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The Influence Of Fear Of Missing Out (Fomo), Live Streaming, And Flash Sales On Impulsive Buying Of Hulm Fashion Products Among Generation Z On Tiktok Shop In Surabaya

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Abstract

This study aims to examine the influence of Fear of Missing Out (FoMO), live streaming, and flash sale on impulsive buying behavior of fashion products, specifically the HULM brand, among Generation Z consumers on TikTok Shop in Surabaya. A quantitative approach was employed using a survey method with a Likert scale questionnaire distributed to respondents who have experience purchasing HULM products through TikTok Shop. The collected data were analyzed using multiple linear regression to determine both simultaneous and partial effects of the independent variables on impulsive buying behavior. These results suggest that impulsive buying behavior among Generation Z is shaped by both psychological factors and digital marketing strategies. FoMO acts as an internal driver, while live streaming and flash sale function as external stimuli that reinforce purchasing impulses. This study contributes to the development of consumer behavior literature, particularly in the context of social commerce, and offers practical insights for marketers in designing effective promotional strategies on TikTok Shop to better target Generation Z consumers.

INTRODUCTION

The evolution of internet technology and social commerce has fundamentally reshaped how people shop, with Generation Z leading the charge. Platforms like TikTok Shop have redefined the retail experience by blending entertainment and social interaction directly with the checkout process. In contrast to traditional e-commerce platforms, purchases on TikTok are frequently spontaneous rather than premeditated. These buying decisions are typically sparked by immersive content, real-time engagement during live streams, and the "fear of missing out" created by flash sales. This environment has fueled a surge in impulsive purchasing, particularly within the fashion industry, where consumer choices are heavily dictated by rapidly shifting trends and social influence.

Recent academic inquiries have delved into the specific drivers of spontaneous purchasing within digital marketplaces. Research conducted by Muharam et al. (2023) identifies "Fear of Missing Out" (FoMO) as a primary catalyst for impulsive behavior, noting that the desire to stay current with trends often forces consumers into rapid, unplanned decision-making. Similarly, Syamsiyah and Nirawati (2024), alongside Faidah and Hidayat (2024), demonstrate that the combination of live streaming and flash sales significantly boosts impulse buys, which is attributed to the unique blend of real-time social interaction and the heightened sense of urgency created by

time-sensitive offers. Supporting these findings, Kusumasari et al. (2025) emphasize that modern digital marketing leverages interactive communication and restricted availability to effectively bypass premeditated shopping habits, directly triggering impulsive consumer responses.

Despite existing literature, a significant gap remains as most researchers tend to examine marketing tactics and psychological triggers in isolation. There is a notable lack of integrated studies that simultaneously analyze both dimensions, particularly within the specific ecosystem of TikTok Shop. Furthermore, much of the current data is derived from traditional e-commerce giants like Shopee, leaving a deficit in understanding the distinct environment of TikTok Shop—a platform defined by its unique synergy of entertainment-driven content and deep social connectivity.

o address these identified research gaps, this study investigates how Fear of Missing Out (FoMO), live streaming, and flash sales collectively drive impulsive purchasing among Generation Z consumers on TikTok Shop, specifically focusing on the HULM fashion brand in Surabaya. The distinctiveness of this research stems from its holistic integration of psychological catalysts and digital marketing tactics within a social commerce framework. Ultimately, this work seeks to advance consumer behavior theory while offering actionable guidance for marketers looking to craft high-impact promotional strategies tailored to the Gen Z demographic

METHODS

In this study, the researcher utilizes a quantitative research method with an associative approach to examine the relationships and influences between specific variables. Data collection is conducted through research instruments, followed by quantitative or statistical analysis. According to Sugiyono (2022), this approach is designed to describe and empirically test predefined hypotheses. Furthermore, as defined by Sugiyono (2020), a survey-based research design is applied to diverse populations—regardless of scale—by focusing on sample data that accurately represents the larger group. This survey aims to analyze specific events, distribution patterns, and the interplay between social and psychological variables. A questionnaire serves as the primary data collection tool, utilizing a Likert scale where responses range from highly positive (5) to highly negative (1).

This research is conducted in Surabaya, covering five geographical areas: South, East, West, North, and Central Surabaya. The study focuses on Generation Z customers who have purchased Hulm apparel via TikTok Shop. Surabaya was selected due to its status as one of Indonesia's major cities with high social media penetration, particularly on TikTok, and its diverse consumer base. These conditions provide an ideal environment to evaluate how Fear of Missing Out (FoMO), live streaming, and flash sales influence purchasing habits for Hulm fashion products. The study is

scheduled to take place from January to March 2026. The research population consists of Generation Z consumers residing in Surabaya who have bought Hulm fashion items through TikTok Shop. These individuals are typically active social media users who stay updated on fashion trends via digital content, direct seller interactions, live streaming sessions, flash sale promotions, and influencer recommendations. From this population, a sample of 100 respondents was selected. The sample is intended to be representative, providing an accurate overview of how psychological and marketing factors drive impulsive buying behavior within this specific demographic.

The hypotheses proposed in this study are: (H1) FoMO partially affects impulsive buying, (H2) live streaming partially affects impulsive buying, (H3) flash sale partially affects impulsive buying, (H4) FoMO, live streaming, flash sale affects impulsive buying. Data analysis is performed using SPSS 31 through a systematic multi-stage process. First, validity and reliability tests are conducted to ensure the research instruments are accurate and consistent. This is followed by classic assumption tests, including normality, multicollinearity, and heteroscedasticity, to ensure the data meets the requirements for linear modeling. Hypothesis testing is executed via multiple linear regression analysis. This includes the t-test to determine the individual impact of each independent variable on the dependent variable, and the F-test to assess whether all independent variables collectively influence the dependent variable. Finally, the coefficient of determination (R^2) is calculated to measure the extent to which the research model explains the variation in impulsive buying behavior.

RESULTS AND DISCUSSION

Validity Test

Validity is assessed by examining the correlation between individual item scores and the total score for each variable. Based on a degrees of freedom value of df = 98 and a significance level of α = 5% the critical -table value is established at 0.1966. A research instrument is deemed valid if the calculated r-value (r_{count}) for each statement exceeds this r-table threshold

Table 1. validity test

Source: Data Processed by the Author, 2026

Variable	*Item*	r_{table}	R_{count}	Description
Fear of Missing Out (FoMO)	X1.1	0.1966	0.728	Valid
	X1.2	0.1966	0,758	Valid
	X1.3	0.1966	0,687	Valid
	X1.4	0.1966	0,630	Valid
	X1.5	0.1966	0,677	Valid
	X1.6	0.1966	0,778	Valid
	X1.7	0.1966	0,777	Valid
	X1.8	0.1966	0,689	Valid
	X1.9	0.1966	0,669	Valid
Live Streaming	X2.1	0.1966	0,672	Valid

	X2.2	0.1966	0,625	Valid
	X2.3	0.1966	0,676	Valid
	X2.4	0.1966	0,654	Valid
	X2.5	0.1966	0,614	Valid
	X2.6	0.1966	0,666	Valid
	X2.7	0.1966	0,761	Valid
	X2.8	0.1966	0,644	Valid
	X2.9	0.1966	0,666	Valid
	X2.10	0.1966	0,640	Valid
	X2.11	0.1966	0,724	Valid
	X2.12	0.1966	0,715	Valid
Flash Sale	X3.1	0.1966	0,747	Valid
	X3.2	0.1966	0,611	Valid
	X3.3	0.1966	0,729	Valid
	X3.4	0.1966	0,733	Valid
	X3.5	0.1966	0,641	Valid
	X3.6	0.1966	0,718	Valid
	X3.7	0.1966	0,824	Valid
Impulsive Buying	Y1.1	0.1966	0,748	Valid
	Y1.2	0.1966	0,802	Valid
	Y1.3	0.1966	0,771	Valid
	Y1.4	0.1966	0,683	Valid
	Y1.5	0.1966	0,704	Valid
	Y1.6	0.1966	0,721	Valid
	Y1.7	0.1966	0,743	Valid
	Y1.8	0.1966	0,776	Valid

Based on the results of the test, it can be concluded that all statement items for Fear of Missing Out (FoMO) (X1), Live Streaming (X2), Flash Sale (X3), and Impulsive Buying (Y) have r-count values greater than r-table (0.1966). This indicates that all instruments are valid and appropriate for use in further analysis.

Reliability Test

Reliability testing is a method used to measure how consistently a questionnaire reflects the variables being studied. One of the most commonly used methods to assess reliability is Cronbach's Alpha, which is a coefficient used to evaluate the reliability of a research instrument. The calculation of Cronbach's Alpha is carried out to determine how consistent the items in the questionnaire are with the research variables. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.60.

Table 2. Reliability Test

Source: Data Processed by the Author, 2026

VariabLe	ReliabilitY Standards	Alpha Cronbach	Description
Fear of Missing Out (FoMO)	0,60	0.878	Reliabel
Live Streaming	0,60	0.889	Reliabel
Flash Sale	0,60	0.838	Reliabel

Impulsive Buying	0,60	0.883	Reliabel

Based on the results of the test, it can be concluded that all statement items for the variables Fear of Missing Out (FoMO) (X1), Live Streaming (X2), Flash Sale (X3), and Impulsive Buying (Y) have Cronbach's Alpha values above the minimum standard of 0.60. Therefore, it can be concluded that the measurement instrument, in the form of the questionnaire, is reliable.

Classical Assumption Tets

Normality Test

This study uses the One-Sample Kolmogorov-Smirnov Test to examine whether the data are normally distributed or not. If the probability value is greater than or equal to 0.05, the data are considered to be normally distributed. Conversely, if the probability value is less than 0.05, it can be concluded that the residual data do not follow a normal distribution.

Table 3. Normality Test

Source: Data Processed by the Author, 2026

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.14319127
Most Extreme Differences	Absolute	.093
	Positive	.093
	Negative	-.054
Test Statistic		.093
Asymp. Sig. (2-tailed)		.095[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

The results of the normality test show an Asymp. Sig. (2-tailed) value of 0.095, which exceeds the minimum criterion of 0.05. Based on the Kolmogorov-Smirnov normality test, the Asymp. Sig. value of 0.095 > 0.05 indicates that the result is significant, meaning the data are normally distributed.

Multikolinearitas Test

Multicollinearity testing is used to determine whether there is a strong linear relationship among the independent variables in a regression model. This test is important to ensure that the independent variables are not highly correlated with one another. This is because high correlation among independent variables can affect the accuracy of the analysis results and make it difficult to interpret the effect of each variable in the regression model.

Table 4. Multikolinearitas Test

Source: Data Processed by the Author, 2026

Variable	Tollerance	VIF
Fear of Missing Out (FoMO) (X1)	0,358	2.797
Live Streaming (X2)	0,533	1876
Flash Sale (X3)	0,482	2,076

The analysis results show that the Tolerance values for the variables Fear of Missing Out (FoMO) (X1), Live Streaming (X2), and Flash Sale (X3) are consistently above 0.10. Based on the multicollinearity test, the VIF values are less than 10, namely 2.797, 1.876, and 2.076, indicating that the data pass the multicollinearity test.

Heteroskastisitas Test

The heteroscedasticity test is used to determine whether there are differences in the variance of errors (residuals) from one observation to another in a regression model. In other words, this test examines whether the spread of residuals is consistent or not. If the test results show a significance value greater than 0.05, it indicates that heteroscedasticity does not occur (the model is considered appropriate). Conversely, if the significance value is less than 0.05, it indicates the presence of heteroscedasticity in the regression model.

Table 5. Heteroskastisitas Test

Source: Data Processed by the Author, 2026

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.971	1.319		1.495	.138
	X1	-.222	.052	-.657	-4.236	.152
	X2	.033	.034	.124	.975	.332
	X3	.193	.055	.465	3.478	.176

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedasticity test, the significance values are greater than 0.05, namely 0.152, 0.332, and 0.175. This indicates that the data pass the heteroscedasticity test. The absence of heteroscedasticity suggests that the regression model used is stable and does not have problems related to the dispersion of errors.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to estimate the relationship between independent variables and the dependent variable, as well as to determine the extent to which the independent variables influence the dependent variable. This study specifically examines how Fear of Missing Out (FoMO) (X1), Live Streaming (X2), and Flash Sale (X3) play a role in shaping consumers' impulsive buying behavior.

Table 6. Multiple Linear Regression Analysis

Source: Data Processed by the Author, 2026

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.418	1.994		-.209	.835		
	X1	.557	.079	.556	7.046	.000	.358	2.797
	X2	.052	.052	.065	1.001	.320	.533	1.876
	X3	.431	.084	.349	5.133	.000	.482	2.076

a. Dependent Variable: Y

Multiple linear regression analysis was used to determined the effect of Fear of Missing Out (FoMO) (X1), Live Streaming (X2), Flash Sale (X3), and impulsive buying (Y). Based on the analysis results the regression equation is:

$$Y = -0.418 + 0.557X1 + 0.052X2 + 0.431X3$$

The constant value (a) is 0.418. The regression coefficient for the Fear of Missing Out (FoMO) (X1) variable is 0.557, the regression coefficient for the Live Streaming (X2) variable is 0.052, and the regression coefficient for the Flash Sale (X3) variable is 0.431, all of which are positive. This indicates that an increase in Fear of Missing Out (FoMO) (X1), Live Streaming (X2), and Flash Sale (X3) (in terms of suitability and competitiveness) will lead to an increase in impulsive buying, assuming other variables remain constant.

Hypothesis Test

F-Test (simultaneous)

This test is used to determine whether all independent variables in the research model simultaneously affect the dependent variable. In other words, this test examines whether the three independent variables jointly have an influence on changes in the dependent variable.

Table 7. F-Test (simultaneous)

Source: Data Processed by the Author, 2026

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3599.275	3	1199.758	117.757	.000[b]
	Residual	978.085	96	10.188		
	Total	4577.360	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Based on the results of the simultaneous test, the F-value is 117.757 with a significance level of less than 0.05, namely 0.000. This indicates that the independent variables (X) simultaneously have an effect on the dependent variable (Y). Therefore, it can be concluded that the hypothesis is accepted, meaning that the independent variables jointly influence the dependent variable.

T-Test (Parsial)

The t-test is conducted to determine whether each independent variable individually has a significant effect on the dependent variable. This test uses a significance level (α) of 5% or 0.05.

Table 8. F-Test (Parsial)

Source: Data Processed by the Author, 2026

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.418	1.994		-.209	.835		
	X1	.557	.079	.556	7.046	.000	.358	2.797
	X2	.052	.052	.065	1.001	.320	.533	1.876
	X3	.431	.084	.349	5.133	.000	.482	2.076

a. Dependent Variable: Y

Based on the partial t-test results, it can be concluded that Fear of Missing Out (FoMO) and flash sale have a positive and significant effect on impulsive buying, while live streaming does

not have a significant influence. This indicates that impulsive buying behavior is more strongly driven by psychological factors, such as the fear of missing out, and promotional strategies like flash sales that create a sense of urgency, rather than by live streaming activities. Therefore, FoMO and flash sale emerge as the main factors influencing impulsive buying behavior among consumers in this study.

Determination Test (R^2)

The coefficient of determination (R^2) test is used to measure how well the research model explains the variation in the dependent variable. The R^2 value ranges from 0 to 1; the closer it is to 1, the greater the ability of the independent variables to explain changes in the dependent variable. Conversely, a low R^2 value indicates that the independent variables can only explain a small portion of the variation in the dependent variable.

Table 9. T-Test (Determination)

Source: Data Processed by the Author, 2026

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887[a]	.786	.780	3.19193

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on the data presented in the table, the R^2 value is 0.786. This indicates that impulsive buying can be explained simultaneously by Fear of Missing Out (FoMO), live streaming, and flash sale variables by 78.6%, while the remaining 21.4% is explained by other variables not included in this study.

DISCUSSION

The Effect of Fear of Missing Out (FoMO), Live Streaming, and Flash Sale on Impulsive Buying of HULM Fashion Products among Generation Z on TikTok Shop in Surabaya

Based on the simultaneous test (F-test), the calculated F-value is 117.757 with a significance level of 0.000, which is less than 0.05. This indicates that the independent variables simultaneously have a significant effect on the dependent variable. Therefore, the hypothesis is accepted, meaning that all independent variables jointly influence the dependent variable. The results show that Generation Z consumers' impulsive buying behavior of HULM fashion products on TikTok Shop in Surabaya is influenced simultaneously by Fear of Missing Out (FoMO), live streaming, and flash sale. The F-test results also indicate that the research model is appropriate and capable of explaining the relationship between independent and dependent variables. Since the significance value is below 0.05, it can be concluded that these three factors collectively contribute to impulsive buying behavior among consumers.

The Effect of Fear of Missing Out (FoMO) on Impulsive Buying of HULM Fashion Products among Generation Z on TikTok Shop in Surabaya

Based on the partial t-test results, the calculated t-value is 7.046, which is greater than the t-table value of 1.985, and the significance value for the Fear of Missing Out (FoMO) variable (X1)

is 0.000, which is less than 0.05. Therefore, H1 is accepted, indicating that Fear of Missing Out (FoMO) has a significant effect on impulsive buying behavior. Thus, the hypothesis stating that Fear of Missing Out (FoMO) influences impulsive buying behavior is supported

The Effect of Live Streaming on Impulsive Buying of HULM Fashion Products among Generation Z on TikTok Shop in Surabaya

Based on the partial t-test results, the calculated t-value is 1.001, which is less than the t-table value of 1.985, and the significance value for the Live Streaming variable (X2) is 0.320, which is greater than 0.05. Therefore, H2 is rejected, indicating that live streaming does not have a significant effect on impulsive buying behavior. This suggests that live streaming does not directly encourage consumers to purchase HULM fashion products on TikTok Shop. Consumers tend not to be directly influenced by live streaming alone, as they still consider other factors such as needs, price, and personal preferences before making a purchase decision.

The Effect of Flash Sale on Impulsive Buying of HULM Fashion Products among Generation Z on TikTok Shop in Surabaya

Based on the partial t-test results, the calculated t-value is 5.133, which is greater than the t-table value of 1.985, and the significance value for the Flash Sale variable (X3) is 0.000, which is less than 0.05. Therefore, H3 is accepted, indicating that flash sale has a significant effect on impulsive buying behavior. This shows that the more attractive the flash sale program offered, the higher the tendency of consumers to purchase HULM fashion products on TikTok Shop. This is influenced by price discounts, limited time offers, and stock scarcity, which create a sense of urgency and encourage consumers to make quick purchasing decision.

CONCLUSION

This study concludes that Fear of Missing Out (FoMO), live streaming, and flash sales significantly drive impulsive buying behavior among Generation Z consumers of HULM products on TikTok Shop, both collectively and individually. FoMO functions as a psychological catalyst by inducing anxiety and a sense of urgency, while live streaming fosters trust through real-time interaction, and flash sales exert pressure through perceived scarcity. These findings suggest that spontaneous purchasing is a product of both strategic marketing and internal psychological triggers, implying that businesses should adopt an integrated approach to effectively engage the Gen Z demographic.

Despite these insights, the research is limited by its specific focus on the Surabaya region and the HULM brand, which may constrain the broader applicability of the results. To address these limitations, future studies should expand their scope to include diverse geographical locations and various product categories. Furthermore, incorporating additional variables—such as hedonic motivation or social influence—could provide a more comprehensive understanding of the complex dynamics underlying social commerce behavior.

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