

ABSTRACT

This study aims to analyze the influence of Shopee Video on impulsive buying behavior, with emotional states (pleasure and arousal) acting as intervening variables among Generation Z Shopee Users in Indonesia. In today's digital era, online shopping behavior has become increasingly prominent, especially among Generation Z, who are highly familiar with technology and video content. Shopee, the leading e-commerce platform in Indonesia, introduced Shopee Video as a feature that allows buyers and sellers to interact through engaging visual and audio content. This study employs a quantitative approach using Partial Least Square Structural Equation Modeling (PLS-SEM) to examine the relationships between time pressure, quantity pressure, economic benefits, social influence, visuals, and sound on emotional state and impulsive buying. The results indicate that external factors such as visuals and sound significantly influence pleasure and arousal, which in turn affect impulsive buying decisions. These findings offer strategic insights for e-commerce players in designing video content that evokes consumer emotions and enhances purchase intention. This study also supports the applicability of the Stimulus-Organism-Response (SOR) model in the context of online shopping behavior.

Keywords : Shopee Video, Impulsive Buying, Emotional State, Generation Z, Digital Marketing