

The Influence of Fear of Missing Out (FoMO) on Purchase Decisions through Impulsive Behavior: Evidence from Tik Tok Pop Mart Live Streaming

Salsabiila Putri Jamaludin¹, Ati Mustikasari², Alma Syifa Maulidina³

^{1,2,3}Digital Marketing Program, Faculty of Applied Sciences, Telkom University, Indonesia

Email: salsabiji@student.telkomuniversity.ac.id, atimustikasari@telkomuniversity.ac.id,
almasyifamaulidina@telkomuniversity.ac.id.

Abstract

Keywords: *Fear of Missing Out (FoMO), Impulsive Behavior, Purchase Decision, Tik Tok Live Streaming, Social Commerce.*

Through this study, the academicians aimed at to explore the influence of Fear of Missing Out (FoMO) on purchasing decisions through impulsive behavior among between Tik Tok Pop Mart live streaming consumers. The swift expansion of live streaming commerce has boosted consumer interest tendency to make spontaneous purchases influenced by emotional and psychological factors, particularly FOMO. This study leveraged applying an empirical approach through Structural Equation Modeling Partial Least Squares (SEM-PLS). The researchers collected data using questionnaire distributed to Tik Tok users who had watched Pop Mart live streaming sessions and purchased Pop Mart products, with purposive sampling data collection from 120 respondents. The research variables consisted of Fear of Missing Out (FoMO) identified being an independent element, impulsive behavior as an intermediary, and purchasing decisions as the dependent variable. Findings indicate that FoMO exerts a significant favorable impact on purchase decisions. In addition, impulsive behavior has been identified as significantly act as an intermediary between FoMO and purchasing decisions during Tik Tok Pop Mart live streaming sessions. This research suggests that emotional triggers through live streaming commerce can increase consumers' impulsive tendencies and encourage spontaneous purchase behavior. These outcomes emphasize how psychological and emotional dimensions substantially affect consumer actions within social commerce ecosystems. This paper adds to the existing literature on knowledge about consumer actions within social commerce and provides managerial implications for live streaming marketing strategies.

INTRODUCTION

Technological advancements and high internet penetration in Indonesia have transformed the way companies operate, interact with consumers, and compete across digital market (Segara et al., 2025; Sefi Rahmawati et al., 2025). This digital transformation is driving companies to adopt digital marketing as a key strategy to sustain business growth (Saputra & Pulungan, 2024). The increase in internet users has also spurred the growth of social commerce, particularly through social media platforms like Tik Tok, which enable two-way interaction and real-time transactions via live streaming features (Erwin, 2024; Ramadhoni & Prassida, 2025; Putri, 2025).

Based on data from APJII, Indonesia's internet penetration rate increased from 73.70% in 2020 to 79.50% in 2024 and is projected to reach 80.66% in 2025. This growth has been accompanied by an increase in e-commerce transactions, which according to Bank Indonesia

reached IDR 4,500 trillion in October 2025 (Aria, 2025). These conditions indicate that people are becoming more accustomed to online shopping activities and increasingly exposed to interactive and persuasive digital marketing strategies.

TikTok has become one of the platforms with the dominant user market in Indonesia. Data from Dataloka.id show showing that figure of TikTok users in Indonesia hit 194.37 million users in July 2025 (Nouvan, 2026). TikTok no longer functions solely as a platform for entertainment but also has evolved into a social commerce medium through features such as TikTok Shop and Live Shopping (Canzie et al., 2025). Through live streaming, consumers can interact directly with sellers and make purchases in real time (Song & Liu, 2021).

The phenomenon of live-streaming commerce is widely leveraged by brands, one of which is PopMart. PopMart is a toy company from China, well-known for its blind box products collectible toys packaged in sealed boxes, so the contents are random and only revealed upon opening (Y. Zhang et al., 2022). The main appeal of surprise box items lies in the elements of surprise, rarity, and collectability, which drive consumer interest to keep buying and collecting.

According to data from FastMoss, (2025) the PopMart Official Online Shop account actively uses TikTok live streams as a sales channel. One live stream on December 2, 2025, attracted 40,309 viewers and generated sales of Rp95.54 million. Products such as PopMart Crybaby Wild, PopMart The Monsters, and PopMart Crybaby x Powerpuff were the best-selling items during that live streaming session. The evidence suggests that TikTok live streaming serves a crucial function in driving sales transactions through direct interaction with consumers.

PopMart's live streaming strategy leverages special promotions and product hype to creating a sense of urgency that triggers impulsive purchases (X. Zhang & Rosli, 2025; K. Putri et al., 2025). However, not all products received the same level of attention and sales, as some products lacked sufficient exposure and did not yet have strong product hype. This suggests that the FoMO effect and impulsive behavior have not been optimally leveraged across all products.

Fear of Missing Out (FoMO) is defined as an emotional response characterized by concern when someone believes they are missing valuable experiences that others are having (Przybylski et al., 2013). In the digital context, FoMO is amplified by real-time interactions, limited-time promotions, and intensive social media exposure (Gamiarsi & Arifin, 2025). Earlier research findings point to FoMO having a positive association with impulsive purchasing behavior, particularly on platforms like TikTok Shop that offer real-time viewer counters and urgency-based promotions (Damayanti & Sagoro, 2024; Canzie et al., 2025).

Recent studies also explain that FoMO in digital commerce environments is strengthened by urgency-driven marketing approaches such as flash sales, limited-time offers, time countdown alerts, and personalized recommendations that encourage buyers to make spontaneous purchasing decisions (Mustikasari et al., 2025; Hong-Ngoc, 2025) In online marketplaces and live-streaming commerce, these strategies create a perceived scarcity effect that increases impulsive buying tendencies and consumer engagement. However, excessive use of FoMO-driven tactics may also trigger post-purchase regret and reduce long-term consumer trust if consumers perceive the marketing approach as overly manipulative (Mustikasari et al., 2025).

The term "impulsive behavior" describes impulsive, unplanned purchasing actions triggered by emotional impulses and external stimuli such as discounts or promotions (Lee & Chen 2021; Harahap & Amanah, 2022). In live streaming commerce, this condition is further reinforced by a digital environment full of social stimuli and limited-time promotions, prompting consumers to make quick and irrational purchasing decisions (Khoirnisia & Bestari, 2022). In the end, these

spontaneous desires influence what consumers decide to buy, as purchasing decisions in a digital context often occur spontaneously as a direct response to stimuli received during the live streaming process.

Although live streaming can attract a large audience, not all viewers make a purchase. Data from FastMoss, (2025) indicates that out of 40,309 viewers of the PopMart live stream, only 375 transactions occurred, resulting in a conversion rate of 0.93%. This highlights a disparity between the number of viewers and actual purchases, necessitating further research into the factors influencing consumer purchasing decisions, particularly the role of FoMO and impulsive behavior in the TikTok PopMart live stream. This condition indicates that high audience engagement during live streaming does not always lead to purchasing decisions, indicating that are present psychological elements that may impact consumer purchasing in live commerce activities.

Previous literature has discussed the relationship between FoMO and impulse purchasing in online shopping and social commerce contexts. However, research specifically examining FoMO and impulsive behavior in TikTok live-streaming commerce, particularly for blind box products such as PopMart, is still limited. In addition, most previous studies focused on general online shopping behavior, while purchasing decisions in real-time live-streaming environments have not been widely explored.

Therefore, this study attempts to provide a different perspective by analyzing the relationship between Fear of Missing Out (FoMO), impulsive behavior, and purchasing decisions in the context of TikTok PopMart live streaming, especially for blind box products that emphasize surprise and scarcity elements.

To explain this phenomenon, the paper adopts the S-O-R theory which is frequently employing analyze consumer psychological feedback in digital commerce environments.

The present study adopts the S-O-R model, where live streaming and the blind box concept serve as stimuli, FoMO and impulsive behavior representing the organism, while purchasing decisions serve as the response (Pandita et al., 2020; Hong-Ngoc, 2025). Based on this phenomenon, the objective of the study purposes to analyze the interplay of Fear of Missing Out and purchasing decisions through consumers' impulsive behavior in TikTok PopMart live streams.

METHODS

A quantitative approach was adopted in this study through an explanatory research design that examines the relationship between FoMO and purchase decisions through impulsive behavior during TikTok Pop Mart live-streaming sessions. The explanatory design was chosen to investigate the cause-effect relationships among the research variables within in social and livestream commerce settings and environments.

The population of interest consists of Indonesian users of TikTok who have watched Pop Mart live-streaming sessions and purchased PopMart through TikTok Live. Intentional sampling method was applied with the aim of ensuring that the respondents met the research specifications. The criteria included: (1) respondents were at least 17 years old, (2) possessed an active TikTok account, (3) had watched TikTok Pop Mart live-streaming sessions, and (4) had purchased Pop Mart products through TikTok Live. The study involved 120 respondents, considered suitable for Structural Equation Modeling analysis.

An online survey instrument was shared through Google Forms to collect data. The survey utilized a 7-point semantic differential, running from strongly disagree (1) up to strongly agree (7).

The research instrument consisted of indicators adapted sourced from earlier investigations to verify construct validity, including reliability.

The research variables consist of Fear of Missing Out as the predictor variable, impulsive behavior functioning as the mediator, and purchase decision as the dependent measure. The measurement of the FoMO variable refers to the dimensions of desire for connection, missed experience, and compulsion (Groenestein et al., 2024; Veronika et al., 2021). The impulsive behavior variable was measured using the dimensions of urgency, lack of perseverance, and sensation seeking (Groskurth et al., 2022), while purchase decision was measured through the dimensions of product options, trust, purchase time, reseller choice, and payment method (Lee & Chen, 2021).

The statistical analysis utilized Partial Least Squares Structural Equation Modeling (PLS-SEM), implemented with SmartPLS software. The selection of PLS-SEM was due to its suitability for analyzing complex relationships between latent variables and mediation model, particularly in predictive and exploratory studies. Two stages were involved in the analysis: assessment of the outer model followed by evaluation of the inner model.

Evaluation of the measurement model was performed to determine the validity and reliability of the instrument through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Simultaneously, the structural model was assessed to investigate the relationships between variables using path coefficients, coefficient of determination (R^2), and bootstrapping to test the significance of direct and indirect effects.

Furthermore, this research adopted the S-O-R model to describe online buyer actions in live streaming contexts environments. In this paper, FoMO was conceptualized functioning as the stimulus which triggers psychological responses of consumers, impulsive behavior serves as the organism reflecting internal emotional and behavioral reactions, and purchase decision functioned as the response generated from the psychological processing of the stimulus

RESULTS

Respondent Characteristic

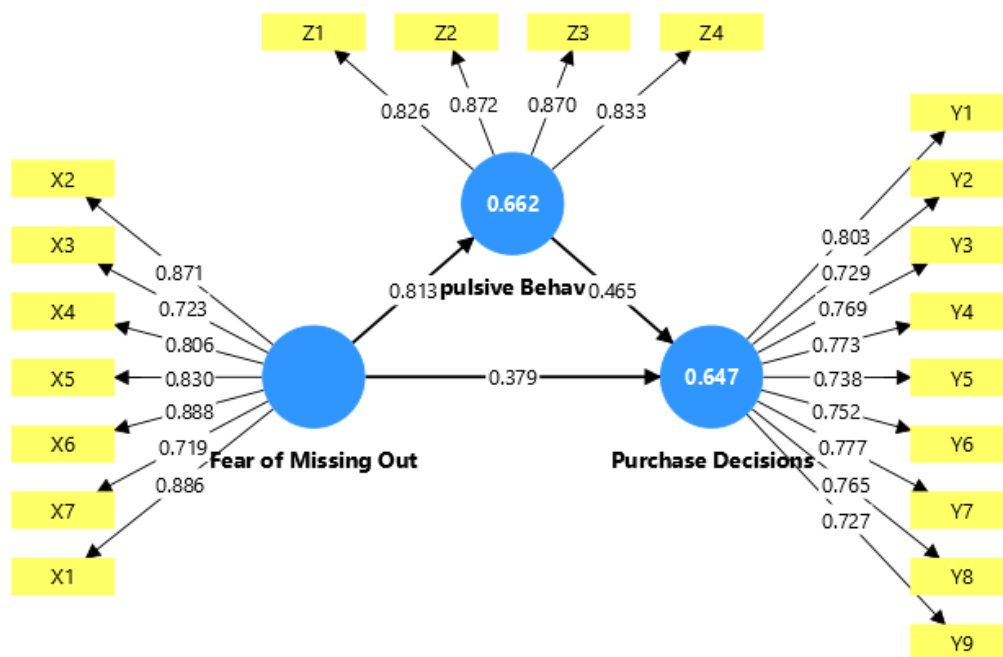
A sample of 120 respondents took part in this research, meeting the research criteria, namely TikTok users who had watched TikTok Pop Mart live-streaming sessions and purchased Pop Mart products through TikTok Live. In terms of gender distribution, most respondents were female, representing 93 participants (77%), while male respondents totaled 27 individuals (23%).

Based on age distribution, most respondents aged from 17 to 22 years, representing 117 participants (97%). Furthermore, the majority of respondents were students, totaling 118 individuals (98%). These findings indicate that TikTok Pop Mart live-streaming consumers are predominantly young digital consumers who are highly engaged with social media platforms and actively participate in online consumption trends, particularly in the setting of collectible products and livestream commerce.

The dominance of younger consumers in this study reflects the increasing influence of social commerce platforms on Generation Z purchasing behavior. Younger consumers tend to be more susceptible to emotionally driven purchasing stimuli, including psychological triggers such as Fear of Missing Out (FoMO) and impulsive consumption tendencies during live-streaming sessions.

Outer Model Evaluation

Figure 1. Graphical Output



Source: Data processed by the author

It is clear from the structural model's graphical output that the Fear of Missing Out variable positively affects impulsive behavior (0.813) and purchasing decisions (0.379). Additionally, purchasing decisions are positively impacted by the impulsive behavior variable (0.465). These findings show that impulsive behavior is strongly influenced by FOMO, although both FOMO's and impulsive behavior's effects on purchasing decisions fall into the moderate range.

Table 2. Outer Loadings

Variable	Indicator	Outer Loading
Fear of Missing Out	X1	0.886
	X2	0.871
	X3	0.723
	X4	0.806
	X5	0.830
	X6	0.888
	X7	0.719
Purchase Decision	Y1	0.803
	Y2	0.729
	Y3	0.769
	Y4	0.773
	Y5	0.738
	Y6	0.752
	Y7	0.777
	Y8	0.765
	Y9	0.727
Impulsive Behavior	Z1	0.826

Z2	0.872
Z3	0.870
Z4	0.833

Source: Data processed by the author

As shown in Tabel 2, all of the indicators for the factors related to purchasing choice, impulsive behavior, and fear of missing out (FoMO) had outer loading values more than 0.70. The FoMO variable has outer loading values between 0.719 and 0.888, purchasing decisions between 0.727 and 0.803, and impulsive behavior between 0.826 and 0.872. These findings show that all research indicators are deemed valid in expressing the study constructs since they have satisfied the convergent validity requirements. This finding reveals that each indicator is capable of appropriately measure it is respective variable, indicating that the instruments used in this study are capable of representing consumer psychological behavior in the context of Tik Tok PopMart live streaming.

Table 3. Validity and Reliability Test Results

Variable	AVE	Composite Reliability	Cronbach's Alpha
Fear of Missing Out	0.68	0.92	0.92
Purchase Decision	0.58	0.91	0.91
Impulsive Behaviour	0.73	0.88	0.88

Source: Data processed by the author

Tabel 3 reveals that data processing in AVE values, Composite Reliability, and Cronbach's Alpha tables, it's evident that all research variables have an AVE above 0.50 together with Composite Reliability and Cronbach's Alpha above 0.70. The AVE values for the Fear of Missing Out variable were 0.68, for purchase decision 0.58, and for impulsive behavior 0.73. Meanwhile, Composite Reliability and Cronbach's Alpha results for the Fear of Missing Out variable were 0.92, for purchase decision 0.91, and for impulsive behavior 0.88. These results indicate that all constructs in this study have met the criteria for convergent validity and reliability; therefore, every indicators is deemed significant, reliable, and useful for continued research evaluation. These findings also indicate showing good internal consistency of the research instrument and is capable of consistently measuring respondents' perceptions regarding FoMO, impulsive behavior, and purchase decisions during live-streaming commerce activities.

Inner Model Evaluation

Table 4. R-Square

Endogenous Variable	R-Square	R-Square Adjusted
Purchase Decision	0.647	0.641
Impulsive Behavior	0.662	0.659

Source: Data processed by the author

The R-Square values for the Purchase Decision and Impulsive Behavior variables are 0.647 and 0.662, in sequence, according to the data analysis results in the R-square table. R-squared is utilized to indicate the explanatory power of predictor variables over the dependent variable, with values of 0.75 or higher considered high, 0.50 as intermediate, and 0.25 or below as low. These findings indicate that the independent variables analyzed in this research can explain the Purchase Decision variable by 64.7% and the Impulsive Behavior variable by 66.2%, however the remainder is attributed to other external factors not examined in this research model. Thus, this

research model has moderate explanatory capability regarding the dependent variables. This finding suggests that FoMO and impulsive behavior significantly influence consumer purchase decisions during TikTok live-streaming activities, although purchasing decisions may also be affected by other external factors beyond the variables examined in this study.

Hypothesis Testing

Table 5. Path Coefficient

Relationships Among Variables	Original Sample
Fear of Missing Out → Purchase Decision	0.379
Fear of Missing Out → Impulsive Behavior	0.813
Impulsive Behavior → Purchase Decision	0.465

Source: Data processed by the author

According to Table 5, Fear of Missing Out (FoMO) demonstrates a positive impact on purchase decisions showing a coefficient value of 0.379. Additionally, Fear of Missing Out also indicating a positive influence on impulsive behavior of 0.813, while impulsive behavior shows a affirmative impact on purchase decisions of 0.465. the findings indicate that greater Fear of Missing Out experienced by consumers, the higher the tendency toward impulsive behavior and purchasing decisions during TikTok PopMart live streams. This finding indicates that consumers who experience stronger feelings of anxiety about missing limited products, promotions, or trends during live-streaming sessions tend to show higher impulsive behavior and are more likely to make purchasing decisions spontaneously. The interactive and time-limited nature of TikTok live streaming further strengthens consumers' emotional responses during the purchasing process. The data correspond with earlier academic work asserting that psychological urgency coupled with real-time interaction in live-streaming commerce may bolster consumers' spontaneous purchasing tendencies and final buying decisions (Lee & Chen, 2021; X. Zhang & Rosli, 2025). This condition further illustrates the Stimulus-Organism-Response (S-O-R) theory, whereby external factors from live-streaming atmospheres affect consumers' affective states and consequent purchasing behaviors.

Table 6. Indirect Effect

Mediating Relationship	Original Sample	T-Statistic	P-Value	Result
Fear of Missing Out → Impulsive Behavior → Purchase Decision	0.378	4.333	0.000	Accepted

Source: Data processed by the author

Table 6 indicates that impulsive conduct, at coefficient of 0.378, t-statistic of 4.333, and a p-value of 0.000, mediates how FoMO affects purchasing decisions. This indirect effect is significant provided that statistically significant results ($t > 1.96$, $p < .05$). Therefore, among TikTok PopMart live streaming users, impulsive behavior was found to mediate the association between FOMO and purchase decisions. This result implies that FoMO has a direct effect on consumer purchasing decisions, and has an indirect impact on encourages purchasing decisions through increasing consumers' impulsive behavior during live-streaming activities.

DISCUSSION

The finding of this research indicate that FoMO has a beneficial impact on purchasing decisions in consumers of Pop Mart live-streaming sessions. This result indicates that consumers who fear missing out on information, limited-time promotions, or product trends tend to make purchases more quickly during live streams. The real-time, interactive, and time-limited nature of live streaming creates psychological pressure that drives consumers to make purchasing decisions immediately. These findings agree with previous studies administered through Rahayu et al. (2025), describing FoMO has a notable effect on impulsive purchasing decisions among digital within the context of social commerce, FoMO functions as a psychological trigger that reduces consumers' rational evaluation processes and increases emotionally driven consumption behavior. Consequently, consumers become more vulnerable to spontaneous purchasing decisions when exposed to highly interactive digital environments.

Furthermore, the results reveal that impulsive behavior significantly functions as a mediator between FoMO and purchasing decisions. The heightened FoMO experienced during live streams drives consumers to make impulse purchases without careful consideration. This condition is reinforced by the characteristics of PopMart products, which utilize the blind box concept, collectible items, and limited stock, thereby enhancing consumers' emotional drive to make purchases quickly. This finding supports the argument that conducted through Zhang & Rosli (2025), this concluded indicates FoMO positively impacts impulse buying in livestream e-commerce settings.

In addition, the findings support the significance within the Stimulus-Organism-Response context approach in explaining consumer behavior during digital commerce environments. During this study, TikTok live-streaming features function as the stimulus that exposes consumers to social interaction, scarcity cues, and promotional pressure. These stimuli subsequently influence consumers' internal psychological states, represented by FoMO and impulsive behavior as the organism, which ultimately generate purchasing decisions as the behavioral response.

Overall, this study highlights how psychological triggers embedded within live-streaming commerce platforms can significantly affect consumer decision-making processes. The research offers important implications in term of digital marketers and live-streaming sellers in designing marketing strategies that leverage emotional engagement and real-time interaction to stimulate consumer purchasing behavior

CONCLUSION

These research suggests that Fear of Missing Out (FoMO) and impulsive behavior play important roles in influencing consumer purchasing behavior within TikTok live-streaming commerce. Consumers who experience stronger feelings of anxiety about missing trends, limited products, or exclusive offers during live-streaming sessions tend to develop higher impulsive buying tendencies and are more likely to make spontaneous purchasing decisions. In the context of PopMart blind box products, elements such as surprise, scarcity, and real-time interaction further strengthen consumers' emotional responses during the purchasing process.

In addition, impulsive behavior was found to act as an intermediary mechanism in the connection between Fear of Missing Out (FoMO) and purchase decisions. These finding suggests that FoMO directly impacts encourages customers to make purchase decisions, through impulse buying mediates influences purchasing decisions through increasing impulsive behavior during

TikTok live-streaming activities. These results highlight the importance of psychological plus emotional factors for shaping consumer behavior within digital commerce platforms.

This research also advances the development of the S-O-R approach in the context of social commerce and live-streaming marketing. The findings demonstrate how interactive live-streaming features and the psychological characteristics of blind box products can act as external triggers that influence consumers' emotional and behavioral responses. In practical terms, this study gives insights for digital marketers and live-streaming sellers to design marketing programs that emphasize emotional engagement, urgency, and real-time interaction to encourage consumer purchasing decisions.

This research successfully moves the body of scientific knowledge forward by extending the traditional S-O-R model into the rapidly evolving field in social commerce. Specifically, it provides fresh empirical evidence on how the real-time interactivity of TikTok Live and the psychological uncertainty inherent in Pop Mart's blind box products act as integrated external stimuli. These stimuli effectively trigger urgent psychological responses (organism in the form of FoMO and impulsive traits), which directly accelerate the final transaction response in a digital environment.

The present study is subject to several limitations, primarily concerning the modest number of participants and the emphasis on a single live-streaming platform and product category. As such, it is recommended that future research explore additional variables that may affect purchasing decisions in live-streaming commerce, such as trust, streamer attractiveness, perceived value, or customer satisfaction. Likewise, forthcoming studies could encompass broader demographic populations and varied social commerce platforms to provide more thorough understanding of consumer behavior in digital marketplace environments.

Research Limitations

Despite its meaningful contributions, several limitations must be noted, and caution should be exercised when generalizing these results. First, the sample size is limited to 120 respondents, consisting almost entirely of female students within the narrow age bracket of 17–22 years old. As a result, the results might not accurately reflect older populations, male customers, or people from various socioeconomic backgrounds. Second, this study focuses strictly on the blind box niche category on TikTok Live Shopping, meaning the observed behaviors might differ significantly when applied to high-involvement products, everyday essentials, or different social commerce platforms.

Suggestions for Future Studies

Subsequent studies could broaden the sample size and involve more diverse demographic characteristics to improve the generalizability of the findings. Including respondents from different age groups, occupations, income levels, and geographical regions may provide broader comprehensive knowledge of consumer actions in live-streaming shopping.

Additionally, subsequent investigations may integrate other external and psychological variables into the S-O-R paradigm, such while perceived scarcity, streamer attractiveness, trust, social presence, or promotional intensity. The inclusion of these variables may help explain the remaining variance in purchase decisions and provide deeper insights into consumer behavior within social commerce ecosystems.

Further comparative studies across different social commerce platforms, product categories, or cultural contexts are also recommended to comprehend the dynamics of impulsive purchasing behavior in digital environments.

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