



Impulse Buying and the Mediating Role of Positive Emotion

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ABSTRACT

The beauty industry in Indonesia continues to grow in line with the increasing use of e-commerce, particularly among Generation Z. This phenomenon has led to the rise of impulsive buying behavior influenced by hedonic motives and digital promotions such as flash sales. This study examines the influence of hedonic consumption and flash sales on impulse buying among Generation Z in West Java, with positive emotion as a mediating variable. A quantitative approach was employed with data collected from 160 purposively sampled respondents through a Likert-scale questionnaire. Data were analyzed using multiple linear regression and the Sobel test in SPSS 25. Findings indicate that both hedonic consumption and flash sales positively and significantly affect impulse buying, directly and indirectly through positive emotion. The study contributes to understanding how emotional responses reinforce digital marketing strategies in the Indonesian beauty industry.

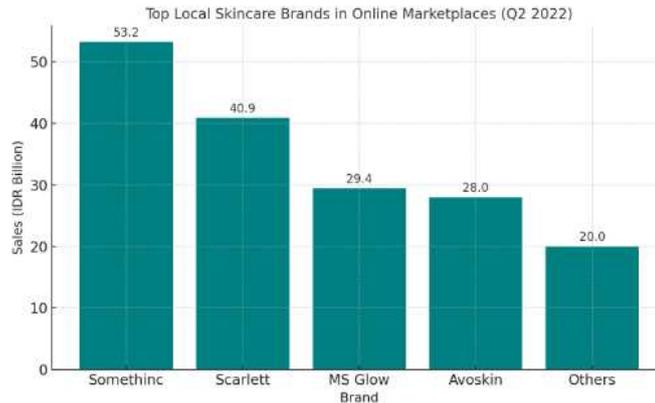
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INTRODUCTION

Rapid developments in digital technology have significantly transformed global marketing practices (McKinsey & Company, 2023). Digital marketing is now a crucial approach for businesses to engage with consumers more effectively (Huotari et al., 2015). In Indonesia, the rise of e-commerce has been strongly supported by the growth of internet users, which reached 212.9 million in 2023, equivalent to 77% of the population (DataReportal, 2023). This rapid adoption of online platforms has provided a solid foundation for the expansion of e-commerce.

Indonesia is now one of the leading digital markets in Southeast Asia, with Shopee, Tokopedia, and Lazada dominating online consumer preferences (Badan Pusat Statistik, 2020). Among these, Shopee has emerged as the most visited platform, recording 157.9 million average monthly visits in 2023 (SimilarWeb, 2023), and consistently leading in Gross Merchandise Value in the region (GoodStats, 2023). Within e-commerce, the beauty and skincare sector has become one of the most prominent categories. Facial care products, especially serums and toners, occupy the highest market share in the beauty segment on Shopee (Compas, 2024).

Local skincare brands are increasingly competitive, with Avoskin securing a strong market presence since its launch in 2014. In the second quarter of 2022, Avoskin ranked fourth among Indonesia's leading local skincare brands in online marketplaces, with recorded sales of IDR 28 billion.



Source : Kompas.co.id (2022)

Figure 1. Top Local Skincare Brands in Online Marketplaces (Q2 2022)

Consumer behavior in this sector is strongly influenced by digital promotions and emotional factors. Flash sales, with their limited-time offers, create a sense of urgency and exclusivity that encourages spontaneous purchases. At the same time, hedonic consumption, characterized by purchasing motivated by enjoyment and emotional gratification, has been found to trigger impulse buying (Abror et al., 2023; Atulkar & Kesari, 2018). Importantly, these behaviors are often mediated by emotions such as excitement and enjoyment, which amplify the effect of marketing stimuli on decision making (Arianty et al., 2024).

However, prior research presents inconsistent findings. Some studies confirm that hedonic motives and flash sales significantly drive impulse buying (Lamis et al., 2022; Paramitha et al., 2022), while others suggest weaker or inconclusive effects (Ciocodeică et al., 2025; Mariyana et al., 2023). Similarly, the mediating role of positive emotion has been supported in some research (Kholis & Saifuddin, 2023) but challenged in others (Ajizah & Nugroho, 2023). These contradictions highlight a gap in the literature that requires further investigation.

Considering that Generation Z accounts for nearly 28% of the population in West Java (Badan Pusat Statistik, 2021) and is highly engaged with online beauty products (Antaranews, 2023), this study focuses on Avoskin consumers in this region. The objective is to examine how positive emotion mediates the relationship between hedonic consumption, flash sales, and impulse buying. Theoretically, this study expands the understanding of emotional drivers in online consumer behavior, while practically, it provides insights for local skincare brands to optimize digital marketing strategies.

LITERATURE REVIEW

Hedonic consumption describes shopping behavior that prioritizes pleasure, enjoyment, and emotional satisfaction rather than utilitarian value (Atulkar, 2020). Such consumption often emphasizes novelty, excitement, and the pursuit of memorable experiences, making it strongly connected with affective responses (S. Mashilo et al., 2025). In the digital marketplace, hedonic motives are particularly influential, as interactive features and visually appealing promotions enhance the sense of fun and escapism (Paramitha et al., 2022). Several studies confirm that hedonic consumption significantly stimulates impulse buying because consumers are motivated

not only by functional needs but also by the desire for gratification and entertainment (Fauzi et al., 2018).

Flash sales, defined as promotions with limited time and quantity, create urgency and scarcity that drive consumers to make rapid decisions (Lamis et al., 2022). Research indicates that short-term promotions enhance emotional arousal and reduce rational evaluation, leading to higher levels of impulse buying (Hermawan & Rofiq, 2024). The sense of exclusivity and anticipation generated by flash sales has been shown to significantly impact Generation Z, who are more responsive to immediate rewards and interactive online experiences (Ciocodeică et al., 2025). In e-commerce platforms, features such as countdown timers, push notifications, and mystery discounts further amplify the psychological pressure to act quickly, thus fostering unplanned purchases (Zhang et al., 2022).

Positive emotion represents affective responses such as joy, excitement, enthusiasm, and satisfaction that arise during the shopping process (Martaleni et al., 2022). Studies show that positive emotions can lower cognitive control, making consumers more likely to engage in impulsive decision-making (Dawson & Kim, 2009; Verhagen & van Dolen, 2011). In the context of online retailing, positive emotions mediate the influence of marketing stimuli, such as flash sales or hedonic motives, on consumer behavior (Kholis & Saifuddin, 2023). Recent findings suggest that emotions play a critical role in connecting external triggers with actual purchasing decisions, especially among young consumers in digital marketplaces (Arianty et al., 2024).

Impulse buying refers to spontaneous and unplanned purchasing behavior, often driven by situational stimuli and emotional states rather than deliberate planning (Morozova & Vlaev, 2024). In online environments, impulse buying is intensified by interactive features, convenience, and time-limited promotions that reduce consumer rationality (Abror et al., 2023). Previous studies highlight that hedonic consumption and flash sales directly contribute to impulse buying, while positive emotions act as mediators that strengthen these effects (Mariyana et al., 2023; Zhang et al., 2022). This reinforces the perspective that impulse buying is a multidimensional construct shaped by both cognitive and affective elements, with marketing strategies and emotional triggers working simultaneously.

Based on the theoretical framework and prior empirical findings, the hypotheses in this study are formulated as follows:

H1: Hedonic consumption influences impulse buying through the mediating role of positive emotion.

H2: Flash sales influence impulse buying through the mediating role of positive emotion.

METHOD

This research applied a quantitative design with descriptive analysis to outline respondent characteristics and variables, and causal verification to test hypotheses and relationships. The population was Generation Z consumers in West Java who had purchased Avoskin products on Shopee, with a final sample selected using purposive sampling based on specific criteria: (a) belonging to Generation Z (1997–2012), (b) residing in one of nine cities in West Java (Bandung, Bogor, Sukabumi, Cirebon, Bekasi, Depok, Cimahi, Tasikmalaya, and Banjar), and (c) having experience purchasing Avoskin products via Shopee. The minimum sample size determined was 160 respondents. To ensure proportional distribution, the total sample was divided evenly across

the nine research locations, resulting in approximately 17–18 respondents per city. This approach was adopted to guarantee adequate representation from each city in West Java.

Data collection was conducted using a structured questionnaire based on a five-point Likert scale (ranging from strongly disagree to strongly agree). Measurement indicators were adapted from validated instruments in prior studies, covering the following constructs: hedonic consumption (novelty, fun, praise, escapism, social interaction) (Arnold & Reynolds, 2003), flash sales (frequency, quality, timing, accuracy) (Hermawan & Rofiq, 2024), positive emotion (pleasure, arousal, dominance) (Bakker et al., 2014), and impulse buying (spontaneity, intensity, excitement) (Rook & Fisher, 1995). Data were analyzed through descriptive statistics and multiple regression, with the Sobel test employed to examine mediation. All analyses used SPSS 25.

RESULT AND DISCUSSION

Result

The study involved 160 Generation Z respondents aged 18–28 years who had purchased Avoskin products via Shopee. They were drawn from nine cities in West Java (Bandung, Bogor, Sukabumi, Cirebon, Bekasi, Depok, Cimahi, Tasikmalaya, and Banjar) to represent the broader Gen Z population in the region. Respondent characteristics were classified into three categories: (1) general demographics (gender, age, city), (2) socio-economic demographics (occupation, income, living arrangement), and (3) consumer behavior (purchase frequency and payment methods).

Table 1. Demographic

Category	Freq	Percentage	Category	Freq	Percentage
Gender			City		
Male	129	80,63%	Bandung	18	11,25%
Female	31	19,38%	Bogor	18	11,25%
Total	160	100%	Sukabumi	18	11,25%
Age			Cirebon	17	10,63%
18-19 years old	5	3,13%	Bekasi	18	11,25%
20-21 years old	12	7,50%	Depok	18	11,25%
22-23 years old	17	10,63%	Cimahi	18	11,25%
24-25 years old	76	47,50%	Tasikmalaya	18	11,25%
26-28 years old	50	31,25%	Banjar	17	10,63%
Total	160	100%	Total	160	100%

Source: Processed primary data, 2025

The demographic profile of respondents provides important context for interpreting the findings. The majority of participants were male (80,63%), while female respondents accounted for only 19,38%. This imbalance suggests that impulse buying behavior for Avoskin products on Shopee in West Java may be strongly influenced by male consumers, which is somewhat unexpected given that skincare and beauty products are often marketed predominantly toward women. However, recent studies indicate a growing trend of male consumers becoming more active in skincare purchasing, especially among younger generations who increasingly value self care and appearance (Banerjee & Namboodiri, 2018)

In terms of age distribution, the largest group of respondents was aged 24–25 years, followed by those aged 26–28 years. This indicates that impulse buying behavior is most prevalent among older members of Generation Z who are likely already employed or financially independent, giving them greater purchasing power compared to younger cohorts. Previous research has highlighted that disposable income and financial autonomy significantly increase the likelihood of engaging in impulsive buying, particularly for lifestyle and beauty products (Tessy & Setiasih, 2024)

Geographically, respondents were distributed relatively evenly across nine cities in West Java, with each city contributing around 10–11% of the sample. This proportional allocation ensures balanced representation and reduces location-based bias in the analysis. Such even distribution strengthens the external validity of the study, as regional cultural and economic differences within West Java are less likely to skew the findings (Hair et al., 2019)

Overall, the demographic analysis highlights that impulse buying in the context of Avoskin products is driven largely by financially independent young adults, with emerging male participation, and the balanced city representation supports the robustness of the conclusions.

Table 2. Socioeconomic

Category	Freq	Percentage	Category	Freq	Percentage
Occupation			Income		
Freelancer	9	5,63%	< Rp. 1,000,000	55	34,38%
Civil servant	8	5,00%	Rp. 1,000,001–Rp. 2,000,000	39	24,38%
Private employee	7	4,38%	Rp. 2,000,001–Rp. 3,000,000	26	16,25%
Entrepreneur	6	3,75%	Rp. 3,000,001–Rp. 4,000,000	17	10,63%
Undergraduate student	65	40,63%	Rp. 4,000,001–Rp. 5,000,000	15	9,38%
Master’s student	30	18,75%	> Rp. 5,000,000	8	5,00%
Doctoral student	10	6,25%	Total	160	100%
Unemployed	11	6,88%	Living Arrangement		
Others	14	8,75%	With relatives	12	7,50%
Total	160	100%	Boarding/rented house	50	31,25%
			With parents	71	44,38%
			Others	27	16,88%
			Total	160	100%

Source: Processed primary data, 2025

Socioeconomic analysis revealed that a large proportion were undergraduate students (40,63%), with the majority earning less than Rp2.000.000 per month and living with their parents (44,38%). These findings indicate that many respondents remain financially dependent on their families. These findings suggest that most Generation Z in West Java remain financially dependent on their families, which aligns with previous studies indicating that students at this age are largely supported by parental income (Evelyn, 2023).

The demographic profile indicates that the majority of respondents were students, both undergraduate and postgraduate, with relatively limited income levels. Most participants reported monthly earnings below Rp. 2,000,000, reflecting financial dependence on parents or part-time work. This finding aligns with previous studies showing that students, especially those in higher education, often rely on parental support and possess constrained disposable income (Arslan & Zaman, 2014). Interestingly, even with limited financial resources, younger consumers are still prone to impulsive buying, particularly in lifestyle and beauty products, as consumption is often driven by hedonic motives rather than economic capacity (Tessy & Setiasih, 2024)

In terms of living arrangements, almost half of the respondents lived with their parents, while a substantial portion resided in boarding or rented houses. This pattern suggests that many Generation Z consumers are in transitional life stages, balancing between dependence and growing autonomy. Such living conditions may amplify impulsive consumption tendencies, as those with partial independence often associate spending with personal freedom and identity expression (Prastika & Sa'id, 2024). Overall, the demographic characteristics reinforce the idea that income constraints do not necessarily prevent impulse buying among young consumers, as emotional gratification and social influences remain strong behavioral drivers.

Table 3. Shopping Behavior

Category	Freq	Percentage	Category	Freq	Percentage
Purchase Frequency			Payment Method		
1–2 times	70	43,75%	Cash on Delivery (COD)	15	9,38%
3–5 times	30	18,75%	E-Wallets	72	45,00%
> 5 times	60	37,50%	SeaBank	6	3,75%
Total	160	100%	Bank Transfer	36	22,50%
			Debit Card	12	7,50%
			Credit Card	2	1,25%
			Others	1	0,63%
			Total	160	100%

Source: Processed primary data, 2025

The data reveal that purchase frequency is relatively high, with 37.5% of respondents reporting more than five transactions and 43.75% making at least one or two purchases. This suggests that Generation Z consumers in West Java maintain consistent engagement with online platforms, reflecting their strong orientation toward digital shopping. In terms of payment methods, e-wallets dominate, followed by bank transfers, indicating a clear preference for seamless and technology-driven transactions over traditional options such as COD. The relatively low reliance on credit cards aligns with earlier findings that younger consumers in emerging markets prefer fintech solutions, particularly e-wallets, due to convenience, integration with promotions, and ease of use (Ariffin, K. S et al., 2018; Liébana-Cabanillas et al., 2018). This demonstrates that payment preferences among Gen Z not only facilitate frequent purchases but also reflect broader trends in digital financial adoption (Aseng, 2020).

Table 4. Percentage of Respondents' Answers

Variable	Items	Mean	Std. Dev	Category
Hedonic Consumption (X1)	10	4.20	0.42	Highly Satisfactory
Flash Sale (X2)	8	4.57	0.36	Highly Satisfactory
Impulse Buying (Y)	8	4.50	0.39	Highly Satisfactory
Positive Emotion (Z)	6	4.47	0.41	Highly Satisfactory

Source: Processed primary data, 2025

Based on Table 4. Hedonic consumption was rated positively, with several items achieving high average scores. Respondents expressed strong agreement that shopping provides excitement, novelty, and social value, showing that their purchases are often motivated by more than just functional needs.

Flash sales were perceived as highly attractive. Over 95% of respondents agreed that limited-time promotions increase purchase urgency and exclusivity. This confirms that flash sales are an effective marketing strategy for engaging young consumers. This suggests that limited-time promotions offered during flash sales strongly attract Gen Z consumers, reinforcing their hedonic motivations and purchase intentions. These findings align with previous studies highlighting that flash sales create a sense of urgency and scarcity, which significantly enhances consumers' willingness to make impulsive purchases (Lamis et al., 2022; Wu et al., 2021). In the context of Gen Z, who are highly engaged with digital platforms and value time-sensitive deals, flash sales act as an effective marketing strategy to stimulate both emotional satisfaction and transactional benefits.

Positive emotion recorded consistently high ratings. Most respondents reported feelings of joy, excitement, and satisfaction during online shopping, although some variations existed in intensity across different items. These findings are consistent with prior studies showing that positive emotions such as joy, enthusiasm, and satisfaction strongly influence online purchase intentions and consumer engagement in e-commerce platforms (Pappas et al., 2017).

Impulse buying was strongly evident among respondents. The highest score was observed in situations involving sudden promotions and visually appealing product displays, indicating that spontaneous decisions are heavily influenced by external triggers. These findings are consistent with previous studies emphasizing that online environments, flash sales, and digital promotions heighten impulsive purchasing behaviors, particularly among younger consumers who are more responsive to hedonic stimuli (Keng et al., 2016).

Table 5. The Validity Test Result

Variable	No. of Items	r-value range	r-table	Result
Hedonic Consumption (X1)	10	0.162–0.501	0.154	Valid
Flash Sale (X2)	8	0.160–0.508	0.154	Valid
Impulse Buying (Y)	8	0.258–0.407	0.154	Valid
Positive Emotion (Z)	6	0.168–0.642	0.154	Valid

Source: Output SPSS 25, 2025

According to Table 5. all items exceeded the minimum r-table value (0.154), confirming that all measurement indicators are valid. This indicates that each item consistently measures the intended construct and can.

Table 6. The Reliability Test Result

The Variables	Cronbach Alpha	α	Result
Hedonic Consumption (X1)	0,787	0,7	Reliable
Flash Sale (X2)	0,845	0,7	Reliable
Impulse Buying (Y)	0,727	0,7	Reliable
Positive Emotion (Z)	0,927	0,7	Reliable

Source: Output SPSS 25, 2025

Table 6. presents the reliability test results, which reveal that all variables under investigation exhibit Cronbach’s Alpha coefficients exceeding the threshold value of 0.700, thereby indicating a high level of internal consistency.

The diagnostic tests conducted prior to regression analysis confirm that the data satisfy the classical assumptions required for multiple regression. The linearity and normality tests indicate that the relationships among variables follow the expected distribution, while the absence of multicollinearity ensures that each predictor contributes uniquely to the model. Moreover, the lack of heteroscedasticity suggests that the variance of residuals is stable across observations, which strengthens the reliability of the estimates. Meeting these assumptions is crucial to avoid biased coefficients and to ensure robust inference in regression modeling (Hair et al., 2019).

The hypothesis testing in this study was conducted individually to examine the influence of each independent variable on the dependent variable. Specifically, multiple linear regression analysis was applied to evaluate the effect of hedonic consumption (X1), flash sale (X2) on positive emotion (Z) and the effect of hedonic consumption (X1), flash sale (X2), positive emotion (Z) on positive emotion (Z). As presented in Table 7, the analysis produced the following multiple linear regression equation:

$$Y = 15,696 + 0,018X1 + 0,576X2 + e$$

$$Z = 11,811 + 0,096X1 + 0,300X2 + e$$

$$Y = 31,295 + 0,018X1 + 0,576X2 + 0,016Z + e$$

Table 7. Partial t-Test

Model	Unstandardized Coefficients				Result
	B	Std. Error	t	Sig.	
(Constant)	11.811	3.263	3.620	.000	
HC (X1) → PE (Z)	.096	.045	2.161	.032	Significance
FS (X2) → PE (Z)	.300	.079	3.795	.000	Significance
(Constant)	15.696	2.910	5.394	.085	
HC (X1) →IB (Y)	.018	.040	5.063	.000	Significance
FS (X2) → IB (Y)	.576	.071	8.159	.048	Significance
(Constant)	31.295	3.038	5,102	.000	
PE (Z) → IB (Y)	0.176	0.078	2.246	.000	Significance

Source: Output SPSS 25, 2025

The regression analysis highlights that hedonic consumption significantly influences both positive emotions and impulse buying, while flash sales also show a strong and consistent effect on these outcomes. This implies that shopping driven by pleasure and enjoyment, as well as time-limited promotional strategies, are effective in stimulating emotional arousal and spontaneous purchases among Generation Z consumers. Furthermore, positive emotion itself was found to exert a significant effect on impulse buying, confirming its role as a mediating factor that bridges external marketing stimuli with consumer behavior. These findings are consistent with prior research which shows that positive emotions amplify impulsive consumption tendencies, especially in digital commerce environments (Cahyani & Marcelino, 2023). Similarly, studies on flash sales confirm that limited-time offers enhance emotional responses that increase the likelihood of unplanned purchases (Aqsa et al., 2024). Recent evidence also emphasizes the critical role of emotional arousal in mediating the impact of marketing strategies on impulse buying, particularly in online shopping and live stream contexts (Wang et al., 2025). Thus, the present study reinforces existing literature by demonstrating that both hedonic motives and flash sales influence impulse buying not only directly but also indirectly through the generation of positive emotions, underscoring the importance of emotional factors in shaping consumer behavior in e-commerce.

Table 8. The Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547 ^a	.299	.285	1.502

Source: Output SPSS 25, 2025

The coefficient of determination (R^2) serves as a measure of how well the independent variables in the regression model explain the variability of the dependent variable. In this research, the adjusted R^2 was calculated at 0.285, meaning that 28.5% of the changes in impulse buying behavior can be explained by hedonic consumption, flash sales, and positive emotion. The remaining 71.5% of the variance is influenced by other determinants that were not included in the current model, such as price sensitivity, brand loyalty, or other external promotional strategies.

Table 9. Simultaneous F Test

Model	Predictors	F	Sig
I	HC, FS → IB	33.408	0.000
II	HC, FS, PE → IB	22.155	0.000

Source: Output SPSS 25, 2025

The results of the F-test indicate that both regression models are statistically significant. In Model I, hedonic consumption and flash sales jointly influence impulse buying. Similarly, Model II, which incorporates positive emotion as an additional predictor, also demonstrates a significant effect on impulse buying. These findings confirm that the independent variables, both

with and without the mediating role of positive emotion, collectively explain variations in impulse buying behavior among Gen Z consumers of Avoskin products on Shopee.

Table 10. Sobel Test

Indirect Effect	T-Statistics	P-Values	VAF	Hypothesis	Result
HC → PE → IB	2,123	0,034	28%	H1	Accepted
FS → PE → IB	2,066	0,040	22%	H2	Accepted

Source: Output Sobel Calculator, 2025

Mediation analysis reveals that positive emotion functions as a conduit through which both hedonic consumption and flash sales exert their influence on impulse buying. This indicates that while direct effects are present, emotional arousal serves to reinforce impulsive buying tendencies (Martaleni et al., 2022). The findings further align with studies showing that flash sales in e-commerce settings catalyze positive emotional responses, which in turn enhance impulse purchasing behavior among young consumers (Hermawan & Rofiq, 2024).

Discussion

Hedonic Consumption in Relation to Impulse Buying

The results of this study demonstrate that hedonic consumption has a significant and positive effect on the development of positive emotions, which in turn fosters a greater tendency toward impulsive buying among Generation Z respondents in West Java. This suggests that purchasing Avoskin products on Shopee is not only driven by product utility but also by emotional gratification and enjoyable experiences. Result show consistent with previous studies which reported that hedonic motivation, such as the pursuit of pleasure, is strongly associated with impulsive buying behavior (Febri et al., 2019). Other research also confirms that hedonic shopping values enhance emotional responses and increase the likelihood of unplanned purchases in online contexts (Paramitha et al., 2022). Therefore, this study reinforces the idea that hedonic motives serve as both direct and indirect determinants of impulse buying in e-commerce.

Flash Sales in Relation to Impulse Buying

Findings additionally indicate that flash sale strategies generate favorable emotional responses, which in turn intensify the likelihood of impulse buying. Respondents reported that discount prices, exclusive offers, convenient transactions, and clear promotional communication on Shopee triggered excitement and encouraged impulsive buying. This is in line with prior studies which found that limited-time promotions generate urgency and emotional arousal that stimulate impulsive behavior (Lamis et al., 2022). Research also showed that flash sales significantly enhance consumer emotions, which in turn increase impulse buying (Martaleni et al., 2022). Furthermore, studies on Generation Z consumers highlight that this group is particularly responsive to short-term promotions that create immediate excitement and lead to unplanned purchases. These findings suggest that Shopee and Avoskin have effectively implemented flash sale strategies that resonate with the behavioral tendencies of young consumers, consistent with the S-O-R framework that emphasizes urgency and scarcity as emotional triggers of impulsive buying (Zhang et al., 2022).

Positive Emotion in Relation to Impulse Buying

The results further indicate that positive emotions play a significant role in driving impulse buying behavior. Respondents who felt happiness, enthusiasm, satisfaction, or gratitude while shopping were more inclined to make spontaneous purchases. The results are consistent with theories suggesting that experiencing positive emotions diminishes cognitive restraint and raises the propensity for impulsive decision making. Individuals experiencing euphoria are more inclined to make impulse purchases, owing to their heightened optimism about purchase outcomes and reduced cognitive deliberation (Mahena et al., 2025). Furthermore, recent research employing structural equation modeling confirms that positive affect mediates the impact of normative evaluations on impulse buying urge, highlighting emotions as a key psychological mechanism in impulsive consumer behavior (Lee et al., 2023).

Mediation Role of Positive Emotion

The mediation analysis shows that positive emotion mediates the effect of both hedonic consumption and flash sales on impulse buying. This indicates that while hedonic motives and promotions directly encourage impulsive behavior, the emotional responses generated during shopping further strengthen this tendency. Previous studies also emphasize the mediating role of emotions in consumer behavior, arguing that emotional responses often bridge external marketing stimuli with behavioral (Arianty et al., 2024). This research contributes to the body of consumer behavior studies by underscoring the essential function of positive emotions as a link between marketing strategies and impulse purchasing, especially within the context of online shopping.

In summary, this study demonstrates that impulse buying among Generation Z is shaped by hedonic motives, promotional strategies such as flash sales, and the emotional responses experienced during shopping. These findings are in line with consumer behavior theories which argue that both rational and emotional elements are integrated into purchase decisions (Cahyani & Marcelino, 2023). For practitioners, the results highlight the importance of designing marketing strategies that not only offer economic benefits but also create enjoyable and emotionally engaging experiences. For academics, this research provides further insight into the significant role of positive emotions as mediating variables in digital shopping contexts, with specific attention to Generation Z consumers.

CONCLUSION

This study provides empirical evidence on the influence of hedonic consumption and flash sales on impulse buying, with positive emotion serving as a mediating factor, among Generation Z consumers in West Java purchasing Avoskin products through Shopee. Beyond confirming that hedonic motives and promotional strategies significantly stimulate impulsive purchasing, the research highlights the crucial mediating role of emotions in linking marketing stimuli with consumer behavior.

Theoretically, these findings enrich the consumer behavior literature by reinforcing the argument that impulsive buying is not merely a rational response to product utility, but is deeply shaped by affective factors. By incorporating positive emotion as a mediating variable, the study

advances the S-O-R framework and provides a more nuanced understanding of how psychological mechanisms translate marketing efforts into unplanned purchases within digital commerce settings.

Practically, the results offer strategic insights for marketers in the beauty industry. For Avoskin and similar brands, hedonic-oriented campaigns, such as engaging product storytelling and influencer collaborations can heighten emotional involvement. Likewise, flash sale strategies that emphasize urgency through tools like push notifications, vouchers, or gamified features can strengthen consumer excitement and increase purchase likelihood. However, tailoring promotions to demographic profiles, particularly income levels, is necessary to balance emotional appeal with affordability.

Despite these contributions, the study is limited by its focus on a single brand and platform, which restricts generalizability. Future research should extend to other industries, e-commerce platforms, and additional variables such as brand trust or pricing perceptions to build a more comprehensive model of impulse buying. Methodological advancements, including alternative analytical models, may also deepen insights into the complex interplay of emotions, consumer characteristics, and marketing strategies.

In conclusion, this study underscores the central role of emotions in driving impulsive behavior among Generation Z, offering both theoretical contributions to consumer behavior scholarship and practical guidance for marketers seeking to design emotionally resonant and effective digital campaigns.

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