

Do discounts livestream and bundle offers triggers TikTok user unplanned purchases?

Leiya Gita¹, Rizky Fauzan², Wenny Pebrianti³, Juniwati⁴, Arman Jaya⁵

^{1,2,3,4,5}Department of Management, Faculty of Economics and Business, Universitas Tanjungpura, Indonesia

ARTICLE INFO**Article history:**

Received Nov 18, 2023

Revised Nov 19, 2023

Accepted Nov 24, 2023

Keywords:

Bundle Offers;
Discounts on Livestream
Selling;
Positive Emotions;
TikTok;
Unplanned Purchases.

ABSTRACT

TikTok is a medium of information, entertainment, and communication. TikTok's new feature is TikTok shop. Live streaming is here for consumers who like direct interaction with sellers via real-time video. The objective of this study is to examine the impact of discounts on livestream selling and bundle offers on unplanned purchases TikTok users through positive emotion. This research method uses causality. Data was distributed via questionnaire to 205 people who shopped online on selected TikTok livestream using a purposive sampling method. The research results based on SEM AMOS 22 calculations show that the value of discounts on livestream selling has a positive and significant impact on unplanned purchases. TikTok livestream, bundle offers have a positive and significant impact on unplanned purchases, TikTok livestream, positive emotion can mediate the relationship between discounts on livestream selling on unplanned purchases, positive emotion can mediate the relationship between bundle offers on unplanned purchases and positive emotion has a positive impact when making unplanned purchases on TikTok livestream consumers. It is hoped that the results of this research will provide a valuable contribution to online business players in their efforts to increase marketing effectiveness in the developing livestream-selling sector, which is currently experiencing fast growth.

This is an open access article under the CC BY-NC license.



Corresponding Author:

Leiya Gita,
Faculty of Economics and Business,
Tanjungpura University,
Jl. Prof. Dr. H. Hadari Nawawi, Kec. Pontianak Tenggara, Kota Pontianak 78124.
Email: leiyag93@gmail.com

1. Introduction

The development of the times, especially in the communication sector, is increasingly sophisticated. We get information, communication, and entertainment instantly via smartphones. TikTok is an online media that includes news, entertainment, and communication. The new feature that TikTok released in April 2021 is TikTok shop. TikTok Shop is an online shopping place commonly called e-commerce, which provides millions of products.

According to data from (Nariswari, 2023), sales of FMCG products on TikTok Shop reached IDR 1.33 trillion in Indonesia. This sales figure has comparable potential with other e-commerce platforms such as Shopee, Tokopedia, and Blibli after the closure of TikTok Shop. The sales value of TikTok Shop amounted to IDR 1.33 trillion, with a total of 17.75 million transactions across five FMCG categories in Indonesia. (Nariswari, 2023) also observed Shopee, Tokopedia, and Blibli in the same categories. The results showed that sales on Shopee reached IDR 3.1 trillion with a total of 92.4 million transactions. Tokopedia recorded sales of IDR 622.3 billion with 10.5 million transactions, while Blibli achieved sales of IDR 84.8 billion with a total of 1.7 million transactions.

TikTok live streaming consists of online retail sellers creating live broadcasts, increasing sales profits by creating effective connections with real-time consumers (Wongkitrungrueng & Assarut, 2020).

This medium facilitates direct communication on sales interactions, diminishing the perceived obstacles of physical distance and enhancing the clarity of information (Lo et al., 2022). Consumers interact with streamers for targeted product understanding, creating consumer potential (Luo et al., 2021).

Livestream selling and unplanned purchases are closely related because when broadcast time is limited, impulsive purchasing decisions occur among potential consumers. Live streamers detail every product detail, show how to use it, and interact with viewers directly (Xu et al., 2020). The factor that enables users to decide on unplanned purchases live streaming on TikTok is the existence of discounts on livestream selling and bundle offers through positive emotions.

According to (Martins et al., 2021), discounts on live streaming will make consumers purchase and increase sales performance. Discounts applicable to livestream create a sense of urgency among viewers (Wan et al., 2020). They felt they had to act quickly to take advantage of the discount (Aviv et al., 2019). This results in a tendency to make impulse buying decisions (Adida & Özer, 2019). Jiang et al., (2018) if consumers have a discount coupon within a specified time, they will immediately use it. (JE Lee & Chen-Yu, 2018) if the livestream sales coupon discount attracts consumers to buy the product.

The bundle offers a strategy that directs consumers to purchase (Setyani et al., 2019). The bundled package is more interested in customer needs (Hähnchen & Baumgartner, 2020). The perceived values of a product offering may influence consumers' purchasing decisions through bundled offerings (Zafar et al., 2021). Bundled products often offer desirable value to consumers (Stauch, 2021). You may be able to purchase multiple products at a lower price in a bundle offer than if you bought each product separately Guo et al., (2021). (Martins et al., 2021) show that customers making alternative purchases are interested in bundling services rather than separate services. (Irfan et al., 2021) that bundle offers are presented as a product/service attraction to customers.

(Rahmania et al., 2023) positive emotion are a factor that drives impulse buying decisions. Consumer behavior will pay attention and see whether what the retailer offers is exciting, giving a positive reaction (Rocklage & Fazio, 2020). Consumers find profitable offers and feel happy (Pebrianti, Ratnawati, 2019). Consumers feel positive emotions because they get more value or save money (Lin et al., 2021). Emotions also indirectly determine consumers' purchase of products (Guo et al., 2020). This opinion is approved by Zhang et al., (2020). If the consumer feels that they have a product with high interest, they will be interested in making a purchase (Yi et al., 2023). The research results give rise to a hypothesis to determine the effect of discounts on livestream and bundle offers on unplanned purchasing decisions mediated by positive emotion.

2. Research Method

The measurement of this research is causal research. This research uses a questionnaire distributed to respondents deemed to meet the specified criteria. The questionnaire uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). This research will use Structural Equation Modeling (SEM) with AMOS 22 statistical tools to analyze and evaluate measurement models and structural models of the research constructs being built. The measurement of this research is causal research. This research uses a questionnaire distributed to respondents deemed to meet the specified criteria. The questionnaire uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). This research will use Structural Equation Modeling (SEM) with AMOS 22 statistical tools to analyze and evaluate measurement models and structural models of the research constructs being built. The fit test model will be assessed based on goodness of fit index parameters such as CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root Mean Squared Residual (RMR), Goodness of Fit Index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI).

Discounts on Livestream Selling using a design process by (Supma & Evita, 2018) with (3) indicators. Meanwhile, bundle Offers use a managed design (J. Wan et al., 2017) with a total of (4). Next, the Positive Emotion measurement was developed (Cynthia & Jatra, 2020) with a total of (4) indicators, and finally, the Unplanned Purchase measurement was created (Saputro, 2019) with a total of (4) indicators. Information regarding the demographic characteristics of respondents is submitted regarding the respondent's gender, respondent expenditure, respondent age, etc.

Sampling and Data Collection

The number of samples collected and examined in this research was 205 respondents. The sample involved is at least 17 years old. It is a user of the TikTok application who has shopped using the live streaming feature on TikTok and the product purchased has a discount for a short time and has a promotion to buy one other bonus gift product (bundle) during the last six months on the application TikTok. Respondents were selected using the purposive sampling method. Distribution of questionnaire data was carried out in the period July-August. Sampling locations were distributed to various cities in Indonesia, such as Java, Kalimantan, Sumatra, Sulawesi, Papua, and Bali via online questionnaires.

Data Analysis

The validity evaluation will rely on the standardized loading factor (SLF) value, which must be ≥ 0.50 (Hair et al., 2014:618), and the reliability construct will depend on the results of the tabulation of construct reliability (CR) and average variance extracted (AVE) values. Next, the SEM analysis carried out is a structural model analysis to assess whether the research hypothesis that has been developed is accepted or rejected. SEM analysis will display the calculated t-value for each coefficient. The hypothesis can be said to have a causal relationship if the t-count value $\geq t$ table (1.96) with a significant level of α (usually $\alpha = 0.05$). A Sobel test will determine the mediating variable's indirect effect.

3. Results And Discussions

Respondent Characteristics

Respondent profiling for this survey was based on the following demographic characteristics.

Table 1. Characteristics of respondents

Categories	Items	f	%
Gender	Male	20	9.8%
	Female	185	90.2%
Total		205	100%
Domicile	Java	154	75%
	Kalimantan	17	8.3%
	Sumatra	20	9.7%
	Sulawesi	4	2.0%
	Papua	5	2.5%
	Bali	5	2.5%
Total		205	100%
Age	17-22 years old	170	82.9%
	23-28 years old	33	16.1%
	29-34 years old	2	1%
Total		205	100%
Occupation	Students	175	85.4%
	Civil servants	3	1.5%
	Private sector employee	9	4.4%
	Businessman	2	0.9%
	Freelancers	16	7.8%
Total		205	100%
How many times have you purchased online live streaming on TikTok in the last six months?	1-3 times	151	73.7%
	4-6 times	37	18.0%
	>7 times	17	8.3%
Total		205	100%
What is your average cost for online purchases while live streaming on TikTok?	<IDR. 100,000	82	40%
	IDR. 100,000 – IDR. 199,999	94	45.9%
	IDR. 200,000 – IDR. 299,999	17	8.3%
	>IDR. 300,000	12	5.8%
Total		205	100%

Measurement Models

The results of the consistency, validity and reliability tests are as follows.

Table 2. Value of standardized loading factor, construct reliability (CR), and average variance extracted (AVE) in overall model fit

	Items	SLF	CR	AVE
<i>Discount on Livestream Selling (DOLS)</i>	Discounts on Livestream Sales on TikTok trigger me to buy in large quantities	0.821	0.892	0.546
	Discounts on Livestream Sales on TikTok made me interested in creating a purchase	0.723		
	The discount on Livestream on TikTok encouraged me to purchase because it was lower than the regular price, making me feel more economical	0.664		
<i>Bundle Offers (BO.)</i>	I felt sad when the bundle offer on the live streaming on TikTok ran out	0.792	0.902	0.502
	Doubts about buying bundle offers are gone because of the live streaming on TikTok	0.676		
	I like bundle offers on live streaming on TikTok because purchasing is easy to do	0.680		
	I have immediate purchase interest if the bundle offer is made on the live streaming on TikTok	0.679		
	I feel happy with the discount prices and bundle offers on live streaming on TikTok	0.723	0.905	0.512
<i>Positive Emotion (PE.)</i>	I was satisfied with the discount prices and bundle offers on the live streaming on TikTok	0.712		
	I feel comfortable with discount prices and bundle offers on live streaming on TikTok	0.695		
	I feel enthusiastic about the discount prices and bundle offers on live streaming on TikTok	0.733		
	When I watched the live streaming on TikTok, suddenly, I had the urge to buy spontaneously	0.858	0.920	0.637
<i>Unplanned Purchases (UP)</i>	I probably didn't think twice when purchasing because the promotion on the live streaming on TikTok caught my attention	0.737		
	I probably couldn't resist purchasing on live streaming on TikTok	0.883		
	I still buy products on live streaming on TikTok, even though I might regret it because it doesn't suit my needs	0.698		

Based on Table 2, the results of the validity and reliability tests show that the model indicators built meet the valid and reliable criteria. Existing indicators have standard stress factor (SLF) values above 0.50. These results explain that all metrics are valid and adequate to measure the composition of all models produced. The Construct Reliability (CR) test score is more than 0.70. These results show that all instruments are reliable and can consistently measure structure throughout the models built.

Table 3. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results	
χ^2	Expected to be low	107,531	
Df		85	
χ^2 - Significance Probability	≥ 0.05	0.050	
CMIN/DF	≤ 3.00	1,265	Good fit
RMSEA	≤ 0.08	0.036	Good fit
RMR	< 0.05	0.034	Good fit
NFI	≥ 0.90	0.918	Good fit
IFI	≥ 0.90	0.982	Good fit
TLI	≥ 0.90	0.977	Good fit
CFI	≥ 0.90	0.981	Good fit

The model suitability test in Table 3 explains that the model suitability requirements are accepted, and suitability can be stated. Seven measurements show good goodness of fit. There are 3-4 measurements with a good level of agreement or above the cut-off value. Then the research model configuration can be declared adequate and accepted.

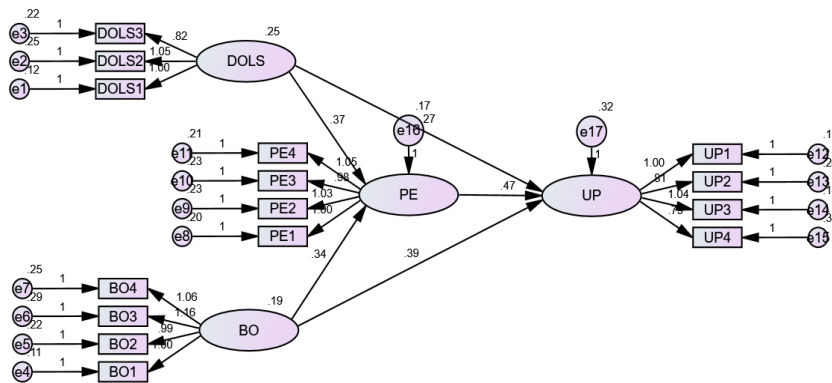


Figure 1. Full model testing

Hypothesis Testing

The results of testing the influence of the relationship between variables in the research configuration built in this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	SE	CR	P	Conclusion
H1	Discounts on Livestream Selling→Unplanned Purchases	0.270	0.117	2,317	0.020	Significant Positive
H2	Bundle Offers→Unplanned Purchases	0.394	0.130	3,019	0.003	Significant Positive
H3	Discounts on Livestream Selling→Positive Emotion	0.367	0.084	4,359	***	Significant Positive
H4	Bundle Offers→Positive Emotion	0.338	0.093	3,656	***	Significant Positive
H5	Positive Emotion→Unplanned Purchases	0.474	0.136	3,487	***	Significant Positive

Based on the table above, it can be seen that from the three hypotheses given in this study, everything is acceptable because each of the indicated influence has a P-Values value of < 0.05 so it can be stated that an independent variable to its dependent impacts that significant.

Discounts on Livestream Selling and Unplanned Purchases

The calculated t-value for the variable discount on livestream selling on unplanned purchases is 2.317, which shows a gain more significant than the t-table value of 1.96, and the p-value is 0.020 which indicates a value smaller than 0.05 ($\alpha = 0.05$). This result means that the first hypothesis regarding discounts on livestream selling positively and significantly impacts unplanned purchases on TikTok livestream. Agrees with Wan et al., (2020), (Aviv et al., 2019), and Choi & Chen (2019). Discounts in livestream platform sales on TikTok can make customers feel attracted to buy unplanned because the discounts offered are attractive, which is supported by Adida & Özer (2019), Li et al., (2019), and JE Lee & Chen-Yu (2018).

Bundle Offers and Unplanned Purchases

T-value for the variable bundle offers on unplanned purchases is 3.019, which shows a gain more significant than the t-table value of 1.96, and the p-value is 0.003 which indicates a value smaller than 0.05 ($\alpha = 0.05$). This result means that the first hypothesis regarding bundle offers positively and significantly impacts unplanned purchases on TikTok livestream. The results of research regarding the relationship between bundle offers and unplanned purchasing decisions have a positive and significant impact, supported by (Hähnchen & Baumgartner (2020), Martins et al., (2021). Several products packaged in 1 package on livestream selling attract consumer attention, making consumers who watch the livestream feel emotions and decide to purchase without prior planning, which is also supported by research by Zafar et al. (2021) (Stauch, 2021) and (Irfan et al., 2021).

Discounts on Livestream Selling and Positive Emotion

The calculated t-value for the variable discount on livestream selling on positive emotion is 4.359, and the p-value is < 0.001 . It can be seen that the discount variable on livestream selling has a positive and significant impact on positive emotions. The hypothesis of discounts on livestream selling also has a significant effect on providing a happy and enthusiastic mood to live streaming consumers on TikTok, which results in consumers paying attention to the products offered and deciding on unplanned purchases which are supported (Lin et al., 2021), (Escadas et al., 2019), (Yi et al., 2023), (Karl et al., 2021) and (Zhang et al., 2020).

Bundle Offers and Positive Emotion

T-value for the variable bundle offers on positive emotions is 3.656, which shows a gain more significant than the t-table value of 1.96, and the p-value < 0.001 which indicates a value smaller than 0.05 ($\alpha = 0.05$). This result means that the first hypothesis regarding bundle offers positively and significantly impacts positive emotions on TikTok livestream. The research results of bundle offers have a significant effect on positive emotions. These results align with those carried out by (Sagha et al., 2022) and Moon & Shugan (2018). Someone interested in bundling will feel emotional excitement and decide to buy Lee & Yi (2019), Zafar et al. (2021) and (Stauch, 2021) subconsciously.

Positive Emotion and Unplanned Purchases

The calculated t-value for the variable positive emotions on unplanned purchases is 3.487, and the p-value is < 0.001 . It can be seen that the positive emotions have a positive and significant impact on unplanned purchases. The positive emotion hypothesis also has a significant influence on unplanned purchases. When consumers watch livestream shows on TikTok, they feel that the discounts and bundle offers attract their attention, giving rise to positive emotional feelings and subconsciously making purchases supported by research (Lin et al., 2021), (Escadas et al., 2019), (Yi et al., 2023), (Karl et al., 2021) and (Zhang et al., 2020).

Table 5. Sobel test - significance of mediation

	Sobel test statistics	Two-tailed probability
Discounts on Livestream Selling→Positive Emotion→Unplanned Purchases	2,725	0.006
Bundle Offers→Positive Emotion→Unplanned Purchases	2,516	0.012

Based on the Sobel test results in Table 5, the Sobel test statistic is 2.725 with a p-value of 0.006. These results show a significant indirect effect of discounts on livestream selling on unplanned purchases via positive emotions. The statistical value of the Sobel test is greater than the t-table value, namely 1.96. Similarly, the p-value is assigned a value of less than 0.05 ($\alpha = 0.05$). These results show a significant indirect effect of bundle offers on unplanned purchases through positive emotions.

4. Conclusion

TikTok is a social media platform that has experienced rapid growth. In recent years, this platform has become very popular all over the world. This creates a significant market share for sales during live streaming. Discounts on livestream selling are price reductions or special offers that can influence consumer behavior while living. Bundle offers can be a big draw because they offer added value and often give the impression that consumers are getting a profitable deal. The two factors above often attract attention and can trigger unplanned purchases through positive emotions.

Research shows that consumers are more interested in participating in live streaming on TikTok when discounts on livestream selling and bundle offers cause positive emotions and result in unplanned purchases. Live streaming on TikTok allows real-time interaction with the audience. Research also shows that providing discounts on livestream selling and bundle offers increases consumer interaction and involvement, which makes companies more active in communicating with audiences through this platform. Furthermore, this research can help companies understand the types of discounts or product bundles most effective when making unplanned purchases live streaming on TikTok. This can help design more attractive offers that align with consumer preferences. Viewed from the consumer demographic aspect, this research can provide insight into which consumer groups are more likely to respond to discount offers or product bundles in live streaming on TikTok. In this research, products sold during live streaming on TikTok attracted the audience's attention, the majority of whom were women, came from the island of Java and were

aged 17-22 years. This can help in targeting campaigns more precisely at companies. Lastly, this research can help companies understand how their competitors use similar strategies in live streaming on the TikTok application and e-commerce: Shopee, Tokopedia, Lazada, etc. This can help companies to compete more effectively and create a competitive advantage.

The practical implications of discounts during livestream and bundle offers, with the mediation of positive emotion, significantly influence consumer behavior. Discounts create urgency and excitement, primarily when implemented strategically in live streaming. Combining attractive discounts and bundles increases viewing engagement, allowing marketers to showcase products and convey value directly. Consumer participation in bundled offers triggers positive emotions, strengthens the emotional connection with the brand, and contributes to long-term loyalty. Data from live streams helps marketers refine strategies, making them not just about direct sales but also about building emotional connections, stimulating unplanned purchases and forming the basis of brand growth and loyalty.

This research has limitations beyond the researcher's control, such as time constraints, conditions, situations, and other factors. First, respondent data collection is carried out online, which means that not everyone will fill out the questionnaire, and the results may not be completely accurate. Second, the majority of respondents came from the island of Java, so representation from other regions in Indonesia was uneven. Additionally, most respondents were students, so employment and social status variations were underrepresented in this study. Third, other limitations influence the results of this research, apart from the aspects mentioned previously.

Based on the conclusions of this research, it is recommended that business actors increase the frequency of providing discounts and bundle offers, especially when carrying out livestream selling on social commerce and e-commerce. Even though TikTok cannot now carry out buying and selling transactions, TikTok can still carry out promotions via live, and transactions will be carried out on e-commerce such as Shopee, Tokopedia, Bibli, and others. The existence of discounts and bundle offers has been proven to increase consumer interest in making impulse purchases. These findings indicate that happy customers are less likely to hold back when they see discounts and bundle offers. It is also recommended that further research can provide different results by considering other marketing variables and social commerce objects other than TikTok. Future research could also consider increasing the number of samples used so that the results are more representative.

ACKNOWLEDGEMENTS

The author expresses gratitude to the Faculty of Economics and Business at Universitas Tanjungpura for their support in making the publication of this article possible.

References

- Adida, E., & Özer, Ö. (2019). Why markdown as a pricing modality? *Management Science*, 65(5), 2161–2178. <https://doi.org/10.1287/mnsc.2018.3046>
- Aviv, Y., Wei, M. M., & Zhang, F. (2019). Responsive pricing of fashion products: The effects of demand learning and strategic consumer behavior. *Management Science*, 65(7), 2982–3000. <https://doi.org/10.1287/mnsc.2018.3114>
- Cynthia, D. N. W., & Jatra, I. M. (2020). POSITIVE EMOTION MEMEDIASI SALES PROMOTION DAN STORE ENVIRONMENT TERHADAP IMPULSE BUYING. *E-Jurnal Manajemen*, Vol. 9, No. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p15>
- Guo, J., Wang, X., & Wu, Y. (2020). Positive emotion bias: Role of emotional content from online customer reviews in purchase decisions. *Journal of Retailing and Consumer Services*, 52(July 2019). <https://doi.org/10.1016/j.jretconser.2019.101891>
- Guo, X., Zheng, S., Yu, Y., & Zhang, F. (2021). Optimal Bundling Strategy for a Retail Platform Under Agency Selling. *Production and Operations Management*, 30(7), 2273–2284. <https://doi.org/10.1111/poms.13366>
- Hähnchen, A., & Baumgartner, B. (2020). The Impact of Price Bundling on the Evaluation of Bundled Products: Does It Matter How You Frame It? *Schmalenbach Business Review*, 72(1), 39–63. <https://doi.org/10.1007/s41464-020-00082-2>
- Irfan, A., Gusti, I., Ketut, A., & Suasana, G. (2021). The Effect of Bundling Strategy, Price Perception, and Brand Image on Purchase Decisions (Study on Local Fast Food Retailers in Bali Indonesia). *American Journal of Humanities and Social Sciences Research*, 5, 295–299. www.ajhssr.com
- Jiang, Y., Liu, Y., Wang, H., Shang, J., & Ding, S. (2018). Online pricing with bundling and coupon discounts. *International Journal of Production Research*, 56(5), 1773–1788. <https://doi.org/10.1080/00207543.2015.1112443>

- Lee, J. E., & Chen-Yu, J. H. (2018). Effects of price discount on consumers' perceptions of savings, quality, and value for apparel products: mediating effect of price discount affect. *Fashion and Textiles*, 5(1). <https://doi.org/10.1186/s40691-018-0128-2>
- Lin, Y., Yao, D., & Chen, X. (2021). Happiness Begets Money: Emotion and Engagement in Live Streaming. *Journal of Marketing Research*, 58(3), 417–438. <https://doi.org/10.1177/00222437211002477>
- Lo, P. S., Dwivedi, Y. K., Wei-Han Tan, G., Ooi, K. B., Cheng-Xi Aw, E., & Metri, B. (2022). Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis. *Journal of Business Research*, 147(April), 325–337. <https://doi.org/10.1016/j.jbusres.2022.04.013>
- Luo, H., Cheng, S., Zhou, W., Yu, S., & Lin, X. (2021). A study on the impact of linguistic persuasive styles on the sales volume of live streaming products in social e-commerce environment. *Mathematics*, 9(13). <https://doi.org/10.3390/math9131576>
- Martins, P., Rodrigues, P., Martins, C., Barros, T., Duarte, N., Dong, R. K., Liao, Y., Comite, U., & Yue, X. (2021). Preference between Individual Products and Bundles: Effects of Complementary, Price, and Discount Level in Portugal. *Journal of Risk and Financial Management*, 14(5), 192. <https://doi.org/10.3390/jrfm14050192>
- Nariswari, S. L. (2023). *TikTok Shop Tutup, Transaksi Rp 1,33 Triliun Melayang*. KOMPAS.Com. <https://lifestyle.kompas.com/read/2023/10/08/133455220/tiktok-shop-tutup-transaksi-rp-133-triliun-melayang?page=all>
- Pebrianti, Ratnawati, W. (2019). Peran Mediasi Emosi Positif Terhadap Impulse Buying Pada Matahari Departemen Store Pontianak. *Jurnal Ilmu Manajemen Dan Akuntansi Terapan (JIMAT)*, 10(November), 231–247.
- Rahmania, K., Purmono, B. B., Setiawan, H., & Hendri, M. I. (2023). *Himalayan Economics and Business Management Open Access Research Article The Effect of Flash Sale on Online Impulse Buying Mediated by Positive Emotion in Shopee Users (Case Study on Gen Y) Citations : 233–240*.
- Rocklage, M. D., & Fazio, R. H. (2020). The Enhancing Versus Backfiring Effects of Positive Emotion in Consumer Reviews. *Journal of Marketing Research*, 57(2), 332–352. <https://doi.org/10.1177/0022243719892594>
- Saputro, I. B. (2019). Pengaruh Price Discount Dan Store Atmosphere Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel. *Jurnal Ilmu Manajemen*, 16(1), 35–47.
- Setyani, V., Zhu, Y., Nizar, A., Indahati, P., & Hsiao, B. (2019). International Journal of Information Management Exploring the psychological mechanisms from personalized advertisements to urge to buy impulsively on social media. *International Journal of Information Management*, 48(September 2017), 96–107. <https://doi.org/10.1016/j.ijinfomgt.2019.01.007>
- Stauch, A. (2021). Does solar power add value to electric vehicles? An investigation of car-buyers' willingness to buy product-bundles in Germany. *Energy Research and Social Science*, 75(February), 102006. <https://doi.org/10.1016/j.erss.2021.102006>
- Supma, & Evita. (2018). *Pengaruh Price Discount dan Bonus Pack Terhadap Keputusan Impulse Buying (Studi pada Konsumen Distro Bibox Store di Kota Berastagi)*. <http://repositori.usu.ac.id/handle/123456789/3524>
- Wan, J., Zhao, L., Gupta, S., & Lu, Y. (2017). Information Technology & People Article information : Evaluating App Bundling Strategy for Selling Mobile Apps : An Ambivalent Perspective School of Management , Sumeet Gupta Dept . of Operations and Systems , Indian Institute of Management , Raipur Yaobi. *Information Technology & People*.
- Wan, Q., Yang, S., Liao, Y., & Xia, Y. (2020). Group-buying coupons considering consumers' perceived ease of use. *International Transactions in Operational Research*, 27(3), 1638–1663. <https://doi.org/10.1111/itor.12482>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117(August), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.
- Yi, Q., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75(August). <https://doi.org/10.1016/j.jretconser.2023.103534>
- Zafar, A. U., Qiu, J., Shahzad, M., Shen, J., Bhutto, T. A., & Irfan, M. (2021). Impulse buying in social commerce: bundle offer, top reviews, and emotional intelligence. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 945–973. <https://doi.org/10.1108/APJML-08-2019-0495>
- Zhang, K., Hou, Y., & Li, G. (2020). Threat of infectious disease during an outbreak: Influence on tourists' emotional responses to disadvantaged price inequality. *Annals of Tourism Research*, 84(April), 102993. <https://doi.org/10.1016/j.annals.2020.102993>