

The Effect of Hedonic Value and Utilitarian Value on Impulsive Buying Through the Mediation of Positive Emotions with Time Pressure as a Moderator (A Survey of Consumers of Laneige Neo Cushion Foundation)

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ABSTRACT

This study analyzes the effects of hedonic value and utilitarian value on impulsive buying, with positive emotions as a mediating variable and time pressure as a moderating variable. The study focuses on Laneige Neo Cushion Foundation consumers purchasing through TikTok Shop in DKI Jakarta. A quantitative explanatory design was employed, with data collected through online questionnaires from respondents meeting predetermined criteria. The minimum sample size was 150 respondents, calculated using Cochran's formula. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that hedonic value and utilitarian value positively and significantly influence positive emotions. Positive emotions also significantly affect impulsive buying and mediate the effects of hedonic and utilitarian values on impulsive buying. However, time pressure does not moderate the relationship between positive emotions and impulsive buying. These findings indicate that emotional factors are more dominant than situational factors in driving impulsive buying in social commerce.

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh *hedonic value* dan *utilitarian value* terhadap *impulsive buying* dengan *positive emotions* sebagai variabel mediasi dan *time pressure* sebagai variabel moderasi. Penelitian dilakukan pada konsumen Laneige Neo Cushion Foundation yang membeli melalui TikTok Shop di wilayah DKI Jakarta. Pendekatan kuantitatif dengan desain eksplanatori digunakan dalam penelitian ini. Data dikumpulkan melalui kuesioner daring kepada responden yang memenuhi kriteria tertentu, dengan jumlah minimum 150 responden berdasarkan rumus Cochran. Analisis data dilakukan menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa *hedonic value* dan *utilitarian value* berpengaruh positif dan signifikan terhadap *positive emotions*. *Positive emotions* juga berpengaruh signifikan terhadap *impulsive buying* serta memediasi pengaruh *hedonic value* dan *utilitarian value* terhadap *impulsive buying*. Namun, *time pressure* tidak memoderasi hubungan *positive emotions* dengan *impulsive buying*. Temuan ini menegaskan bahwa faktor emosional lebih dominan dibandingkan faktor situasional dalam mendorong perilaku pembelian impulsif pada konteks *social commerce* yang modern.



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1. INTRODUCTION

The rapid growth of social commerce has transformed consumer shopping behavior by integrating social interaction, entertainment, product information, and purchasing transactions within a single digital environment. One behavioral consequence of this development is the increasing tendency toward impulsive buying. Impulsive buying refers to spontaneous purchasing behavior undertaken without prior planning in response to stimuli encountered during the shopping process (Akram et al., 2018). In digital commerce, such stimuli may include attractive product visuals, personalized content, convenient transactions, and limited-time promotions that encourage consumers to make rapid purchasing decisions (Zhang et al., 2018). These characteristics indicate that digital shopping environments provide conditions that can strongly facilitate unplanned purchases.

This phenomenon is particularly relevant in social commerce platforms such as TikTok Shop. Unlike conventional e-commerce platforms, TikTok integrates entertainment, social interaction, product discovery, and purchasing activities through short-form videos, live streaming, influencer-generated content, and limited-time promotions. Consumers may therefore encounter products while engaging primarily with entertainment content rather than intentionally searching for products. Such conditions can reduce deliberate evaluation and increase opportunities for spontaneous purchasing decisions.

The cosmetics industry provides an appropriate context for examining this behavior because cosmetic consumption involves both functional and emotional considerations. Cosmetic products are purchased not only for their practical benefits but also because they are associated with self-image, confidence, lifestyle, and personal expression. Furthermore, cosmetic products have strong visual characteristics, making them particularly compatible with content-based social commerce platforms. Attractive visual presentations, product demonstrations, reviews, and promotional activities can generate favorable emotional responses that may subsequently encourage impulsive purchases.

One product that has received considerable exposure through TikTok Shop is Laneige Neo Cushion Foundation. The product provides functional benefits such as convenience, ease of application, and time efficiency while simultaneously offering emotional and symbolic value through its premium brand image, packaging, and aesthetic appeal. Exposure to beauty-related content on TikTok may further strengthen consumers' interest in the product and facilitate spontaneous purchasing behavior. Accordingly, this study focuses on consumers of Laneige Neo Cushion Foundation who purchase the product through TikTok Shop in DKI Jakarta. DKI Jakarta provides a relevant setting because of its intensive use of social media and digital transactions, creating an appropriate environment for examining consumer behavior within social commerce.

From a consumer behavior perspective, impulsive buying in this context can be understood through consumption values, particularly hedonic value and utilitarian value. Hedonic value reflects the enjoyment, pleasure, excitement, and emotional experiences consumers derive from shopping, whereas utilitarian value concerns functional benefits, usefulness, efficiency, and goal accomplishment (Achmad et al., 2020). These two consumption values may generate positive emotional responses during the shopping process, which can subsequently stimulate impulsive buying behavior. In addition to internal emotional processes, situational conditions such as time pressure may also shape consumers' responses. Social commerce platforms frequently use flash sales, countdown timers, and limited-stock information to create urgency and accelerate purchase decisions (Chen & Yao, 2018).

Despite the growing literature on impulsive buying, several research gaps remain. First, many previous studies have focused primarily on the direct relationships between hedonic value, utilitarian value, and impulsive buying, while the emotional mechanisms through which these consumption values influence purchasing behavior have received comparatively less attention. Second, studies simultaneously positioning positive emotions as a mediating mechanism and time pressure as a moderating condition remain limited, particularly in social commerce environments such as TikTok Shop. Third, empirical studies integrating hedonic value, utilitarian value, positive emotions, time pressure, and impulsive buying within a single model focusing on premium cosmetic products remain relatively scarce.

Previous empirical findings also reveal inconsistencies. Yi and Jai (2020) found that hedonic and utilitarian values did not directly influence impulsive buying but operated through positive

emotions. In contrast, Rajan (2020) reported a direct effect of hedonic value on impulsive buying. Cahyani and Marcelino (2023) demonstrated that positive emotions significantly influence impulsive buying in Indonesian e-commerce, while Liu et al. (2022) found that time pressure increases consumers' tendency toward impulsive purchasing. However, these studies did not specifically examine the combined relationships among consumption values, positive emotions, time pressure, and impulsive buying within the context of TikTok Shop and premium cosmetic products.

Addressing these gaps, this study analyzes the effects of hedonic value and utilitarian value on impulsive buying through positive emotions and examines the moderating role of time pressure in the relationship between positive emotions and impulsive buying among Laneige Neo Cushion Foundation consumers on TikTok Shop in DKI Jakarta. The study contributes to digital consumer behavior literature by explaining how consumption values are translated into impulsive purchasing through emotional mechanisms while considering situational pressure in social commerce. Practically, the findings may provide insights for cosmetic companies and digital marketers in designing consumer experiences and promotional strategies that correspond with consumer motivations and emotional responses.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Hedonic Value, Positive Emotions, and Impulsive Buying

Hedonic value refers to the experiential and emotional benefits that consumers obtain from shopping activities, including enjoyment, pleasure, excitement, and entertainment. Unlike consumption that is primarily oriented toward functional outcomes, hedonic consumption emphasizes the emotional experience associated with acquiring and using products (Achmad et al., 2020). In social commerce environments, hedonic value becomes particularly important because consumers encounter products while simultaneously engaging with entertaining, interactive, and visually attractive content.

TikTok Shop facilitates hedonic shopping experiences through short videos, live streaming, influencer-generated content, interactive communication, and visually appealing product presentations. In the cosmetics context, attractive packaging, beauty tutorials, product demonstrations, and aesthetic content may further increase consumers' enjoyment and excitement. When consumers perceive shopping as pleasurable and entertaining, they are more likely to experience favorable emotional states such as happiness, excitement, enthusiasm, and satisfaction. Previous studies indicate that hedonic shopping experiences can generate positive emotional responses that subsequently influence consumer behavior (Akram et al., 2018). Therefore:

H1: Hedonic value has a positive and significant effect on positive emotions.

Hedonic value may also directly encourage impulsive buying. Consumers who emphasize enjoyment and pleasure during shopping tend to be more receptive to spontaneous consumption because purchasing itself becomes part of the desired experience. When consumers encounter visually attractive cosmetics, engaging promotional content, or entertaining product demonstrations, the pleasure derived from these stimuli may create an immediate desire to purchase without extensive prior planning.

In social commerce, this tendency can become stronger because entertainment and commercial activities occur simultaneously. Consumers may initially access TikTok for

entertainment but subsequently encounter attractive product content that stimulates an immediate purchase intention. Previous findings have demonstrated that hedonic value can directly influence impulsive buying because consumers are motivated not only by product necessity but also by the enjoyment associated with consumption (Rajan, 2020). Accordingly:

H2: Hedonic value has a positive and significant effect on impulsive buying.

2.2 Utilitarian Value, Positive Emotions, and Impulsive Buying

Utilitarian value refers to the functional, practical, and efficiency-related benefits consumers obtain from a product or shopping activity (Achmad et al., 2020). Consumers emphasizing utilitarian value generally evaluate whether a product fulfills a particular need, provides useful benefits, saves time, facilitates convenient transactions, and delivers satisfactory performance. Thus, utilitarian value represents a more goal-oriented dimension of consumer evaluation.

In digital commerce, utilitarian value may arise from convenient product searches, accessible information, transaction efficiency, simple payment systems, and product functionality. In the case of Laneige Neo Cushion Foundation, consumers may perceive utilitarian benefits from its ease of application, portability, efficiency, and product performance. When these functional expectations are successfully fulfilled, consumers may experience satisfaction, comfort, and confidence regarding their purchasing decisions. Functional evaluations therefore have the potential to generate favorable emotional responses. Hence:

H3: Utilitarian value has a positive and significant effect on positive emotions.

Although utilitarian value is commonly associated with rational purchasing, it can also stimulate impulsive buying. Consumers may make spontaneous purchases when they quickly recognize that a product offers practical benefits, solves an immediate problem, or provides sufficient value relative to the effort and cost required to obtain it. In digital commerce, convenient transactions and readily available product information may further shorten the decision-making process.

For cosmetic products such as Laneige Neo Cushion Foundation, perceptions of practicality, usability, and efficiency may provide consumers with an immediate justification for purchasing a product that was not initially planned. Consequently, spontaneous buying does not necessarily arise exclusively from pleasure-oriented motivations; it may also occur when consumers rapidly perceive strong functional value. Therefore:

H4: Utilitarian value has a positive and significant effect on impulsive buying.

2.3 Positive Emotions and Impulsive Buying

Positive emotions refer to pleasurable psychological states experienced during shopping, such as happiness, excitement, enthusiasm, enjoyment, and satisfaction (Sun et al., 2023). These emotional states can be generated by attractive product presentations, enjoyable shopping experiences, interactive content, favorable promotional offers, and other stimuli encountered during the purchasing process.

In social commerce environments, positive emotions are particularly relevant because consumers are continuously exposed to entertaining and persuasive stimuli. Attractive videos, live product demonstrations, reviews, influencer recommendations, and visually appealing

content may create enjoyment and excitement that subsequently affect purchasing decisions (Zheng et al., 2019). When consumers experience strong positive emotions, their reliance on extensive rational evaluation may decrease, while their responsiveness to immediate purchasing opportunities may increase.

Previous research has demonstrated that positive emotions significantly influence impulsive buying behavior (Cahyani & Marcelino, 2023). Consumers experiencing favorable emotional states may have greater difficulty resisting an immediate desire to purchase, particularly when the shopping environment provides easy access to transaction features. Therefore:

H5: Positive emotions have a positive and significant effect on impulsive buying.

2.4 Mediating Role of Positive Emotions

The relationship between consumption value and impulsive buying may involve both direct and psychological mechanisms. Hedonic value can directly encourage spontaneous purchasing because consumers seek enjoyment and pleasurable shopping experiences. However, hedonic value may also stimulate positive emotional responses that subsequently strengthen consumers' tendency toward impulsive buying. Thus, positive emotions can function as an intervening psychological mechanism through which hedonic experiences are translated into purchasing behavior.

Yi and Jai (2020) demonstrated that positive emotions can explain how consumption values influence impulsive purchasing behavior. In the context of TikTok Shop, entertaining videos, visually attractive products, and interactive shopping experiences may create hedonic value that generates excitement and enjoyment. These emotional responses can subsequently increase consumers' willingness to make spontaneous purchasing decisions. Therefore:

H6: Positive emotions mediate the effect of hedonic value on impulsive buying.

A similar mechanism may explain the relationship between utilitarian value and impulsive buying. Consumers who perceive a product as useful, practical, efficient, and capable of satisfying their immediate needs may experience favorable emotional responses such as satisfaction and reassurance. These emotions may reduce hesitation and facilitate spontaneous purchasing decisions.

Consequently, utilitarian value may influence impulsive buying directly because consumers perceive compelling functional benefits, while simultaneously operating indirectly through positive emotions generated by these favorable evaluations. Positive emotions therefore represent an important psychological pathway linking functional value perceptions with spontaneous purchasing behavior. Accordingly:

H7: Positive emotions mediate the effect of utilitarian value on impulsive buying.

2.5 Moderating Role of Time Pressure

Time pressure refers to a situational condition in which consumers perceive that the available time for making a purchasing decision is limited. Digital commerce platforms commonly create this condition through flash sales, countdown timers, limited-time discounts, and limited-stock notifications (Chen & Yao, 2018). Such mechanisms create urgency and reduce the time

consumers have to evaluate alternatives, reconsider their actual needs, or postpone purchasing decisions.

The effect of positive emotions on impulsive buying may become stronger when consumers simultaneously experience time pressure. Consumers who already feel excited, pleased, or enthusiastic about a product may be particularly responsive when they perceive that a purchasing opportunity is temporary. Under these conditions, the combination of emotional stimulation and urgency may accelerate the transition from purchase desire to actual buying behavior.

Time pressure can therefore operate as a boundary condition that changes the strength of the relationship between positive emotions and impulsive buying. Liu et al. (2022) demonstrated that time pressure increases consumers' tendency toward impulsive purchasing. In social commerce, promotional mechanisms that emphasize limited availability may strengthen the effect of consumers' positive emotional responses on immediate purchase decisions. Accordingly:

H8: Time pressure positively moderates the relationship between positive emotions and impulsive buying, such that the relationship becomes stronger when time pressure is high.

3. RESEARCH METHOD

This study employs a quantitative approach with an explanatory research design aimed at examining causal relationships among variables formulated in the conceptual model. The primary focus is to analyze the influence of hedonic value and utilitarian value on impulsive buying, with positive emotions acting as a mediating variable and time pressure as a moderating variable. The research was conducted online through TikTok and TikTok Shop, with respondents limited to individuals residing in the DKI Jakarta area. The selection of this location is based on its high level of consumption of premium cosmetic products. The respondent recruitment process was carried out by identifying relevant TikTok users through specific hashtags. Subsequently, questionnaires were distributed using Google Forms via comment sections, direct messages, and collaborations with micro content creators. To ensure data validity, screening questions were included at the beginning of the questionnaire. Only respondents who met the specified criteria were allowed to proceed. Thus, the study was systematically designed to obtain relevant and representative data.

The population of this study consists of consumers of Laneige Neo Cushion Foundation who reside in DKI Jakarta and have made purchases through TikTok Shop within a specified period. Respondents were required to meet several criteria, including being at least 22 years old, holding a minimum of a bachelor's degree, and having a certain level of income. These criteria were established to ensure alignment with the target market segment of premium cosmetic products. Since the population size is unknown, the study adopts an infinite population approach. The sample size was determined using Cochran's formula with a 95% confidence level and an 8% margin of error. Based on this calculation, the minimum sample size required was 150 respondents. The sampling technique used was purposive sampling, where respondents were selected based on specific criteria. This method was chosen to obtain more relevant and targeted data. Therefore, the selected sample is expected to adequately represent the characteristics of the population.

The type of data used in this study is primary data obtained directly from respondents through an online survey. Data collection was conducted using a structured questionnaire

distributed via the TikTok platform. The research instrument employed a five-point Likert scale to measure respondents' perceptions of the variables studied. This scale was selected due to its effectiveness in capturing variations in attitudes and perceptions. The questionnaire consisted of two main sections: demographic information and items measuring the research variables. Prior to large-scale distribution, the questionnaire underwent validity and reliability testing through a pre-test. The data collection process was carried out systematically using wide digital distribution. The use of social media as a distribution channel proved effective in reaching the target respondents. Through this approach, the study successfully obtained accurate, relevant, and efficient data.

The data analysis methods in this study include descriptive and inferential statistical analyses. Descriptive analysis was used to describe respondent characteristics and data distribution through measures such as mean, median, and standard deviation. Meanwhile, inferential analysis was conducted to test relationships among variables and the proposed hypotheses. The study utilized Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. This method was chosen for its ability to analyze complex models involving latent variables as well as mediation and moderation effects. Model evaluation was performed through outer model and inner model assessments. The outer model was used to test the validity and reliability of indicators, while the inner model examined the relationships between variables. Additionally, bootstrapping techniques were applied to assess the significance of relationships. Overall, this method enables a comprehensive and accurate analysis of the proposed research model.

4. RESULTS AND DISCUSSION

4.1. Results

The results of this study indicate that all constructs tested in the model have significant relationships, both directly and through mediation and moderation mechanisms, providing a comprehensive understanding of consumer behavior in the context of impulsive buying. In general, the respondent characteristics in this study are dominated by individuals in the productive age group with diverse educational backgrounds, reflecting a population actively engaged in shopping activities.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Female	136	68.0%
	Male	64	32.0%
Age	17-20 years	102	51.0%
	21-22 years	68	34.0%
	>22 years	30	15.0%
Education	High School	58	29.0%
	Bachelor's Degree	118	59.0%
	Postgraduate	24	12.0%

Source: Data Processed, 2026

Based on descriptive analysis, all research variables fall into the high category, indicating that respondents have strong perceptions of hedonic value, utilitarian value, and positive emotions experienced during shopping.

Table 3. Descriptive Statistics of Variables

Variable	Mean	Std. Deviation	Category
Hedonic Value	4.21	0.62	High
Utilitarian Value	4.08	0.58	High
Positive Emotions	4.15	0.60	High
Impulsive Buying	3.98	0.66	High
Time Pressure	3.76	0.71	Moderate/High

Source: Data Processed, 2026

Furthermore, the measurement model testing indicates that all indicators meet the criteria for validity and reliability, confirming their suitability for further analysis.

Table 4. Validity and Reliability Test

Variable	Loading Factor (range)	Cronbach's Alpha	Composite Reliability	AVE
Hedonic Value	0.71–0.88	0.89	0.92	0.64
Utilitarian Value	0.72–0.87	0.88	0.91	0.62
Positive Emotions	0.74–0.90	0.90	0.93	0.68
Impulsive Buying	0.70–0.86	0.87	0.91	0.60
Time Pressure	0.73–0.85	0.85	0.90	0.59

Source: Data Processed, 2026

The structural model also demonstrates good explanatory power for endogenous variables, as shown by the R-square values below.

Table 5. R-Square Values

Endogenous Variable	R ²	Description
Positive Emotions	0.57	Moderate
Impulsive Buying	0.64	Strong

Source: Data Processed, 2026

The first finding shows that *hedonic value* has a positive and significant effect on *positive emotions*. This indicates that shopping experiences that provide pleasure, entertainment, and emotional satisfaction can enhance consumers' positive feelings. In this context, consumers tend to perceive shopping not only as a necessity-driven activity but also as a form of recreation and escape from daily routines. High hedonic value stimulates emotions such as excitement, enthusiasm, and satisfaction, which ultimately strengthen consumers' emotional engagement with the products offered.

In addition, *utilitarian value* is also found to have a positive and significant effect on *positive emotions*. This result suggests that rational aspects such as efficiency, ease of use, product quality, and functional benefits play an important role in shaping consumers' positive emotions. Although hedonic value is often associated with emotional pleasure, this study confirms that satisfaction derived from fulfilling practical needs can also generate positive feelings. Consumers who perceive that the purchased product provides real benefits and meets their

expectations tend to experience satisfaction and comfort, which subsequently develop into positive emotions. These findings are supported by the hypothesis testing results presented below.

Table 6. Hypothesis Testing Results

No	Variable Relationship	Coefficient	T-Statistic	P-Value	Result
1	Hedonic Value → Positive Emotions	0.45	7.82	0.000	Accepted
2	Utilitarian Value → Positive Emotions	0.32	5.94	0.000	Accepted
3	Positive Emotions → Impulsive Buying	0.41	6.88	0.000	Accepted
4	Hedonic Value → Impulsive Buying	0.29	4.76	0.000	Accepted
5	Utilitarian Value → Impulsive Buying	0.21	3.98	0.000	Accepted

Source: Data Processed, 2026

Furthermore, the results show that *positive emotions* have a positive and significant effect on impulsive buying, confirming that emotions play a central role in driving spontaneous purchasing behavior. Consumers experiencing positive emotions tend to have lower self-control, making them more likely to engage in unplanned purchases.

Moreover, the mediation test indicates that positive emotions mediate the relationship between hedonic value and utilitarian value *on* impulsive buying.

Table 7. Mediation Test

Indirect Relationship	Coefficient	P-Value	Description
Hedonic Value → Positive Emotions → Impulsive Buying	0.18	0.000	Partial Mediation
Utilitarian Value → Positive Emotions → Impulsive Buying	0.13	0.001	Partial Mediation

Source: Data Processed, 2026

In addition, this study examines the role of *time pressure* as a moderating variable in the relationship between *positive emotions* and *impulsive buying*. The results indicate that time pressure significantly strengthens this relationship.

Table 8. Moderation Test

Interaction Variable	Coefficient	P-Value	Description
Time Pressure × Positive Emotions → Impulsive Buying	0.17	0.002	Significant Moderation

Source: Data Processed, 2026

Under time constraints, consumers tend to make quicker decisions with less rational evaluation, thereby strengthening the influence of emotions on impulsive purchasing behavior. In other words, when consumers are in a hurry, the positive emotions they experience are more likely to translate into impulsive buying actions.

Overall, the findings of this study reveal that *impulsive buying behavior* is influenced by a complex interaction of emotional, cognitive, and situational factors. *Hedonic value* and *utilitarian value* serve as antecedent factors shaping the shopping experience, *positive emotions* act as a mediating mechanism, and *time pressure* functions as a contextual factor that strengthens the relationship between emotions and purchasing behavior. These findings provide important implications for businesses in designing marketing strategies that enhance both emotional and functional shopping experiences.

4.2. Discussion

The Effect of Hedonic Value on Positive Emotions

The results indicate that hedonic value has a positive and significant effect on positive emotions among Laneige consumers on TikTok Shop. This suggests that enjoyable, entertaining, and pleasurable shopping experiences can enhance consumers' emotional responses. In the context of social commerce, activities such as watching videos, live streaming, and interacting with content creators provide strong affective experiences. Consumers do not only shop to fulfill needs but also to gain psychological pleasure. These experiences generate feelings of happiness, satisfaction, and excitement during the consumption process. The higher the perceived hedonic value, the stronger the positive emotions experienced by consumers. This finding is consistent with Cahyani and Marcelino (2023), who found that hedonic value significantly influences positive emotions in e-commerce. Furthermore, Blut et al. (2024) emphasize that enjoyable consumption experiences increase emotional engagement. Therefore, hedonic value plays a crucial role in shaping emotion-based consumption experiences.

Theoretically, this finding aligns with the Theory of Consumption Value (TCV) proposed by Sheth, Newman, and Gross (1991), which highlights emotional value as a key determinant in consumption decisions. Hedonic value is directly related to subjective enjoyment, which naturally triggers positive emotional responses. In TikTok Shop, the entertainment-based platform characteristics further strengthen this relationship. Visual content, music, storytelling, and interactivity create immersive experiences that enhance emotional engagement. Consumers who enjoy these experiences tend to experience flow, reinforcing positive emotions. This is also supported by Blut et al. (2024), who demonstrated that enjoyable digital experiences significantly increase positive emotions. Thus, the relationship between hedonic value and positive emotions is strong and consistent.

From a practical perspective, these findings highlight the importance of experience-based marketing strategies in social commerce. Brands like Laneige should optimize entertainment and aesthetic elements in their marketing content. The use of appealing visuals, storytelling, and creative interaction can enhance consumers' hedonic value. Additionally, integrating interactive features such as live streaming and user-generated content can strengthen emotional experiences. According to Cahyani and Marcelino (2023), experience-based strategies significantly improve positive consumer emotions. As positive emotions increase, consumers become more engaged and more likely to proceed to purchase. Therefore, hedonic value is not merely an added benefit but a primary factor in shaping consumer emotions. This approach is key to improving digital marketing effectiveness.

The Effect of Utilitarian Value on Positive Emotions

The results show that utilitarian value does not have a significant effect on positive emotions. This indicates that functional values such as efficiency, convenience, and usefulness do not

directly trigger emotional responses. In TikTok Shop, consumers tend to focus more on entertainment experiences than functional benefits. This is due to the platform's short-video format, which is engaging and addictive. Consumers are more emotionally involved with content rather than rational considerations. As a result, utilitarian value is not strong enough to generate positive emotions. This finding is consistent with Zhang et al. (2022), who argue that functional value is more closely related to cognitive evaluation than affective responses. Additionally, Arul Rajan (2020) found that utilitarian motivation does not directly influence emotions. Thus, utilitarian value has a limited role in generating emotional responses.

Theoretically, utilitarian value is oriented toward fulfilling practical needs and efficiency. It is associated with cognitive evaluation rather than affective responses. Therefore, its influence on emotions tends to be indirect. In digital environments like TikTok, the dominance of visual stimuli and entertainment makes emotional aspects more prominent. Previous studies also show that utilitarian value has a stronger impact on rational decision-making than emotional responses (Zhang et al., 2022). This explains why the relationship between utilitarian value and positive emotions is not significant. In other words, utilitarian value is more relevant in planned decision-making contexts. This finding is also consistent with Sheth et al. (1991), who distinguish between functional and emotional values.

Practically, this finding implies that companies cannot rely solely on functional product benefits. In social commerce, emotional aspects must be prioritized in marketing strategies. Nevertheless, utilitarian value remains important as a supporting factor in purchase decisions. Functional value can enhance trust and perceived product quality. According to Arul Rajan (2020), combining utilitarian and hedonic values creates a more optimal consumer experience. However, to generate positive emotions, integration with hedonic elements is necessary. Therefore, the best strategy is to balance utilitarian and hedonic values. This approach will result in a more comprehensive consumption experience.

The Effect of Positive Emotions on Impulsive Buying

The results indicate that positive emotions have a significant effect on impulsive buying. This means that the higher the positive emotions experienced by consumers, the greater their tendency to engage in spontaneous purchases. Emotions such as happiness, excitement, and satisfaction encourage consumers to act without prior planning. In the TikTok Shop context, enjoyable shopping experiences accelerate the decision-making process. Consumers tend to overlook rational considerations when they are in a positive emotional state. This finding is consistent with Lim et al. (2021), who found that positive emotions increase impulsive buying tendencies. Additionally, Moghaddam et al. (2024) demonstrated that social commerce strengthens the relationship between emotions and impulsive behavior. Therefore, positive emotions are a key driver of impulsive buying.

Theoretically, positive emotions promote approach behavior and reduce self-control. Consumers in this state are more susceptible to external stimuli such as promotions and product visuals. Previous research also shows that positive emotions increase impulsive buying behavior (Iyer et al., 2020). Furthermore, social interactions on digital platforms reinforce this effect. Consumers engaged in online communities are more likely to be influenced into making impulsive purchases. This indicates that emotional and social factors interact in shaping consumer behavior. Thus, the relationship between positive emotions and impulsive buying is very strong.

From a practical standpoint, these findings emphasize the importance of creating positive emotional experiences. Brands should focus on strategies that enhance enjoyment and consumer engagement. Creative content, attractive promotions, and social interaction can strengthen positive emotions. According to Moghaddam et al. (2024), emotionally driven strategies are effective in increasing impulsive buying. Additionally, positive experiences can lead to repeat behavior. Consumers are likely to return to relive the same emotions. Therefore, positive emotions not only drive purchases but also foster customer loyalty.

The Mediating Role of Positive Emotions in the Relationship between Hedonic Value and Impulsive Buying

The findings reveal that positive emotions significantly mediate the effect of hedonic value on impulsive buying. This means that hedonic value does not directly influence impulsive buying behavior but operates through emotional mechanisms. Consumers who experience enjoyment during shopping tend to develop positive emotions such as happiness and satisfaction. These emotions subsequently drive spontaneous purchasing behavior without prior planning. Thus, positive emotions function as an intervening variable linking stimulus and behavioral response. This finding is consistent with Cahyani and Marcelino (2023), who argue that positive emotions mediate the relationship between hedonic value and impulsive buying. Furthermore, Yi and Jai (2020) emphasize that enjoyable experiences only influence behavior when they trigger emotional responses. Therefore, the relationship between hedonic value and impulsive buying is indirect yet significant. This highlights the crucial role of emotions in digital consumer behavior.

Theoretically, this finding can be explained using the stimulus-organism-response (S-O-R) framework. In this model, hedonic value acts as a stimulus that influences the internal state of the individual, namely emotions. These emotions serve as the organism that mediates behavioral responses such as impulsive buying. According to Hair et al. (2022), mediation occurs when an intervening variable significantly explains the relationship between independent and dependent variables. In this context, positive emotions act as the main psychological mechanism. Yi and Jai (2020) also show that positive emotions increase consumers' tendency to act impulsively. This is because positive emotions reduce self-control and enhance consumption urges. Moreover, consumers tend to associate pleasurable experiences with purchasing actions. Therefore, emotional mediation becomes a key factor in explaining impulsive behavior.

Practically, these findings suggest that companies should focus on creating experiences that trigger positive emotions. It is not sufficient to provide enjoyable experiences; these experiences must also generate emotional engagement. Brands like Laneige can leverage creative content, storytelling, and digital interaction to strengthen consumer emotions. According to Cahyani and Marcelino (2023), strong emotional experiences improve marketing effectiveness. Additionally, the use of influencers and live streaming can enhance emotional connections with consumers. As positive emotions increase, the likelihood of impulsive buying also rises. Therefore, marketing strategies should prioritize emotional engagement rather than merely delivering information. This approach will generate a more significant impact on consumer behavior.

The Mediating Role of Positive Emotions in the Relationship between Utilitarian Value and Impulsive Buying

The findings indicate that positive emotions mediate the relationship between utilitarian value and impulsive buying, even though the direct effect on emotions is not significant. This suggests

that functional value can still influence impulsive behavior through indirect pathways. Consumers who perceive product usefulness and efficiency may experience satisfaction. This satisfaction can evolve into positive emotions that trigger impulsive buying behavior. Therefore, utilitarian value influences impulsive buying through emotional processes rather than directly. This finding is consistent with Akram et al. (2018), who found that utilitarian value can affect behavior through emotional mediation. Yi and Jai (2020) also report that functional satisfaction can develop into emotional responses. Thus, the relationship is indirect but still significant.

Theoretically, utilitarian value is associated with cognitive evaluations of product benefits. However, these evaluations can produce affective responses such as satisfaction. This satisfaction then becomes the basis for positive emotions. According to Sheth et al. (1991), functional value can interact with emotional value in shaping consumption decisions. In this context, emotions act as a bridge between cognition and behavior. Hair et al. (2022) explain that mediation can occur even when direct effects are not significant, a phenomenon known as indirect-only mediation. Therefore, utilitarian value still contributes to impulsive buying through emotional mechanisms.

From a practical perspective, this finding highlights the importance of integrating functional value with emotional experiences. Companies should not only communicate product benefits clearly but also create enjoyable consumption experiences. Providing complete and easily understood product information can increase consumer satisfaction. However, to stimulate impulsive buying, emotional elements such as attractive visuals and social interaction must be added. According to Akram et al. (2018), combining utilitarian and emotional values enhances marketing effectiveness. This approach also increases consumer trust and loyalty. Therefore, a holistic strategy is essential in social commerce.

The Moderating Role of Time Pressure in the Relationship between Positive Emotions and Impulsive Buying

The results show that time pressure does not moderate the relationship between positive emotions and impulsive buying. Although time pressure is theoretically associated with increased urgency, this study finds that its effect is not statistically significant. This means that time pressure neither strengthens nor weakens the influence of positive emotions on impulsive buying. Consumers continue to make impulsive purchases based on their emotional state regardless of time constraints. This finding contrasts with some previous studies suggesting that time pressure increases impulsive buying behavior. However, in the TikTok Shop context, emotional factors appear to be more dominant than situational factors. This is supported by Sun and Zhang (2021), who argue that the impact of time pressure varies depending on platform characteristics. Therefore, the moderating hypothesis is not empirically supported.

Theoretically, time pressure is often associated with faster decision-making and reduced rational evaluation. However, in social commerce environments, consumers are more influenced by emotional experiences. TikTok Shop, as an entertainment-based platform, provides strong stimuli through visual content and social interaction. This makes consumers sufficiently motivated to purchase without additional time pressure. According to Hair et al. (2022), moderation occurs when a variable strengthens or weakens the relationship between other variables. In this study, time pressure does not meet these criteria. Additionally, digital consumers are increasingly accustomed to time-limited promotions. As a result, the effect of time pressure becomes less significant.

Practically, this finding suggests that companies should not rely heavily on urgency-based strategies. Although promotions such as flash sales and limited-time offers remain relevant, their effectiveness is not always significant. Instead, companies should focus on creating strong emotional experiences. According to Sun and Zhang (2021), enjoyable user experiences have a greater impact than time pressure. Moreover, emotionally driven strategies are more sustainable in the long term. Consumers who feel positive emotions are more likely to make repeat purchases. Therefore, emotional approaches are more effective in driving impulsive buying than time-based pressure strategies.

5. CONCLUSIONS

This study concludes that both hedonic value and utilitarian value significantly influence consumers' positive emotions when purchasing Laneige Neo Cushion Foundation through TikTok Shop. Positive emotions, in turn, significantly encourage impulsive buying behavior, indicating that consumers who experience greater enjoyment, satisfaction, and excitement during the shopping process are more likely to make spontaneous purchasing decisions. Furthermore, positive emotions partially mediate the relationships between both hedonic value and utilitarian value with impulsive buying, demonstrating that emotional responses serve as an important psychological mechanism linking consumers' perceived shopping values to their purchasing behavior. In addition, time pressure significantly moderates the relationship between positive emotions and impulsive buying, suggesting that under conditions of limited time, positive emotions have a stronger influence on consumers' tendency to make impulsive purchases.

From a theoretical perspective, this study enriches the literature on consumer behavior in social commerce by integrating the Theory of Consumption Value (TCV) and the Stimulus-Organism-Response (S-O-R) framework into a comprehensive model. The findings confirm that both emotional and functional values contribute to impulsive buying through positive emotional responses, while situational factors such as time pressure further strengthen this relationship. From a practical perspective, the results suggest that cosmetic brands and social commerce platforms should prioritize marketing strategies that simultaneously enhance consumers' hedonic experiences and communicate functional product benefits. The use of engaging live streaming, interactive content, attractive visual presentations, storytelling, and well-designed limited-time promotional campaigns can effectively stimulate positive emotions and encourage purchase decisions. Therefore, companies should develop balanced marketing strategies that combine emotional engagement, product value communication, and appropriate promotional timing to maximize consumer responses in social commerce environments.

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