

# The Effect of Discount Live-Stream and Bundling Product on Impulse Buying Through Positive Emotions

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## Article History:

Received on 09 June 2025

1<sup>st</sup> Revised on 10 June 2025

2<sup>nd</sup> Revised on 11 July 2025

3<sup>rd</sup> Revised on 17 July 2025

Accepted on 08 August 2025

## Abstract

**Purpose:** This study aims to analyze the influence of Discount Live Streaming and Bundling Products on Impulse Buying through Positive Emotion as an intervening variable among TikTok Shop users in Indonesia.

**Methodology/approach:** This was a causal research design. The collected data were analyzed using the SEM-PLS method through the SmartPLS4 application, with a total of 280 respondents.

**Results:** Discount live streaming has a positive and significant effect on positive emotions. Product bundling also has a positive and significant effect on positive emotions. Both discount live streaming and product bundling have a direct effect on impulse buying; however, this effect becomes stronger when mediated by positive emotions.

**Conclusions:** All hypotheses proposed in this study were accepted, indicating that positive emotions play an important role in strengthening the influence of discount live streaming and product bundling on impulse buying.

**Limitations:** This study was limited to respondents aged 17–40 years and predominantly from the Kalimantan region. It did not consider other variables, such as urgency perception, social proof, or trust.

**Contributions:** This study develops and tests a conceptual model that integrates digital sales promotion factors (discounts and bundling) with psychological aspects (positive emotions) to explain impulsive buying behavior.

**Keywords:** *Bundling Product, Discount Live Streaming, Impulse Buying, Positive Emotion*

**How to Cite:** Maulidia, N. A., Afifah, N., Pebrianti, W., Juniwati, J., Heriyadi, H. (2026). The Effect of Discount Live-Stream and Bundling Product on Impulse Buying Through Positive Emotions. *Studi Ilmu Manajemen dan Organisasi*, 7(1) 21-35.

## 1. Introduction

The rapid advancement in information and communication technology has brought significant changes to the business world, particularly in the marketing methods used by companies. One of the most visible adaptations is the development of digital marketing, which utilizes the Internet and various digital platforms. Digital marketing is no longer simply an addition to traditional marketing strategies but has become a key element frequently used as the main strategy to reach consumers more broadly, quickly, and efficiently. Compared with conventional methods, digital marketing offers several advantages. With the Internet, companies can reach global markets without geographical boundaries, conduct more accurate market segmentation, and directly monitor the effectiveness of campaigns. Moreover, this strategy offers flexibility and cost efficiency, making it highly suitable for businesses of all sizes, including Micro, Small, and Medium-Sized Enterprises (MSMEs).

Currently, various types of online marketing have developed significantly, especially through social media platforms such as TikTok, Instagram, and YouTube, which have become the main tools for building more personal relationships with consumers through engaging and interactive content. One of

the latest trends in digital marketing is the use of live streaming as an interactive promotional tool that integrates visual, audio, and real-time communication elements. Among the various platforms supporting this feature, TikTok Shop has emerged as one of the pioneers in successfully integrating entertainment and transactions into a single ecosystem. TikTok is a social media platform used for online shopping, enabling users to easily and effectively purchase products.

In 2024, the number of TikTok users in Indonesia is projected to reach 126.8 million, making Indonesia the second-largest TikTok user base in the world, after the United States. TikTok is now not only used for entertainment but also functions as an effective marketing platform, with many companies adopting creative content strategies to attract consumer attention ([Siddik & Veronica, 2024](#)). The use of TikTok features not only drives higher consumer engagement but also evokes positive emotions that can trigger impulsive buying behavior, especially when combined with promotional strategies such as discounts and product bundling offer.

Discount live streaming is a method of promotion that involves lowering prices during live streaming sessions on digital platforms. This strategy attracts customers' attention, encourages spontaneous buying behavior, and boosts sales in a short period. Discount offers during live streaming sessions can create a sense of exclusivity and urgency, motivating customers to make a purchase without prior planning. Customers' decisions to buy a product are highly influenced by the price level offered. [Hanafiah and Soegoto \(2023\)](#) state that one of the reasons many buyers make quick purchases is the fear of missing out on the opportunity to get a low price. [Carissa \(2024\)](#) states that discounts during live streaming sessions can attract customers and make them feel better, prompting them to shop impulsively. The live streaming feature also allows sellers to answer viewers' questions directly via the comment section. Live streaming can increase sales volume, according to other research ([Wongkitrungrueng & Assarut, 2020](#)).

Bundling strategy is a marketing method that combines two or more products into one sales package at a more economical price than purchasing them separately. This approach aims to encourage consumers to buy more, increase sales volume, introduce new products to the market, and reduce stocks of less popular goods. Bundling packages are usually attractively packaged and sold as a single unit, providing added value for customers while simplifying distribution and promotion processes for businesses. [Zafar et al. \(2021\)](#) define bundling as a marketing strategy that offers several products in one package. In the context of social commerce, this approach is effective in encouraging spontaneous purchases because it provides a perception of added value and creates a sense of urgency among consumers. Attractive bundling offers can increase the likelihood of purchase without much rational consideration.

Impulsive buying refers to consumer behavior in which a purchase is made suddenly without prior planning, usually influenced by external factors, such as attractive promotions, discounts, product displays, or a pleasant shopping atmosphere. This decision is typically not based on actual needs but is triggered by emotional impulses, such as happiness, excitement, or a momentary desire to indulge oneself. In modern marketing practices, this behavior has become an important focus because it can significantly increase sales.

In Indonesia, the trend of impulsive buying has shown rapid growth between 2020 and 2025, along with the development of digital technology and the increasing use of e-commerce platforms. A 2023 Populix survey revealed that 63% of consumers prefer shopping online over offline, citing reasons such as time efficiency, ease of price comparison, and the presence of promotions, such as discounts and cashback. This aligns with the findings of [Liska and Utami \(2023\)](#), who state that consumer lifestyle and discount offers play a significant role in driving impulsive behavior, especially on platforms such as TikTok Shop.

Positive emotion refers to the response or feeling that reflects a happy, satisfied, and joyful condition toward a specific situation or object, which can generate a pleasant feeling for the individual experiencing it. This emotion usually arises from a good mood and a pleasant situation, such as feelings of love, hope, satisfaction, and joy, contributing to psychological well-being and influencing behavior

and decision-making. According to [Ibrahim, Ariyanti, and Iskamto \(2025\)](#), positive emotions have a significant impact on impulsive buying behavior, with shopping lifestyle playing a mediating role in the relationship between hedonic motivation and impulsive buying decisions.

The phenomena of discount live streaming and product bundling create a new dynamic in consumer behavior. Viewers are attracted not only by the discounts offered but also by the interactive, spontaneous, and enjoyable shopping experience. This strategy drives an instant increase in sales volume and triggers impulsive buying influenced by the emotional atmosphere created during live streaming and while the product bundling offer is available. However, the effectiveness of discount live streaming strategies and product bundling has not yet been fully understood academically, particularly regarding its impact on consumer behavior and the crucial role of emotional aspects in driving sudden purchase decisions.

Given this, it is important to explore in-depth how discount live streaming on TikTok Shop and product bundling influence consumer behavior, particularly in the context of impulsive buying, and how positive emotions can mediate this process. This study is expected to contribute theoretically and practically to the development of more effective digital marketing strategies in the era of social commerce.

## **2. Literature Review and Hypothesis Development**

### ***2.1 Discount Live Streaming***

Discount live streaming is a form of providing discounts by streamers to viewers or potential buyers during live streaming sessions. These discounts are limited and only valid during the live streaming, returning to the original price once the session ends. This strategy encourages consumers to make impulsive purchases as they feel they are gaining a benefit during that moment. Meanwhile, [Kumalasari, Silvianita, Zaliika, and Prabowo \(2024\)](#) explain that discount live streaming is a combination of offering discounts and product promotions interactively through live streaming features on e-commerce platforms.

This strategy allows sellers to interact directly with audiences in a virtual space and offer special deals during the session to influence purchasing decisions. [Hendrianto and Kusdiyanto \(2025\)](#) add that discount live streaming is a marketing technique that utilizes live-streaming videos to offer exclusive discounts to viewers, aimed at encouraging quick purchases and increasing promotional effectiveness in the digital era. In practice, offering discounts during live streaming can attract consumer buying interest through tempting price incentives. Additionally, direct interaction between sellers and buyers during the session builds trust and engagement, thereby strengthening consumers' purchase intentions. According to [Sitanggang, Mahandika, Solehin, Wirasoemantri, and Al Ghifari \(2024\)](#) the indicators to measure Discount Live Streaming are:

1. Perception of the discount size
2. Discount time limitations
3. Exclusivity
4. The effect of discounts on purchasing decisions
5. Attractiveness of discount promotions
6. Frequency and consistency of discounts

### ***2.2 Bundling Product***

Product bundling is a marketing strategy that involves selling several products or services together in one package at a more economical price than purchasing them separately. [Putri, Azmiyah, and Muzdalifah \(2023\)](#) explain that bundling is the practice of combining two or more items into one offer provided to consumers at a more attractive price than separate purchases. This bundling offer is designed with consumer needs in mind, where consumers' perception of the value of the product package can influence their purchase decisions ([Zafar et al., 2021](#)). Additionally, [Martins et al. \(2021\)](#) found that consumers who consider various alternatives tend to choose products in bundles rather than separately. According to [Irfan and Suasana \(2021\)](#), the bundling strategy can also act as a pull factor for consumers toward the offered product or service.

According to [Wijaya and Kinder \(2020\)](#), the indicators used to measure bundling products are as follows:

1. Accuracy
2. Price
3. Attractiveness
4. Appearance

### ***2.3 Impulsive Buying***

Impulse buying refers to the act of purchasing something suddenly without planning, often as a response to relieve stress or change one's mood. This behavior arises from spontaneous consumer decisions, usually triggered by external factors such as attractive promotions or compelling product displays. [Iyer, Blut, Xiao, and Grewal \(2020\)](#) describe impulse buying as an unplanned purchase influenced by internal emotional impulses as well as external stimuli, such as positive moods, weak self-control, and marketing strategies.

Impulsive buying is a consumer behavior characterized by spontaneous purchasing decisions, without considering the need or long-term consequences. Stimuli, such as discounts, promotions, and appealing product designs, often trigger it. This impulse is generally influenced by momentary emotions, such as excitement, stress, or a desire for instant gratification. A study by [Purwanto and Yanti \(2024\)](#) on urban consumer behavior in Indonesia also found that parasocial relationships and the joy of shopping acted as mediators in driving impulsive behavior, impulse buying has the following indicators:

1. Spontaneous purchase
2. Hasty purchase
3. Emotion-driven purchase
4. Purchase made without considering consequences

### ***2.4 Positive Emotion***

Positive emotions, such as joy, gratitude, and love, not only expand thinking patterns but also build sustainable psychological resources, enhancing subjective well-being, and helping individuals cope with life's challenges. Positive emotions expand one's awareness and encourage more creative and open thinking and actions. Positive emotions are defined as positive sentiments that reflect how enthusiastic and expressive a consumer feels ([Suryaningsih, 2020](#)). When consumers feel happy, joyful, and optimistic, they will spend more time shopping, whether they need the items or not, while disregarding their financial situation. This helps individuals build psychological, social, and physical resources that contribute to resilience and long-term well-being.

According to [Putri et al. \(2023\)](#), positive emotion has four indicators, as follows:

1. Feeling happy
2. Feeling satisfied
3. Feeling comfortable
4. Feeling enthusiastic

### ***2.5 The Relationship Between Discount Live Streaming and Positive Emotion***

In the field of digital marketing, discount live streaming has become an effective strategy for increasing consumer engagement and evoking positive emotions. This method provides a more personal and interactive shopping experience, thereby forming more positive attitudes toward products ([Widiyaningsih & Nugroho, 2024](#)). The positive emotions that arise during discount live streaming sessions serve as an important mediating factor. Not only do they affect consumers' perceptions and attitudes, but they also create a mutually beneficial emotional cycle for both sellers and buyers. Additionally, discount live streaming often presents attractive offers and discounts that evoke happiness and satisfaction, thereby enriching the shopping experience emotionally ([Misbakhudin & Komaryatin, 2023](#)). Sales promotions and live streaming features significantly impact the formation of positive emotions. [Maharani and Giantari \(2024\)](#) stated that price discounts during live-streaming sessions significantly influence positive consumer emotions.

*H<sub>1</sub>*: Discount live streaming has a positive and significant effect on positive emotions

## **2.6 The Relationship Between Bundling Product and Positive Emotion**

Bundling products are a marketing strategy that involves combining several products or services into one package to provide added value to consumers. The relationship between bundling packages and positive emotions can be seen in how bundling packages create a positive experience for consumers, which in turn influences purchasing decisions and customer satisfaction. By offering products in more attractive packages, consumers not only feel that they are getting a good deal but also have a more complete and satisfying experience, which can trigger positive emotions, such as happiness and satisfaction ([Sapa, Tumbel, & Lumanauw, 2023](#)).

*H<sub>2</sub>*: Bundling products have a positive and significant effect on positive emotions

## **2.7 The Relationship Between Discount Live Streaming and Impulsive Buying**

A discount creates urgency for a purchase, whereas live streaming increases direct interaction with consumers, both synergistically encouraging impulsive buying behavior. This finding provides insights for business owners on TikTok Shop to optimize marketing strategies with discount live streaming to increase sales ([Sapa et al., 2023](#)). The relationship between discount live streaming and impulse buying illustrates the dynamic interaction between digital marketing strategies and consumer consumption behavior. Discount live streaming is a marketing method that combines live streaming elements with real-time product discount offers, designed to attract attention and encourage impulsive buying ([Aulia & Harto, 2024](#)). Discount live streaming has a significant impact on impulsive buying behavior by utilizing discounts, interactivity, and positive emotions. This method not only offers products at competitive prices but also creates an engaging shopping experience, ultimately encouraging consumers to make unplanned purchases.

[Sapa et al. \(2023\)](#) findings revealed that live streaming, price discounts, and free shipping significantly influenced impulse buying among TikTok Shop users. This conclusion was corroborated by [Ramadhani and Nugroho \(2024\)](#), who demonstrated that live streaming, flash sales, and hedonic shopping motivation significantly influenced impulse buying among TikTok Shop users in Surabaya. Consequently, it can be inferred that discounts during live streaming have a significant impact on consumer impulse buying behavior on e-commerce platforms.

*H<sub>3</sub>*: Discount live streaming positively and significantly affects impulse buying

## **2.8 The Relationship Between Bundling Product and Impulsive Buying**

A bundling product is a marketing strategy that combines several products or services into one package to provide added value to consumers. A bundling product is a marketing strategy that combines several products into one offer. This strategy has a significant impact on impulsive buying behavior, which is an unplanned purchase. Several studies have shown that bundling products can trigger consumers to make impulsive purchases, especially among younger generations and social media users. Bundling offers are often accompanied by special discounts, which reduce consumers' reluctance to buy products they may not have planned for. [Juwita, Hartono, and Subagja \(2023\)](#) show a positive relationship between consumer involvement and impulsive buying, where product bundling can increase that level of involvement.

Bundling products conducted on e-commerce platforms, that attractive pricing combinations and perceived product value influence the decision to buy out of the plan.

*H<sub>4</sub>*: Bundling products have a positive and significant effect on impulse buying

## **2.9 The Relationship Between Positive Emotions and Impulse Buying**

Positive emotions are crucial for driving impulsive buying decisions ([Breliana & Febriyanti, 2024](#)). Consumers are more likely to pay attention to attractive offers, which lead to positive reactions ([Rocklage & Fazio, 2020](#)). Consumers feel happy when they find a good deal and experience positive emotions because they get more value or save money. These emotions indirectly affect consumers' product purchasing decisions.

*H<sub>5</sub>*: Positive Emotions have a positive and significant effect on Impulse Buying

## 2.10 The Relationship Between Discount Live Streaming and Impulse Buying through Positive Emotion

Several studies have proven that price discounts offered during live streaming sessions can evoke positive emotions in consumers. These feelings arise because consumers feel lucky to obtain products at a lower price, which ultimately strengthens their tendency to make impulsive purchases. [Kurnia and Jauhari \(2024\)](#) state that the interaction between live streaming and price discounts significantly affects impulsive behavior, especially among TikTok users. Attractive offers presented during live streaming encourage consumers to purchase without considering it first. [Ratna, Sumiati, and Tresnadi \(2024\)](#) also revealed that consumers feel happy when they see discounts during live streaming sessions, which increases their tendency to engage in impulse buying due to positive emotions and the urge not to miss the moment. Additionally, according to [Xiao, Tian, Chen, Han, and Lewis \(2023\)](#), attractive price information and clear discount offers presented during live streaming serve as a strong visual signal that triggers impulsive buying behavior in consumers.

*H<sub>6</sub>*: Discount Live Streaming has a positive and significant effect on Impulse Buying through Positive Emotion

## 2.11 The Relationship Between Bundling Product and Impulse Buying through Positive Emotion

Bundling products can also enhance the perceived value of offered products when consumers feel that they are getting a good deal through bundled packages. Consumers tend to have a more positive connection with the brand. This aligns with the theory that positive emotions can influence consumer behavior and attitudes toward the products they buy, including impulsive buying behavior, where positive emotions are a significant driving factor in making purchasing decisions. Furthermore, positive emotions arising from a pleasant shopping experience, such as when choosing a bundled package, can increase consumers' purchase intentions for future purchases. Previous research has shown that positive emotions act as a mediator in forming the relationship between service quality and repurchase intention ([Irrawati & Isa, 2025](#)). This suggests that the more positive a consumer's experience when choosing a bundled package, the greater the likelihood that they will make repeat purchases.

*H<sub>7</sub>*: Bundling Product has a positive and significant effect on Impulse Buying through Positive Emotion

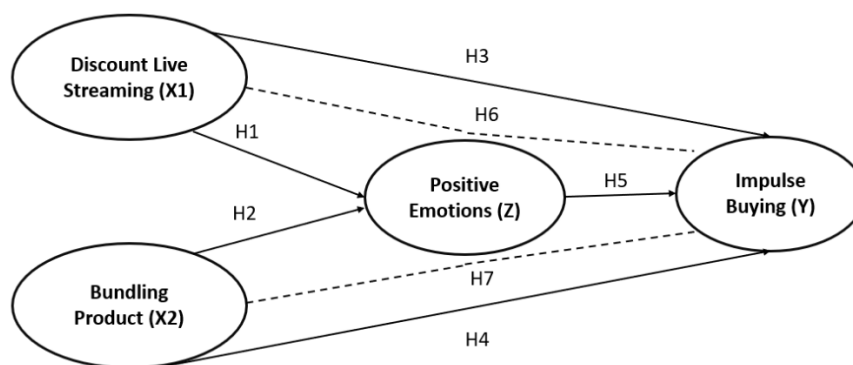


Figure 1. Conceptual framework of the study

## 3. Research Methodology

This study uses a causal research design. The study aimed to analyze the effect of discount live streaming and bundling products on impulse buying with positive emotion as an intervening variable among TikTok Shop users in Indonesia. Data were collected using Google Forms distributed to respondents selected based on certain criteria. The research instrument uses a 5-point Likert scale, where 1 indicates "strongly disagree" and 5 indicates "strongly agree." In this study, the distribution of the questionnaire to respondents was conducted online through a Google Form link. The population in this study consisted of active TikTok social media users in Indonesia aged between 17 and 40 years who had purchased items during live streaming and had purchased bundling products on TikTok at least once in the last three months. There is a general rule for determining the sample size based on the number of questionnaire items. According to [Hair Jr et al. \(2021\)](#), a good sample size is 5 to 10 times the number of indicators or statements ( $N = 5-10$  times the number of items). As there are 18 items in

this study, the minimum sample size needed was  $N = 18 \times 10 = 180$  samples. In this study, 280 samples were collected.

The sampling technique used in this study is the non-probability sampling method with purposive sampling technique. It analyzes and evaluates the measurement and structural model constructs. The study uses Structural Equation Modeling (SEM) with Smart PLS 4 software. The analytical process includes descriptive statistics to describe the characteristics of the respondents, validity and reliability testing to ensure the reliability of the measuring instruments used, and SEM analysis to test hypotheses and explore the relationships between variables. The information presented typically includes average responses, frequency tabulation, and standard deviation values. In this study, the data were obtained from the respondents' responses to the items in the questionnaire. The researcher will process the data by grouping and tabulating the responses for further explanation.

Measurement Model Evaluation (Outer Model) is conducted with validity testing by measuring convergent validity (Cvetkova et al., 2024) using the Standardized Loading Factor (SLF) with a tolerance value  $>0.50$  and Discriminant Validity (DV) with the Average Variance Extracted (AVE) square root value, which must be  $\geq 0.50$ . Reliability is tested using Cronbach's Alpha (CA) with a value  $>0.6$  for the instrument to be accepted and Composite Reliability (CR) with a reliability value expected to reach  $>0.7$ . After validity and reliability testing, structural model evaluation (inner model) is conducted using an R-square test. R-Square is used to explain the extent to which independent variables can influence dependent variables. R-Square ranges from zero to one. The higher the R-square value (closer to one), the stronger is the ability of exogenous variables to influence endogenous variables.

Hypothesis testing is then conducted using the bootstrapping method, which is used in hypothesis testing, while the t-statistics or t-test is used for statistical testing. With the t-test, the significance resulting from parameter estimates can provide useful information to test the magnitude of the effect between variables. The use of the bootstrapping method allows research with distribution-free data or data that are not normally distributed, and the sample size does not have to be large (minimum,  $>30$  people). In the outer model with reflective indicators, hypothesis testing is performed by comparing the t-statistic values of outer loading with the t-table value = 1.96. Indicators can be considered valid and reliable as a measure of the construct if the t-statistic value  $>$  t-table. In the inner model, hypothesis testing is performed by looking at the t-statistic value.

## 4. Results and Discussion

### 4.1 Respondents Characteristics

Table 1. Characteristics of respondents

Category	Item	F	%
Gender	Male	116	41.1
	Female	164	58.9
	<b>Total</b>	<b>280</b>	<b>100</b>
Age	17-24	93	33
	25-30	144	51.8
	31-40	43	15.2
	<b>Total</b>	<b>280</b>	<b>100</b>
Residence	Kalimantan	83	30.1
	Bali	46	16.3
	Jawa	69	24.5
	Sumatera	40	14.2
	Sulawesi	32	11.3
	Nusa Tenggara	10	3.6
	<b>Total</b>	<b>280</b>	<b>100</b>

Last Education	Junior High School or equivalent	5	1.8
	Senior High School or equivalent	118	42.2
	Undergraduate	151	53.9
	Postgraduate	6	2.1
	<b>Total</b>	<b>280</b>	<b>100</b>
Occupation	Student/College Student	60	21.6
	Employee	116	41.5
	Freelancer	44	15.6
	Government Employee	45	16
	Military/Police	9	3.2
	Unemployed	6	2.1
	<b>Total</b>	<b>280</b>	<b>100</b>
Monthly Income (for those employed)	< Rp. 2.000.000	9	3.2
	Rp. 2.000.000 - Rp. 3.500.000	75	27
	Rp. 3.500.000 - Rp. 6.000.000	100	35.7
	> Rp. 6.000.000	36	12.8
	Unemployed	60	21.3
	<b>Total</b>	<b>280</b>	<b>100</b>
Monthly Allowance (for those not working)	Rp. 1.000.000	21	7.4
	Rp. 1.000.000 - Rp. 1.500.000	37	13.1
	Rp. 1.500.000 - Rp. 2.000.000	13	4.6
	Already Working	209	74.9
	<b>Total</b>	<b>280</b>	<b>100</b>

This study involved 280 respondents in the hypothesis testing. Table 1 presents the demographic characteristics of the respondents. Based on the data, the majority of respondents are female (58.9%) and aged between 25 and 30 years (51.8%), indicating that the productive age group is the active user base of this platform. Most respondents live in Kalimantan (30.1%) and have a bachelor 's or diploma degree (53.9%), reflecting a high level of digital literacy among TikTok Shop consumers. In terms of occupation, 76.3% of respondents are employed, with the majority having a monthly income between Rp 3,500,000 - Rp 6,000,000. Among respondents who are not employed, their monthly allowance mostly ranges between Rp 1,000,000 and Rp 1,500,000. This indicates that the respondents in this study are dominated by individuals with moderate purchasing power, making them potential online shoppers.

Table 2. Respondent screening questions

Category	Item	F	%
Frequency of Shopping on TikTok Shop	Rarely (once in 3 months)	20	7.4
	Occasionally (once in 2 months)	80	28.7
	Often (1-3 times a month)	134	47.6
	Very Often (more than 3 times a month)	46	16.3
	<b>Total</b>	<b>280</b>	<b>100</b>
Product Categories Purchased on TikTok Shop	Fashion	94	33.3
	Cosmetics & Skincare	83	29.4
	Electronics & Gadgets	65	23.8
	Food & Beverages	38	13.5
	<b>Total</b>	<b>280</b>	<b>100</b>

Product Bundling Categories Purchased on TikTok Shop	Fashion	89	31.8
	Cosmetics & Skincare	98	35
	Electronics & Gadgets	44	15.7
	Food & Beverages	49	17.5
	<b>Total</b>	<b>280</b>	<b>100</b>
Main Motivation for Shopping on TikTok Shop	Cheaper Prices	91	32.3
	Ease of Transactions	72	25.9
	Influenced by Influencers	68	24.1
	Reviews from Other Users	49	17.7
	<b>Total</b>	<b>280</b>	<b>100</b>

Table 2 presents the results of screening based on respondents' shopping behavior and preferences on the TikTok Shop. Most respondents (47.6%) reported shopping frequently on the TikTok Shop (one to three times a month), indicating that the platform has become part of their digital shopping routine. The most purchased products included fashion (33.3%) and cosmetics and skincare (29.4%), reflecting the dominance of interest in lifestyle and personal care needs. Regarding purchasing motivation, cheaper prices were the main factor (32.2%), followed by ease of transaction (25.9%).

#### 4.2 Measurement Model (Outer Model)

Table 3. Convergent validity and composite reliability

Variables	Item	Validity Test		Reliability Test		
		LF	CA	CR	AVE	Desc
Discount Live Streaming	I feel that the discount offered during TikTok Shop live streaming is quite large and beneficial.	0.926	0.963	0.970	0.844	Reliable
	I was encouraged to buy because the discount only lasts for a short time during TikTok Shop live streaming.	0.895				
	I feel that the discount offered during TikTok Shop live streaming is exclusive.	0.929				
	I am more likely to buy a product during TikTok Shop live streaming because of special discounts.	0.924				
	The discounts offered during TikTok Shop live streaming make me interested in watching and buying products.	0.912				
	I feel that discounts on TikTok Shop live streams are offered regularly and consistently.	0.925				
Bundling Product	I feel that the bundling product offered on TikTok Shop fits my needs or preferences.	0.921	0.939	0.956	0.846	Reliable
	I feel that the price of bundling products on TikTok Shop is more economical than buying products separately.	0.913				
	I feel that the combination of bundling products on TikTok Shop is interesting and appealing.	0.922				
	The appearance of bundling product packaging on TikTok Shop is attractive and captures my attention.	0.923				

Impulse Buying	I often buy things spontaneously on the TikTok Shop without planning first.	0.932	0.938	0.956	0.844	Reliable
	I buy things on the TikTok Shop just a few moments after seeing them, without much consideration.	0.926				
	When I feel happy, I am encouraged to buy something on the TikTok Shop.	0.922				
	I rarely consider whether I really need a product before buying it on TikTok Shop.	0.894				
Positive Emotion	I feel happy when shopping on the TikTok Shop.	0.929	0.946	0.961	0.860	Reliable
	I feel satisfied when shopping on the TikTok Shop.	0.912				
	Shopping on TikTok Shop makes me feel comfortable.	0.934				
	I feel very excited when shopping on the TikTok Shop.	0.935				

Data validity was assessed from the loading factor results, where if the loading factor value was  $> 0.7$ , the research instrument was considered valid. For reliability, it was observed that the AVE was  $> 0.5$  and CR was  $> 0.7$  (Hair Jr et al., 2021). The validity test results in Table 3 show that all items had loading factor values ranging from 0.894 to 0.935, and AVE values ranged from 0.844 to 0.860. These results indicate that all instruments used were valid and consistent in measuring the intended constructs. According to Hair Jr et al. (2021), it can be concluded that all measurement items in this study met the convergent validity criteria and were reliable for measuring the variables in this research.

Table 4. Discriminant validity – cross loading

	<b>Bundling Product</b>	<b>Discount Live Streaming</b>	<b>Impulse Buying</b>	<b>Positive Emotion</b>
BP 1	0.921	0.872	0.874	0.873
BP 2	0.913	0.902	0.903	0.901
BP 3	0.922	0.898	0.889	0.899
BP 4	0.923	0.895	0.874	0.878
DLS 1	0.883	0.926	0.888	0.888
DLS 2	0.859	0.895	0.846	0.863
DLS 3	0.896	0.929	0.891	0.889
DLS 4	0.906	0.924	0.906	0.920
DLS 5	0.895	0.912	0.911	0.892
DLS 6	0.905	0.925	0.890	0.897
IB 1	0.880	0.901	0.932	0.878
IB 2	0.909	0.909	0.926	0.906
IB 3	0.896	0.902	0.922	0.904
IB 4	0.850	0.842	0.894	0.853
PE 1	0.888	0.887	0.882	0.929
PE 2	0.901	0.910	0.886	0.912
PE 3	0.902	0.906	0.908	0.934
PE 4	0.891	0.896	0.899	0.935

The discriminant validity test using the cross-loading method concluded that discriminant validity was met. Each indicator had the highest loading on its respective construct compared to the other constructs. For example, indicator BP1 had the highest loading on the Bundling Product construct (0.921)

compared to Discount Live Streaming (0.872), Impulse Buying (0.874), and Positive Emotion (0.873). This pattern was consistent across all indicators, indicating that each indicator measured its respective construct more strongly than the other constructs. This supports the discriminant validity of the model, indicating that the constructs used in this study are unique and not significantly overlapping.

#### 4.2 Structural Model (Inner Model)

Table 5. R-Square

	R-Square	R-Square adjusted
Impulse Buying	0.951	0.950
Positive Emotion	0.952	0.951

In evaluating the R-square ( $R^2$ ) values, the higher the  $R^2$  value, the better the model explains the dependent variable. Generally, the interpretation thresholds for  $R^2$  are 0.75 (strong), 0.50 (moderate), and 0.25 (weak) (Hair Jr et al., 2021). The table above shows that the R-square value for the impulse buying variable is 0.951, indicating that impulse buying in this study can be explained by discount live streaming and bundling products with a proportion of 95.1%, and the remaining 4.9% is explained by other variables. Meanwhile, the R-square value for the positive emotion variable is 0.952, indicating that positive emotion in this study can be explained by discount live streaming and bundling products with a proportion of 95.2%, and the remaining 4.8% is explained by other variables.

Table 6. Hypothesis testing

Hypothesis testing in the SEM-PLS model was conducted using the bootstrapping technique, which produced a structural model visualization, as shown below.

	Relationship Between Variables	Original Sample (O)	Standard Deviation (STDEV)	T-Statistic	P-Values	Description
$H_1$	Discount Live Streaming → Positive Emotion	0.573	0.077	7.476	0.000	Accepted
$H_2$	Bundling Product → Positive Emotion	0.410	0.075	5.454	0.000	Accepted
$H_3$	Discount Live Streaming → Impulse Buying	0.397	0.106	3.730	0.000	Accepted
$H_4$	Bundling Product → Impulse Buying	0.278	0.088	3.172	0.002	Accepted
$H_5$	Positive Emotion → Impulse Buying	0.310	0.106	2.916	0.004	Accepted
$H_6$	Discount Live Streaming → Positive Emotion → Impulse Buying	0.178	0.066	2.698	0.007	Accepted
$H_7$	Bundling Product → Positive Emotion → Impulse Buying	0.127	0.050	2.550	0.011	Accepted

Based on the hypothesis testing results using the bootstrapping method, all hypotheses in this study are accepted because they have T-statistic values greater than 1.96 and significance (p-values) less than 0.05. Hypothesis 1 ( $H_1$ ) shows that Discount Live Streaming significantly affects Positive Emotion with a T-statistic value of 7.476 and a p-value of 0.000, supported by Aqsa, Rosnani, and Pebrianti (2024), stating that live streaming and promotions like flash sales can trigger strong positive emotions in consumers, especially Gen Z.

Hypothesis 2 ( $H_2$ ) states that bundling products also significantly affect positive emotions ( $T = 5.454$ ,  $p = 0.000$ ), that bundling products can influence impulsive buying through contextual interactions that enhance positive emotions in consumers. Hypothesis 3 ( $H_3$ ) shows that Discount Live Streaming significantly affects Impulse Buying with a T-statistic of 3.730 and p-value of 0.000, [Kinasih and Wuryandari \(2023\)](#) found that discounts and live streaming significantly affect impulsive buying in e-commerce platforms.

Hypothesis 4 ( $H_4$ ) states that the effect of bundling products on impulse buying is significant ( $T = 3.172$ ,  $p = 0.002$ ), supported by [Merritt and Zhao \(2022\)](#), who state that bundle offers can trigger impulse buying by increasing consumers' positive emotions. Hypothesis 5 ( $H_5$ ) shows that positive emotions have a significant effect on impulse buying ( $T = 2.916$ ,  $p = 0.004$ ), strengthened by [Andani and Wahyono \(2018\)](#), who found that positive emotions have a significant impact on impulse buying. Meanwhile, mediation hypothesis testing also gave significant results.

Hypothesis 6 ( $H_6$ ) shows that discount live streaming affects impulse buying through positive emotions ( $T = 2.698$ ,  $p = 0.007$ ). Hypothesis 7 ( $H_7$ ) states that bundling products also significantly affect impulse buying through positive emotions ( $T = 2.550$ ,  $p = 0.011$ ). [Zafar et al. \(2021\)](#) state that bundle offers can influence impulsive buying through increased positive emotions in consumers. Thus, it can be concluded that all relationships between the variables in the model of this study are statistically significant.

## **5. Conclusions**

### **5.1. Conclusion**

Based on the research findings, it can be concluded that discount live streaming and bundling products have a positive and significant effect on impulse buying through positive emotions as an intervening variable. All hypotheses proposed in this study were accepted, indicating that positive emotions play a crucial role in strengthening the influence of promotional strategies on consumer behavior. Discount live streaming significantly enhances positive emotions by evoking feelings of excitement, happiness, and enthusiasm among TikTok users. Similarly, bundling products increase perceived value and generate positive emotional responses through attractive and cost-effective product packages.

Furthermore, positive emotions significantly influence impulse buying behavior, as emotional stimulation during live streaming encourages spontaneous purchasing decisions. Although discount live streaming and bundling products also directly affect impulse buying, their impact becomes stronger when mediated by positive emotions. Overall, this study demonstrates that promotional strategies implemented through TikTok live streaming, combined with the creation of positive emotional experiences, effectively increase impulsive buying behavior among users.

### **5.2. Research Limitations**

This study is limited to TikTok Shop as the research context, which may restrict the generalizability of the findings to other platforms. Additionally, the variables examined are limited to discount live streaming, bundling products, positive emotions, and impulse buying, without incorporating other potentially influential factors.

### **5.3. Suggestions and Directions for Future Research**

Future studies are recommended to explore other digital platforms or social media to compare consumer behavior across different contexts. Researchers should also consider incorporating additional variables, such as urgency perception, social proof, and trust, to provide a more comprehensive understanding of impulsive buying behavior. From a practical perspective, business actors and MSMEs are encouraged to strategically implement discount live streaming and bundling products while focusing on creating engaging and emotionally appealing experiences through interactive communication, energetic influencers, and compelling visual and audio content.

## Author Contributions

NAM contributed to conceptualization, study design, data collection, data analysis, and manuscript drafting. NA contributed to data collection, data analysis, and manuscript drafting. WP contributed to data analysis, manuscript drafting, and revision of the manuscript. JJ contributed to data validation, methodology development, and critical revision of the manuscript. HH contributed to supervision, final review, and approval of the version to be published. All authors have read and agreed to the published version of the manuscript.

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