
GEN Z IMPULSE BUYING BEHAVIOR: THE MODERATING ROLE OF UI/UX

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Abstract

This study explores the dynamics of promotion, price, positive emotion, and impulse buying within the environment of TikTok Shop, focusing particularly on how these marketing and psychological factors interact in a social commerce setting. The research also investigates the role of UI/UX as a potential moderating variable in these relationships. Using a quantitative design and analyzed through the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach, the study evaluates both direct and mediated pathways among the constructs. The discussion emphasizes how promotional exposure, pricing perceptions, and emotional responses shape consumer behavior, and how UI/UX is conceptually positioned to influence these effects. Through analytical interpretation, the study highlights the theoretical and practical contributions of examining impulse buying in rapidly growing social commerce platforms, offering a deeper understanding of the mechanisms through which marketing stimuli and user experience may interact.

Keywords: Promotion, price, positive emotion, impulse buying, UI/UX, social commerce

INTRODUCTION

The fashion industry is one sector experiencing rapid growth along with advances in digital technology. Furthermore, technological changes and digitalization have also impacted consumer shopping behavior, influenced by the presence of digital platforms that simplify the transaction process. While previously, consumer shopping behavior was mostly carried out conventionally through physical stores, now this pattern has shifted to the digital realm with the emergence of various online platforms that offer convenience and practicality. One rapidly growing digital business model is social commerce, which combines social media activities with shopping features. An example is TikTok Shop, where entertainment content, social interaction, and purchase transactions take place within a single ecosystem.

The presence of TikTok Shop in Indonesia has even shown significant achievements, with Indonesia recorded as the country with the second-largest Gross Merchandise Value (GMV) in the world in 2024, after the United States. This social commerce model provides a more interactive and immersive shopping experience, thereby driving consumer behavior.

Fashion products, particularly clothing, are one of the most popular categories in online shopping through social commerce platforms like TikTok Shop. Clothing is not only seen as a basic necessity but also as a means of expressing lifestyle, identity, and personal preferences. The diverse characteristics of fashion products, whether in terms of design, color, or style, make it easy for consumers to be attracted to the wide range of available options. Continuous exposure to

content on TikTok also makes it easier for consumers to make purchases, even without initial intention. This phenomenon is commonly referred to as impulse buying, which is spontaneous buying behavior without prior planning. Among various consumer groups, Generation Z occupies a prominent position in this behavior. Differing from previous generations, Gen Z grew up in the digital age, is closely connected to social media, and is also more tech-savvy than previous generations. Their ability and agility in using this technology makes Gen Z more susceptible to impulse purchases, especially for fashion products on TikTok Shop.

Furthermore, in encouraging impulse buying behavior for fashion products on TikTok Shop, promotions play an important role. Various promotional strategies, such as discounts, flash sales, and shopping vouchers, are presented in an attractive manner and are often accompanied by a time limit. This strategy not only increases consumer appeal but also creates a sense of urgency or scarcity that encourages consumers, especially younger generations like Gen Z, to make quick purchases without much consideration (Pradana & Kusumawati, 2021). This shows that promotions can be a major driver of impulse buying in the context of online shopping. Support for this view has also been found by many previous researchers. Research by Gerry Ferdian Chan et al. (2022) shows that promotions have an influence on impulse buying on online platforms. This finding is reinforced by research by Siti Hadidjah Ahmad et al. (2022), which confirms that promotions have a positive and significant effect in

encouraging consumers to make impulsive purchases. The results of these studies show that well-designed promotional strategies, such as discounts or limited offers, are indeed effective in stimulating spontaneous consumer shopping behavior. However, other findings provide contradictory results. Research by Maley et al. (2022) found that promotions do not have a significant effect on impulse buying. The same was shown in research by Nindy Saiyyidah et al. (2025), where promotions were not proven to have a significant influence on impulse buying. These differing results indicate that the influence of promotions on impulse buying remains a subject of debate in academic circles. There are certain conditions under which promotions effectively trigger impulsive purchases, but in other contexts, promotions do not have a significant influence on consumer purchasing decisions.

In addition to promotions, another factor that also plays a role in encouraging impulsive purchases is a price. In the context of online shopping, price is often a consideration for consumers when making purchasing decisions. Relatively affordable prices or special price offers can create the perception that consumers are getting more benefits, so they are encouraged to make spontaneous purchases without deep rational consideration. In other words, competitive prices can trigger impulsive buying behavior in consumers. Several previous studies have shown that price has an influence on impulsive buying. Jamjuri et al. (2020) found that price influences impulsive buying, while research by Delvin Ferrary and Lina (2024) also

revealed that price has a positive effect on impulsive buying behavior. These research results reinforce the view that the right pricing strategy, such as affordable prices or attractive price offers, can stimulate consumers to make unplanned purchases. However, not all studies show consistent results. The research by Rindi Wulan Sari et al. (2024) found that price does not significantly influence impulse buying. Similar findings were also shown by Hikmah (2020), in which the results indicate that price does not significantly influence impulse buying. Research by Rindi Wulan Sari et al. (2024) found that price does not significantly influence impulse buying. Similar findings were also shown by Hikmah (2020), where price was not proven to significantly influence impulsive purchasing decisions. The differences in these research results indicate that the effect of price on impulse buying is still inconsistent, thus creating a research gap that needs to be explored further.

In addition to promotional and pricing factors, psychological factors also play a significant role in driving impulse buying, one of which is the positive emotions experienced by consumers. Positive emotions, such as joy, enthusiasm, and satisfaction, can increase consumers' tendency to make spontaneous purchases. Several previous studies have shown that positive emotions have a significant influence on impulse buying. Research by Noerviana Vinka and Widyastuti (2021) found that positive emotions can encourage impulsive buying behavior, where a pleasant mood makes it easier for consumers to make quick purchasing decisions. Similar results were also shown by Salsabila and

Andriana (2024), who revealed that positive emotions influence impulsive buying. Thus, the higher the level of positive emotions experienced by consumers, the greater their tendency to make impulsive purchases. Conversely, promotions of the same intensity can have a stronger impact if the application presents a good UI/UX, easy navigation, attractive visual displays, and smooth transactions. In other words, UI/UX is key in determining whether promotional and pricing strategies are able to evoke positive emotions that ultimately encourage impulse buying. In line with this, research by Doni Tri Nugroho et al. (2025) shows that well-designed UI/UX is proven to significantly influence consumer purchasing intention. Similar results were also found in research by Delyanti Putri Sitorus (2025), which emphasized that user experience and interface design are important factors in the success of e-commerce applications. Easy navigation, a fast checkout process, and a responsive application display encourage user comfort, while visual elements such as color, typography, and layout also play a role in shaping satisfaction and transaction success. Based on this description, this study will add UI/UX as a moderating variable that strengthens or weakens the influence of promotions and prices on positive emotions and impulse buying behavior. The placement of UI/UX as a moderator also provides a new perspective in understanding how the characteristics of social media-based shopping platforms, such as TikTok Shop, shape impulsive shopping behavior in consumers. However, when talking about purchasing behavior in this context of impulse buying, it is

important to understand that each consumer has a different purchasing power, that is why the impulse buying referred to in this study is more focused on the fashion industry with the condition of clothing products in the price range of Rp500,000 and below, because this price category is generally still considered reasonable and affordable for Gen Z consumers.

Considering the role of UI/UX in shaping the online shopping experience, there is a need to examine these variables more deeply in relation to impulse buying. While numerous studies on impulse buying behavior have focused on factors such as promotions, price, and positive emotions, few have examined the role of UI/UX as moderating variables in this phenomenon. However, in the context of online shopping through social commerce, the quality of UI/UX is a crucial factor that can strengthen or weaken the influence of these variables on impulse buying behavior.

LITERATURE REVIEW

Promotions and Impulse Buying

Promotion is an effective marketing strategy for encouraging impulse buying behavior, particularly on e-commerce platforms that offer a fast and dynamic shopping experience. Promotions are conducted by marketers to provide product-related information and to persuade potential consumers to purchase the offered products. Research indicates that effective sales promotions can significantly influence impulsive buying behavior. For instance, Mutanafisa and Retnaningsih (2021) found that time-limited promotions can foster a sense of urgency, leading to hasty purchase decisions characteristic of impulsive buying behavior. Another

study by Chan et al. (2022) indicates that exposure to promotions, such as discounts and limited-time offers, can significantly increase consumer tendencies to make purchases impulsively. Furthermore, research by Ratnasari (2023), supported by research from Wardhani (2022), indicates that promotions provide a direct stimulus for consumers to make purchase decisions without an in-depth consideration process. Therefore, based on this empirical evidence, the hypothesis proposed in this study is as follows:

H1: Promotion has a significant positive influence on impulse buying.

Price and Impulse buying

Price is one of the important determinants in driving impulse buying behavior, particularly within the e-commerce context, which is highly sensitive to value and price perception. A study by Julian et al. (2024) and research by Wardhani (2022) indicate that competitive pricing, discounts, and special offers can increase consumers' tendency to make impulsive purchases. In a digital environment featuring transparent and real-time pricing, consumers are often driven to make spontaneous purchases upon discovering prices perceived as lower than market value or accompanied by limited-time discounts. Furthermore, research by Hasim and Lestari (Hasim & Lestari, 2022) reinforces that the perception of an economical price creates a cognitive impulse that the consumer is receiving a "rare opportunity" or value for money. This condition triggers rapid, unplanned decision-making, particularly during events such as flash sales, Harbolnas (National Online Shopping Day), or

exclusive promotions. Such strategies are leveraged by e-commerce platforms to create time pressure and a perception of scarcity, which ultimately has the potential to reinforce impulsive purchasing actions. Therefore, considering the empirical evidence, the hypothesis proposed in this study is as follows:

H2: Price has a significant positive influence on impulse buying.

Positive emotions and Impulse Buying

Positive emotions, such as feelings of happiness, satisfaction, and enthusiasm, are proven to act as drivers for impulse buying. Research by Sifdasani (2024) and Destari (2024) found that the intensity of positive emotions experienced by consumers during the shopping process significantly increases their tendency to make purchases impulsively. This occurs because positive emotions can create a pleasant mood, lower self-control, and enhance the appeal of the products offered. Furthermore, positive emotions can arise from various factors, such as a satisfying shopping experience, interaction with friendly staff, a comfortable store atmosphere, or attractive promotions and discounts. When consumers feel positive emotions, they tend to make spontaneous purchase decisions without careful consideration, leading to impulse buying behavior. Subsequent research by Brabo et al. (2021) found that consumers who feel happiness and satisfaction while shopping online also tend to make spontaneous purchase decisions without thorough consideration. Overall, it can be concluded that the higher the level of positive emotion experienced by consumers during online shopping, the

greater their tendency to engage in impulse buying. Positive emotions triggered by a pleasant shopping experience, engaging digital interactions, and tempting promotions are key in driving impulsive purchasing behavior in the current digital era. Therefore, considering the empirical evidence, the hypothesis proposed in this study is as follows:

H3: Positive emotion has a significant positive influence on impulse buying.

Promotion to Positive Emotions

Several studies indicate that promotion has a significant influence on impulse buying behavior. For instance, research conducted by (Chan et al., 2022) found that well-designed promotion strategies are capable of directly increasing consumer tendencies to make impulsive purchases. This finding suggests that promotions can trigger rationally unplanned purchasing actions, particularly within the context of digital platforms. However, this result is not entirely consistent with findings from other studies. Research conducted by Nedy Maley (Maley et al., 2022) found that promotion did not have a significant influence on impulse buying. In their study, although consumers received various forms of promotion, it did not necessarily encourage impulsive purchases. This finding indicates that not all forms of promotion can drive consumers to act impulsively. This difference in findings suggests the possibility that the relationship between promotion and impulse buying is not always direct. Therefore, a mediating variable is needed to explain how promotion can influence impulse buying in certain situations. One relevant mediating variable is positive

emotion (Vinka & Widyastuti, 2023). Attractive promotions not only convey information but can also evoke feelings of happiness, satisfaction, or enthusiasm in consumers (Prada & Kurniawan, 2024). It is this positive emotion that may then encourage individuals to make purchases impulsively. Thus, positive emotion is presumed to be an important intermediary in the relationship between promotion and impulse buying. Therefore, considering the empirical evidence, the hypothesis proposed in this study is as follows:

H4: Promotion has a significant positive influence on positive emotion.

Price to Positive Emotions

Research conducted by Gerry Chan (Chan et al., 2022) indicates that price has a significant influence on impulse buying behavior. This finding suggests that when consumers perceive a product as having an affordable price or offering high economic value, they are more driven to make a spontaneous purchase without prior planning. The perception of an "attractive" price can create a sense of an opportunity that should not be missed, thereby encouraging impulsive behavior. However, this finding is not entirely consistent with those of other studies. Research conducted by Hikmah (Hikmah, 2020) found that price does not have a significant influence on impulse buying. This discrepancy in findings indicates that the relationship between price and impulse buying is not always direct and linear. This implies that, in certain contexts, price may not automatically drive impulsive behavior but is instead influenced by an intervening variable that bridges this relationship. In other words, a

mediating variable is required to explain how and when price can influence the impulsive purchase urge in consumers. Positive emotion is one relevant mediating variable to consider. An attractive perceived price does not necessarily lead directly to impulse buying, but may first evoke positive emotional reactions such as happiness, satisfaction, or enthusiasm. These emotions, in turn, increase the consumer's tendency to act impulsively (Aliwinoto et al., 2024). Research conducted by Tindaresa (Tindaresa, 2023) indicates that a favorable price perception can enhance the pleasant shopping experience and trigger positive emotions.

H5: Price has a significant positive influence on positive emotion.

UI/UX as a Moderating

Several previous studies have emphasized the importance of digital appearance quality in the context of consumer behavior (Nurohman, 2024). Research by Pareek (2024) and Gregor (2025) indicates that website quality, ease of navigation, and an attractive visual display can enhance the effectiveness of promotion and price in encouraging purchasing behavior. In other words, a good interface design on e-commerce platforms has the potential to stimulate impulse buying because it can create an engaging and intuitive interaction for users. In line with these findings, research by Purwantini et al. (2025) found that a well-designed UI/UX not only increases customer satisfaction but is also able to encourage repurchase intention. This indicates that UI/UX not only impacts current purchase decisions but also shapes a sustainable positive perception of the overall shopping experience. A good

UI/UX can create a comfortable and pleasant shopping experience, making it easier for consumers to respond to promotions and prices positively. This is believed to generate positive emotions which, in turn, drive the occurrence of impulse buying. Based on this theoretical foundation and these empirical findings, the hypotheses proposed in this study are as follows:

H6: UI/UX moderates the relationship between Promotion and Impulse Buying.

H7: UI/UX moderates the relationship between Price and Impulse Buying.

H8: UI/UX moderates the relationship between Promotion and Positive Emotion.

H9: UI/UX moderates the relationship between Price and Positive Emotion.

METHOD

This study adopts a quantitative approach with an associative research design. The associative design aims to examine the relationships among several variables, specifically promotion, price, and positive emotion as a mediating variable toward impulse buying, with UI/UX acting as a moderating variable in the context of TikTok Shop users. The quantitative method is chosen because it enables the analysis of measurable data objectively and allows empirical testing of hypotheses based on statistical evidence. The research is conducted in Bali Province, focusing on individuals who have experience shopping on TikTok Shop. The primary data collection instrument is a closed-ended questionnaire, developed using a Likert scale ranging from 1 (strongly disagree) to 10 (strongly agree). The questionnaire is designed to assess respondents' perceptions of the variables: promotion,

price, positive emotion, impulse buying, and UI/UX.

Data are gathered through an online Google Form survey distributed to potential respondents. The population of this study consists of individuals in Bali Province who have made purchases on TikTok Shop more than twice. The purposive sampling method was applied, with respondents selected based on specific criteria aligned with the research objectives. A total of 180 respondents were considered adequate and representative for quantitative analysis (Kock & Hadaya, 2024). Data were then analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach. Validity and reliability tests were conducted to ensure the precision and consistency of the questionnaire. The structural model (inner model) was employed to examine and predict causal relationships among latent variables, with the model's predictive accuracy evaluated using the R-Square (R^2) value, which indicates the proportion of variance in endogenous variables explained by exogenous variables. Hypothesis testing was performed using the t-statistic (Critical Ratio) with a significance level of 5% ($\alpha = 0.05$). A hypothesis is considered significant when the t-statistic ≥ 1.65 and the p-value ≤ 0.05 , indicating that the relationships among variables are statistically supported.

To clarify the research concept, the relationships between the variables studied can be seen in the research framework in Figure 1. This conceptual framework visualizes the flow of influence between promotion, price, UI/UX, positive emotions, and impulse buying.

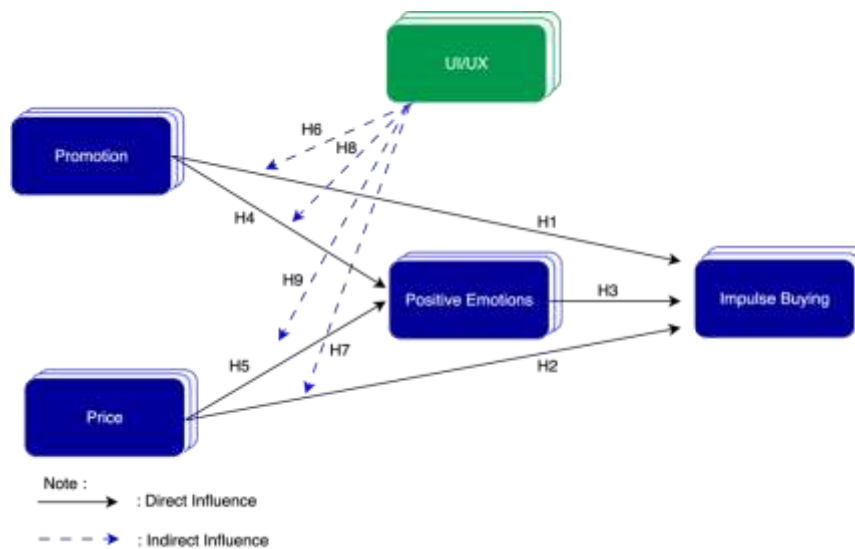


Figure 1. Conceptual framework by researchers

RESULTS

This study was conducted in the Province of Bali, which exhibits a high degree of economic mobility. Such dynamics are supported by the availability of various facilities and infrastructures that facilitate economic activities, including modern shopping centers as well as educational institutions ranging from elementary schools to universities. Through the application of a purposive sampling technique, a total of 180 respondents were obtained to participate in completing the questionnaire. All respondents provided complete demographic information, including gender, age, highest educational attainment, and occupation.

Table 1 presents the demographic profile of 180 respondents in Bali who participated in the study on impulse buying behavior on TikTok Shop. The majority of respondents are female (62.2%), while male respondents account for 37.8%. Most respondents are aged 21–30 years (57.2%), followed by those under 21 years (31.1%), 31–40 years (7.8%), and above 40 years (3.9%). In terms of education, the largest group holds a Diploma or Bachelor's degree (52.8%), while 26.1% have a Senior High School education, and 5.5% possess a Postgraduate degree. These results indicate that the majority of TikTok Shop users in Bali who engage in impulse buying are young adults with moderate to high educational backgrounds.

Table 1. Respondent Characteristics

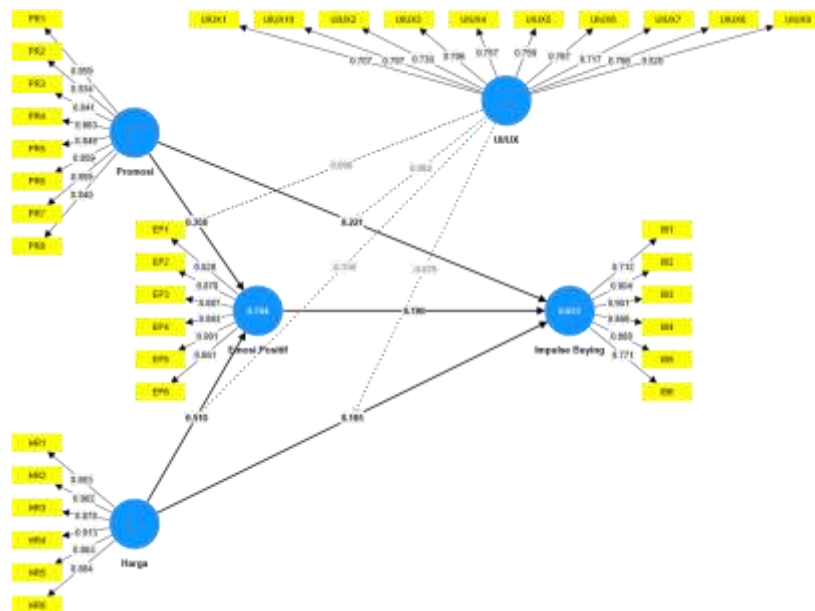
Characteristics	Criteria	Total	Percentage (%)
Gender	Male	68	37,8%
	Female	112	62,2%
Age	<21 Years Old	56	31,1%
	21-31 Years Old	105	57,2%
	31-40 Years Old	14	7,8%
	>40	7	3,9%
Education	SMA/SMK	47	25,1%

Diploma	28	15,6%
Sarjana	95	52,8%
Pascasarjana	10	5,5%

Figure 2 presents the PLS outer model, illustrating the relationships between each indicator and its corresponding latent construct. This model provides an overview of the contribution strength of

the indicators and the measurement validity applied in the study, thereby offering an initial assessment of the instrument's quality prior to further analysis.

Figure 2. Outer Model PLS



Tabel 2. Outer Model, Reliability, Cronbach's

Variabel	Indikator	Loading	AVE	Cronbach's Alpha	Composite Reliability
Positive Emotions	EP1	0.828	0.766	0.939	0.951
	EP2	0.878			
	EP3	0.887			
	EP4	0.893			
	EP5	0.901			
	EP6	0.861			
Price	HR1	0.853	0.773	0.941	0.953
	HR2	0.902			
	HR3	0.878			
	HR4	0.913			
	HR5	0.863			
	HR6	0.864			
Impulse Buying	IB1	0.712	0.712	0.917	0.936
	IB2	0.904			
	IB3	0.901			
	IB4	0.868			

	IB5	0.888			
	IB6	0.771			
	PR1	0.859			
	PR2	0.834			
	PR3	0.841			
Promotion	PR4	0.863	0.723	0.945	0.954
	PR5	0.849			
	PR6	0.859			
	PR7	0.859			
	PR8	0.840			
	UIUX1	0.707			
	UIUX2	0.730			
	UIUX3	0.706			
	UIUX4	0.757			
UI/UX	UIUX5	0.758	0.572	0.917	0.930
	UIUX6	0.767			
	UIUX7	0.717			
	UIUX8	0.796			
	UIUX9	0.820			
	UIUX10	0.797			

Source : Data processed, 2025

Based on Table 2, it can be confirmed that all variables employed in this study promotion, price, positive emotion, impulse buying, and UI/UX – achieved Cronbach's alpha and composite reliability values exceeding the required

threshold of 0.70. These results demonstrate that the measurement instruments used were internally consistent, thereby indicating that the data utilized in this research can be deemed reliable for further analysis.

Table 3. R-square

Variabel	R-square	R-Square Adjusted
Positive Emotions	0.744	0.737
Impulse Buying	0.633	0.620

Source : Data processed, 2025

The coefficient of determination test in this study was conducted by examining the R^2 values. Based on Table 3, it can be observed that the variable positive emotion obtained an R^2 value of 0.744, indicating that 74.4% of the variance in positive emotion can be explained by the variables promotion, price, and UI/UX. The obtained R^2 value of 0.744 suggests that the predictive power of these three variables can be categorized as

moderate. The remaining 25.6% (100% – 74.4%) is explained by other determinants outside the research model. Furthermore, referring to Table 3, the variable impulse buying obtained an R^2 value of 0.633, meaning that 63.3% of the variance in impulse buying can be explained by promotion, price, positive emotion, and UI/UX. The R^2 value of 0.633 also indicates a moderate level of predictive power, while the remaining

36.7% (100% – 63.3%) is influenced by other factors not included in this model.

Table 4. Hypothesis Testing

	Direct Relationship (Direct Effect)	Original Sample	T Statistics	P Values
H1	Promotion → Impulse Buying	0.221	2.089	0.18
H2	Price → Impulse Buying	0.185	1.835	0.033
H3	Positive Emotions → Impulse Buying	0.190	1.812	0.035
H4	Promotions → Positive Emotions	0.358	3.813	0.000
H5	Price → Positive Emotions	0.510	5.805	0.000
Moderating Effect				
H6	UI/UX x Promotion → Impulse Buying	0.082	0.782	0.217
H7	UI/UX x Price → Impulse Buying	-0.079	0.711	0.238
H8	UI/UX x Promotion → Positive Emotions	0.090	0.943	0.173
H9	UI/UX x Price → Positive Emotions	-0.156	1.462	0.072

Source : Data processed, 2025

The hypothesis testing in this study was carried out using the bootstrapping method. Referring to Table 4, it can be confirmed that the direct relationships (direct effects) among the constructs meet the established criteria, as indicated by t-statistic values greater than 1.65 and p-values less than 0.05. Furthermore, the bootstrapping results presented in Table 4, also confirm that the UI/UX construct failed to function as a moderating variable, as evidenced by t-statistic values below 1.65 and p-values greater than 0.05.

DISCUSSION

The findings indicate that promotion has a positive and significant effect on impulse buying. This suggests that the better the promotional strategies implemented, the higher the consumers' impulsive purchasing behavior. Promotional exposures, such as discounts and limited-time offers, effectively increase consumers' tendency to make unplanned purchases. These results are consistent

with the findings of Mutanafisa and Retnaningsih (2021), who revealed that time-limited promotions create a sense of urgency that triggers impulsive buying decisions. Similarly, Chan et al. (2022) found that exposure to promotional offers significantly enhances consumers' impulse buying tendencies. Further support comes from Ratnasari (2023) and Wardhani (2022), who demonstrated that promotion provides a direct stimulus encouraging consumers to make quick purchase decisions without extensive consideration. Overall, promotion serves as an effective marketing strategy to stimulate impulse buying behavior, particularly within TikTok Shop's fast-paced and dynamic shopping environment.

Price has a positive and significant effect on impulse buying, indicating that effective pricing strategies such as competitive prices, discounts, and special offers can enhance consumers' tendency to make impulsive purchases. Consumers often

perceive these pricing tactics as attractive opportunities, prompting spontaneous buying decisions. This result is consistent with the findings of Julian et al. (2024) and Wardhani (2022), which demonstrate that competitive pricing and discount offers significantly increase consumers' impulsive buying behavior. In Tik top shop, where prices are displayed transparently and updated in real time, consumers tend to make unplanned purchases when they encounter prices lower than perceived market values or limited-time discounts. Moreover, Hasim and Lestari (2022) emphasized that the perception of economical pricing fosters a cognitive sense of obtaining a "rare opportunity" or value for money, which encourages quick decision-making without prior planning—especially during flash sales, shopping festivals, or exclusive promotions. Such strategies are widely adopted by e-commerce platforms to create time pressure and scarcity perception, both of which effectively stimulate impulsive buying behavior.

The findings indicate that positive emotion has a positive and significant effect on impulse buying, suggesting that the more positive consumers' feelings and perceptions are, the greater their tendency to engage in impulsive purchasing behavior. Consumers experiencing pleasant emotions are more likely to make spontaneous purchase decisions without thorough consideration. This result is consistent with studies by Sifdasani (2024) and Destari (2024), which demonstrated that higher levels of positive emotion during the shopping experience significantly increase consumers' likelihood of making impulsive purchases. Positive emotions

foster a pleasant mood, reduce self-control, and enhance product appeal factors that collectively drive unplanned buying behavior. Such emotions may stem from satisfying shopping experiences, friendly interactions, comfortable atmospheres, or appealing promotional offers. Furthermore, Brabo et al. (2021) found that consumers who experience happiness and satisfaction while shopping online are more inclined to make spontaneous purchase decisions. Overall, higher levels of positive emotion during online shopping strengthen consumers' impulse buying tendencies, emphasizing its essential role in shaping impulsive purchasing behavior in the digital environment.

The findings further demonstrate that promotion exerts a positive and significant influence on positive emotion. This relationship is supported by the bootstrapping results, which show a path coefficient of 0.358, a t-statistic of 3.813 (> 1.65), and a p-value of 0.000 (< 0.05). These results indicate that more effective promotional strategies tend to generate stronger positive feelings among consumers. Promotional elements such as discounts and limited-time offers can stimulate feelings of pleasure, satisfaction, or excitement, thereby enhancing consumers' emotional responses during the shopping process. These findings are consistent with Chan et al. (2022), who showed that well-structured promotional strategies can enhance consumer enthusiasm and elevate emotional engagement during digital shopping. Likewise, Vinka and Widyastuti (2023), supported by Prada and Kurniawan (2024), confirmed that attractive promotions not only serve an

informational function but also evoke positive emotional states that may lead to spontaneous purchasing behavior. Collectively, these results reinforce the view that positive emotion functions as a key mechanism through which promotion shapes consumers' impulse buying tendencies.

Extending the prior findings, the results further confirm that price has a positive and significant effect on positive emotion. The bootstrapping analysis shows a path coefficient of 0.510, supported by a t-statistic of 5.805 (> 1.65) and a p-value of 0.000 (< 0.05). These results indicate that more effective pricing strategies such as competitive prices, discounts, or attractive price offers enhance consumers' positive emotional responses during the shopping experience. Favorable price perceptions can evoke feelings of satisfaction, pleasure, and enthusiasm, thereby contributing to a more enjoyable shopping atmosphere. These findings are aligned with Chan et al. (2022), who demonstrated that favorable pricing significantly influences consumers purchasing tendencies, particularly in impulsive contexts. When consumers perceive a price as economical or offering high value, they often interpret it as a beneficial opportunity, which can trigger spontaneous purchasing decisions. This mechanism suggests that positive emotion plays an important mediating role: appealing prices may not directly produce impulse buying but may first generate emotional reactions such as happiness or excitement, which subsequently increase impulsive tendencies (Aliwinoto et al., 2024). Furthermore, Tindaresa (2023) supports this view by

showing that a positive perception of price enhances shopping satisfaction and stimulates positive emotions that may lead to unplanned purchases.

Finally, the study examined the moderating role of UI/UX in the proposed structural relationships. The bootstrapping results indicate that UI/UX does not function as a significant moderator in any of the tested paths. First, UI/UX failed to moderate the relationship between promotion and impulse buying, as reflected by a t-statistic of 0.782 (< 1.65) and a p-value of 0.217 (> 0.05). Similarly, UI/UX did not moderate the relationship between price and impulse buying, supported by a t-statistic of 0.711 (< 1.65) and a p-value of 0.238 (> 0.05). In addition, UI/UX did not moderate the relationship between promotion and positive emotion, indicated by a t-statistic of 0.943 (< 1.65) and a p-value of 0.173 (> 0.05). Lastly, the moderating effect of UI/UX on the relationship between price and positive emotion was also unsupported, as shown by a t-statistic of 1.462 (< 1.65) and a p-value of 0.072 (> 0.05). Based on these results, the study concludes that hypotheses six through nine are not supported, demonstrating that UI/UX does not moderate any of the proposed relationships within the research model.

CONCLUSION

The findings of this study demonstrate that promotion, price, and positive emotion each have a positive and significant influence on impulse buying, underscoring the importance of marketing stimuli and emotional responses in driving unplanned purchases on TikTok Shop. Promotion and price were also found to enhance positive emotion, indicating that

attractive promotional strategies and favorable pricing can cultivate emotional states that further reinforce impulsive behavior. In contrast, UI/UX did not moderate any of the proposed relationships. This suggests that consumers are likely to engage in impulse buying as long as promotional cues, pricing strategies, and emotional triggers are sufficiently compelling regardless of variations in the platform's interface or user experience.

Although the study provides valuable insights, further refinement in future research is still needed.

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- Researchers may consider incorporating more diverse demographic segments, comparing multiple digital platforms, or integrating objective behavioral data to complement self-reported measures. Exploring additional variables such as perceived enjoyment, trust, digital literacy, or time pressure may also offer a more comprehensive understanding of impulsive purchasing behavior. Moreover, future studies could adopt longitudinal designs to examine how consumer behavior evolves over time in response to changing promotional strategies and platform features.
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