that aims to explain the causal relationship between variables and test the direct and indirect effects between variables within a predetermined theoretical framework. This approach is considered appropriate because this study aims to test and analyze the effect of Flash Sale and

Hedonic Shopping Motivation on Impulsive Buying , with Positive Emotion as a mediating variable, in accordance with the SOR (Stimulus-Organism-Response) theoretical model. This model classifies Flash Sale and Hedonic Shopping Motivation as external stimuli, Positive Emotion as a representation of internal conditions (organisms), and impulsive buying decisions as a form of consumer behavioral response (Martaleni et al., 2022).

The population in this study was 160 Generation Z who resided in Bandung City and had experience shopping through TikTok Shop, especially on the Live Streaming feature . The selection of Generation Z was based on demographic characteristics that are known to be adaptive to digital technology and tend to have impulsive consumption patterns. Sampling was carried out using a purposive sampling technique , which is a non-probability sampling technique that considers certain characteristics of the respondents. Respondent criteria included: (1) aged between 18–27 years (Generation Z category), (2) domiciled in Bandung City, and (3) Respondents had purchased items on TikTok Shop live streaming unplannedly who tended to follow trends and lifestyles on social media that encourage spontaneous shopping.

The data collection instrument used an online questionnaire via the Google Forms platform . This questionnaire was designed based on indicators from research variables that have been used and validated in previous studies. Each statement uses a five-point Likert scale, with scores ranging from 1 (strongly disagree) to 5 (strongly agree).

The data analysis technique in this study is Structural Equation Modeling based on Partial Least Square (PLS-SEM), using the help of SmartPLS software version 4.0. The analysis stages include the outer model test to measure the validity and reliability of the constructs, and the inner model test to examine the relationship between constructs. The convergent validity test is carried out by looking at the Average Variance Extracted (AVE) value, discriminant validity is tested through the cross-loading value and the Fornell-Larcker criterion, while reliability is measured by the Composite Reliability value and Cronbach's Alpha.

Hypothesis testing was conducted through path coefficient analysis to determine the direction and strength of the relationship between variables, by assessing the original sample value, T-statistic, and p-value . The hypothesis is said to be significant if the T-statistic value is greater than 1.96 at a 5% significance level. In addition, to test the mediation effect, an indirect effect analysis was used to examine the contribution of Positive Emotion in bridging the influence between Flash Sale and Hedonic Shopping Motivation on Impulsive Buying .

RESULTS AND DISCUSSION
Respondent characteristics

In conducting this research, I identified several things about the respondents, referred to as respondent characteristics. These characteristics include gender, year of birth, highest level of education, and product categories purchased. This information aims to provide a general overview of the respondents' demographic background and consumption preferences. This data serves as the basis for analyzing respondent behavior and tendencies within the context of the research, as shown in Table 1.

Table 1
Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	49	30.6

	Woman	111	69.4
Year of Birth	1997	1	0.6
	1998	3	1.9
	1999	9	5.6
	2000	25	15.6
	2001	60	37.5
	2002	20	12.5
	2003	10	6.3
	2004	3	1.9
	2005	2	1.3
	2006	-	-
	2007	-	-
	2008	6	3.8
	2009	18	11.3
	2010	3	1.9
	2011	-	-
	2012	0.6	0.6
Last education	Elementary School	2	1.3
	Junior High School	25	15.6
	High School/Equivalent	22	13.8
	Diploma (D1/D4)	1	0.6
	Bachelor degree)	109	68.1
	Masters (S2)	1	0.6
	Doctor (S3)	-	-
Product Category Purchased	Accessories	1	0.6
	Books & Stationery	1	0.6
	Electronic	0.6	4.4
	Furniture	1	0.6
	Beauty	40	25
	Health	2	1.3
	Other	11	6.9
	Food	4	2.5
	Automotive	12	7.5
	Menswear	18	11.3
	Women's clothing	63	39.4

The respondent characteristics table above shows that of the 160 respondents involved in this study, the majority were female (69.4%) , while males were 30.6% . Based on the year of birth , most respondents were in the productive age with the dominance of 2001 (37.5 %) , followed by 2000 (15.6%) and 2002 (12.5%) , all of whom are included in the Generation Z category (born between 1997–2012). In terms of education level , the majority of respondents are Bachelor's degree graduates (S1) at 68.1% , followed by junior high school graduates (15.6 %) and high school/equivalent graduates (15.6%). (13.8%) , indicating that the majority of respondents had a secondary to higher education background. Meanwhile, in terms of product categories purchased , the most frequently purchased products via TikTok Shop *live streaming were* women's clothing (39.4%) , followed by beauty products (25%) and men's clothing (11.3%) . This reflects that

fashion and beauty products are a major draw for Gen Z consumers in online impulse purchases.

Instrument Validity

Outer loading and Average Variance Extracted (AVE)

Outer loading analysis is a crucial step in evaluating the convergent validity of the indicators that form the latent construct in the measurement model. Convergent validity can be considered good if the outer loading value of each indicator is above 0.70, indicating that the indicator has a high correlation with the construct it represents (Hair et al., 2019). Indicators with loading values below 0.70 can be considered for elimination, especially if their removal can increase the overall reliability of the construct (Ghozali & Latan, 2015) as shown in Table 2. Therefore, in this study, an outer loading analysis was conducted to ensure that each indicator used is able to represent the construct accurately and significantly before proceeding to the structural analysis stage.

Table 2
***Outer Loading* Result**

Item	*Impulsive Buying* (Y)	*Flash Sale* (X1)	*Hedonic Shopping Motivation* (X2)	*Positive Emotion* (Z)	AVE	Note
IB1	0.803					Valid
IB2	0.859				0.660	Valid
IB3	0.867					Valid
IB4	0.727					Valid
FS1		0.856				Valid
FS2		0.849				Valid
FS3		0.835			0.690	Valid
FS4		0.891				Valid
FS5		0.710				Valid
HSM1			0.848			Valid
HSM2			0.746		0.655	Valid
HSM3			0.830			Valid
PE1				0.819		Valid
PE2				0.795		Valid
PE3				0.860	0.664	Valid
PE4				0.783		Valid

Source: Primary Data Processing (SmartPLS, 2025)

The outer loading test was conducted to assess the convergent validity of each indicator against the construct being measured. Based on the test results in the table above, all indicators had outer loading values above 0.70, indicating that each indicator met the requirements for convergent validity (Hair et al., 2019).

In the Impulsive Buying (Y) construct **,** the outer loading value ranges from 0.727 to 0.867, with the highest indicator at IB3 (0.867), which indicates that the indicator strongly represents the impulsive buying variable. The Flash Sale (X1) construct also shows a high outer loading value, ranging from 0.710 (FS5) to 0.891 (FS4), where all indicators are valid and can be used in further analysis. For the Hedonic Shopping Motivation (X2) construct , all indicators are also valid with loading values between 0.746 to 0.848, which means these indicators are quite strong in describing hedonic shopping motivation. Meanwhile, in the Positive Emotion (Z) construct **,** the outer loading value is between 0.783 to 0.860, with the highest value shown by PE3 (0.860). This indicates that all indicators in this construct are also valid.

Thus, all indicators in this research model can be declared valid and suitable for use in further structural analysis because they have met the recommended outer loading value criteria, namely above 0.70 (Ghozali & Latan, 2015).

Next, Average Variance Extracted (AVE) analysis was used to measure the convergent validity of each latent construct in the model. The AVE value indicates how much variance the construct explains in relation to its indicators compared to the error variance. In general, a good AVE value should be greater than 0.50, meaning that the construct is able to explain more than 50% of the variance in its indicators (Hair et al., 2019). Therefore, an AVE value that meets this criterion indicates that the indicators in each construct have measured the latent variable consistently and validly. The following table presents the results of the AVE calculation for each construct in the research model.

Fornell Larckerr Criterion

Table 4 shows that the discriminant validity in this study has been met and is considered valid. Therefore, the study can proceed to the next testing stage. This is indicated by the correlation value of each indicator with its own variable, which is higher than the correlation between the indicator value and the other variables .

Table 4
Fornell Larckerr Criterion Results

	Impulsive Buying (Y)	Flash Sale (X1)	Hedonic Shopping Motivation (X2)	Positive Emotion (Z)
Impulsive Buying (Y)	**0.816**	0.423	0.426	
Flash Sale (X1)		**0.831**		
Hedonic Shopping Motivation (X2)		0.348	**0.809**	
Positive Emotion (Z)	0.555	0.350	0.337	**0.815**

Source: Primary Data Processing (SmartPLS, 2025)

composite reliability and Cronbach's alpha tests indicate that all constructs are reliable. The composite reliability and Cronbach's alpha values indicate that each variable used in this study has a strong level of reliability, making the measurements reliable and reliable to support the research.

Table 5
Composite Reliability and Cronbach Alpha Output

	Composite Reliability	Cronbach's Alpha	R Square
Impulsive Buying (Y)	0.888	0.832	0.4017
Flash Sale (X1)	0.917	0.887	-
Hedonic Shopping Motivation (X2)	0.850	0.745	-
Positive Emotion (Z)	0.887	0.831	0.165

Source: Primary Data Processing (SmartPLS, 2025)

The composite reliability and Cronbach's alpha tests showed that all constructs were reliable. The composite reliability and Cronbach's alpha values indicate that each variable used in this study has a strong level of reliability, making the measurements reliable and reliable to support the research. Furthermore, the R-Square values for both variables are in the weak category, but still

have a significant and relevant relationship for research. The results indicate that this research model contributes sufficiently to explaining variations in the dependent variable despite the influence of other factors or variables not included in this research model.

Hypothesis testing

This study aims to examine the relationships between variables in the conceptual model using the Structural Equation Modeling (SEM) approach with Partial Least Squares (PLS). SEM PLS was chosen because of its ability to estimate models with ordinal and interval data, and its ability to handle smaller sample sizes. Hypothesis testing was conducted to identify whether the hypothesized relationships between the variables in the model have significant empirical support, as shown in Table 7.

Table 7
Path Coefficient (T-Statistic, P-Values)

Relationship construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Flash Sale (X1) - > *Positive Emotion* (Z)	0.265	0.268	0.081	3,252	**0.001**
Hedonic Shopping Motivation (X2) - > *Positive Emotion* (Z)	0.245	0.254	0.077	3,203	**0.001**
Flash Sale (X1) - > *Impulsive Buying* (Y)	0.204	0.204	0.077	2,634	**0.004**
Hedonic Shopping Motivation (X2) - > *Impulsive Buying* (Y)	0.217	0.219	0.075	2,906	**0.002**
Positive Emotion (Z) - > *Impulsive Buying* (Y)	0.411	0.412	0.077	5,321	**0,000**
Flash Sale (X1) -> *Positive Emotion* (Z) -> *Impulsive Buying* (Y)	0.109	0.109	0.037	2,912	**0.002**
Hedonic Shopping Motivation (X2) -> *Positive Emotion* (Z) -> *Impulsive Buying* (Y)	0.101	0.106	0.042	2,412	**0.008**

Source: Primary Data Processing (SmartPLS, 2025)

Based on the results of the analysis conducted, this study found that Flash Sale (X1) has a positive and significant effect on Positive Emotion (Z). This is evident from the original sample value of 0.268, with a t-statistic of 3.252 which is greater than the t-table value of 1.96 and a p-value of 0.001 which is smaller than 0.05. Thus, it can be concluded that Flash Sale (X1) has a positive impact on positive emotions felt by consumers. Furthermore, Hedonic Shopping Motivation (X2) was also found to have a positive and significant effect on Positive Emotion (Z),

with an original sample value of 0.245, a t-statistic of 3.203, and a p-value of 0.001, which indicates a significant relationship and a positive direction of the relationship.

In addition, the analysis results also show that Flash Sale (X1) has a positive and significant effect on Impulsive Buying (Y). The original sample value of 0.204, t-statistic of 2.634, and p-value of 0.004 supports the conclusion that the existence of Flash Sale (X1) can encourage consumers to make impulsive purchases. Likewise, Hedonic Shopping Motivation (X2) has a positive and significant effect on Impulsive Buying (Y), with the original sample value of 0.217, t-statistic of 2.906, and p-value of 0.002. These results indicate that hedonic shopping motivation can increase the tendency of impulsive purchases.

Furthermore, the analysis shows that Positive Emotion (Z) has a positive and significant effect on Impulsive Buying (Y). With an original sample value of 0.411, a t-statistic of 5.321, and a p-value of 0.000, this positive relationship indicates that the positive emotions felt by consumers while shopping have a significant influence on the decision to make impulsive purchases.

Furthermore, the results of the sixth hypothesis test revealed that Flash Sale has a positive and significant effect on Impulsive Buying (Y) mediated by Positive Emotion (Z). This result is reflected in the original sample/path coefficient value of 0.109, t-statistic of 2.912 (greater than 1.96) and p-value of 0.002 (smaller than 0.05), which indicates that the influence of Flash Sale (X1) on impulsive buying is strengthened by the positive emotions felt by consumers during the event. A similar thing was also found in Hedonic Shopping Motivation (X2), which was proven to have a positive and significant effect on Impulsive Buying (Y) through the mediation of Positive Emotion (Z). With the original sample/path coefficient value of 0.101, t-statistic of 2.412, and p-value of 0.008, it can be concluded that hedonic shopping motivation not only contributes directly to impulsive buying, but also influences this behavior through the positive emotions created during shopping.

Overall, this study shows that factors such as Flash Sale and Hedonic Shopping Motivation not only have a direct influence on impulse buying, but also play an important role in creating positive emotions that strengthen consumers' tendency to make impulse purchases on live streaming platforms such as TikTok Shop.
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DISCUSSION

The results of this study indicate that Flash Sales have a positive and significant effect on Positive Emotion . This finding indicates that the more attractive the Flash Sale offers displayed on live streaming platforms such as TikTok Shop, the higher the tendency of consumers, especially Generation Z, to experience positive emotions while shopping. This aligns with the findings of Wulandari & Edastama (2022), who stated that Flash Sales can trigger feelings of joy, enthusiasm, and satisfaction in consumers. Theoretically, Flash Sales as an external stimulus can form a positive affective response due to their limited and profitable nature. Thus, fast discount promotions can create a high perception of value in a short time, which ultimately increases the positive shopping experience .

Furthermore, Hedonic Shopping Motivation has also been shown to have a positive and significant effect on Positive Emotion . This reinforces the view that hedonic motivation in shopping is not only oriented towards functional value, but also towards the search for pleasure, entertainment, and pleasant emotional experiences. This finding is reinforced by research by Fauzi & Welsa (2019), which emphasized that the greater the hedonic motivation, the higher the level of positive emotions experienced by consumers. This motivation tends to encourage consumers to use shopping activities as a means of venting feelings or emotional gratification , rather than simply fulfilling needs. Therefore, a pleasant shopping experience through visual features, discounts, and interactions in live streaming can strengthen consumer emotional engagement.

In the context of purchasing behavior, Flash Sales were also found to have a positive and significant effect on impulsive buying . This finding aligns with the view that Flash Sales create time pressure and stock shortages, which can lead to urgency in making quick purchases without

careful consideration. As explained by Nastiti & Nugroho (2020), these conditions trigger emotional reactions and reduce cognitive control in decision-making (Evanita et al., 2023) , thus facilitating impulsive buying . Factors such as time constraints, visualization of large discounts, and the social influence of live streaming play a significant role in accelerating the consumer decision-making process.

Hedonic Shopping Motivation has also been shown to positively and significantly influence Impulsive Buying . This indicates that consumers with hedonic shopping motivation are more prone to impulsive purchases. As explained by Widiyanto & Rachmawati (2024), individuals with hedonic motivation tend to shop for pleasure. Therefore, when they find emotionally appealing products, purchasing decisions are often made without rational consideration. Enjoyable shopping experiences, such as browsing products at attractive prices, social interactions on TikTok Shop, and persuasive promotional narratives, significantly contribute to the increased urge to buy impulsively.

Furthermore, this study found that positive emotions have a significant direct influence on impulsive buying . These results confirm the emotional consumer behavior model, where positive emotions are one of the main triggers of unplanned purchasing decisions. In line with the findings of Andani & Wahyono (2018), positive emotions such as happiness, satisfaction, and enthusiasm have been shown to increase impulsive buying tendencies. These emotions, which arise from pleasant shopping experiences, weaken consumers' self-control against unplanned spending, especially in supportive situations such as Flash Sales wrapped in entertainment.

Mediatively, Positive Emotion is proven to be a significant mediator in the relationship between Flash Sales and Impulsive Buying . This means that Flash Sales not only encourage impulse buying directly, but also through the increase in positive emotions felt by consumers when experiencing the limited offer. As stated by Safitri et al. (2024), Flash Sales function as a strong emotional stimulus, which creates psychological conditions conducive to impulse buying , such as feelings of pleasure, satisfaction, and momentary joy. Marketing strategies based on time urgency and attractive visuals in TikTok Shop are proven to manipulate consumer emotions to be more impulsive in making purchasing decisions.

Furthermore, positive emotions have been shown to mediate the relationship between hedonic shopping motivation and impulsive buying . This means that the higher a consumer's hedonic motivation when shopping, the greater the positive emotions they experience, which ultimately increases the tendency to buy impulsively. This is in line with the findings of Renaldi et al. (2023) who stated that hedonic shopping behavior creates a pleasant emotional experience, and this emotional state weakens cognitive control in the purchasing process. In the context of digital platforms like TikTok Shop, interactive features, entertaining video content, and engaging promotional presentation styles make shopping activities more emotional and impulsive.

Overall, the findings of this study support the theoretical framework that impulsive buying behavior is influenced not only by external stimuli such as Flash Sales , but also by internal factors such as motivation and emotion. Both Hedonic Shopping Motivation and Positive Emotion play an important role in mediating and strengthening the relationship between marketing strategies and consumer behavior. Therefore, companies operating on live commerce platforms should not only focus on price promotions but also pay attention to the emotional experience and motivational dimensions of consumers in developing marketing campaign strategies.

CONCLUSION

The results of this study indicate that *Flash Sale* and *Hedonic Shopping Motivation* have a positive and significant influence on *Positive Emotion* and *Impulsive Buying* in Generation Z TikTok Shop users in Bandung City. In addition, *Positive Emotion* is also proven to act as a significant mediating variable, strengthening the influence of *Flash Sale* and *Hedonic Shopping Motivation* on *Impulsive Buying* . This finding strengthens the theoretical model of *Stimulus-Organism-Response* (SOR

), where external stimuli such as limited offers (*Flash Sale*) and internal motivation to seek pleasure (*hedonic*) influence the affective state of the individual (organism), in this case *Positive Emotion* , which ultimately drives behavioral responses in the form of impulsive buying (response). In this context, positive emotional experiences become the main link between promotional strategies and the behavior of young consumers, who tend to be responsive to attractive and enjoyable stimuli. Operationally, this finding provides strategic implications for digital business actors, especially in the increasingly competitive era of live commerce. Companies need to design *Flash Sale* promotions that not only emphasize the size of the discount, but also package it creatively and emotionally through interactive content such as attractive live streaming, mood-boosting music, and promotional visualizations that create a sense of urgency yet fun. Hedonistically designed shopping experiences, through features such as interactive games, promotional surprises, and social interactions during live broadcasts, have been shown to increase emotional satisfaction, which in turn leads to increased impulsive behavior. Therefore, marketing strategies that focus on creating enjoyable experiences and evoking positive emotions need to be integrated into all stages of the campaign, from content planning to promotional implementation. Furthermore, by leveraging consumer preference and behavior data, businesses can develop more personalized and targeted campaigns, such as targeting individuals with a high tendency for hedonic shopping through limited-time discount notifications and emotional promotional content. Strategic timing of promotions is also crucial; short but intensive *Flash Sale* programs have been shown to create psychological pressure that increases the urgency to buy spontaneously, but care must be taken not to overdo it to reduce its exclusivity. On the other hand, to maintain long-term relationships with consumers, it is necessary to incorporate a subtle educational approach, such as short content on personal financial management or collaborations with educational influencers that remain entertaining. This emotional experience-based strategy can also be strengthened through integration into *Customer Relationship Management* (CRM) systems, for example through personalized messages, birthday greetings accompanied by special vouchers, and experience-based loyalty programs such as exclusive invitations to specific shopping sessions. Thus, the results of this study confirm that emotion-based marketing strategies and enjoyable experiences are highly effective in encouraging more spontaneous purchasing decisions among young consumers, especially in the digital era that prioritizes interactivity, speed, and entertainment. Companies that are able to manage the affective dimension of consumers appropriately will have a greater opportunity to create emotional bonds with customers and encourage sustainable growth in the dynamic digital economy ecosystem.

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