

ABSTRACT

The development of social commerce has integrated promotional activities, Entertainment, social interaction, and real-time transactions into consumers' shopping experiences. Such conditions may encourage impulse buying during live-streaming sessions. This study aims to examine the effects of Flash sale, Entertainment, and social influence on live-stream impulse buying, with positive emotions as a mediating variable among Glad2Glow consumers on TikTok Shop in Semarang City. This research employed a quantitative approach with an explanatory research design. Primary data were collected through questionnaires from 200 respondents selected using purposive sampling. The respondents were Glad2Glow consumers in Semarang City, aged at least 18 years, with active TikTok accounts, who had watched Glad2Glow live streams and purchased products during or after the sessions. Data were analyzed using Structural Equation Modeling (SEM) through AMOS. The findings show that Flash sale, Entertainment, and social influence have significant effects on positive emotions. Positive emotions also have a significant effect on live-stream impulse buying and significantly mediate the effects of all three variables on live-stream impulse buying. In addition, Flash sale has a significant direct effect on live-stream impulse buying. These findings highlight the importance of marketing stimuli and emotional responses in shaping impulse buying within live-stream commerce. The results suggest that promotional incentives, entertaining content, and social interaction can create emotional experiences that encourage spontaneous purchasing behavior in digital live-streaming environments.

Keywords: *Flash sale, Entertainment, Social Influence, Positive Emotions, Live-Stream Impulse Buying, TikTok Shop*