Governors
Volume: 04 | Number 03 | December 2025 |
E-ISSN: 2962-5505 | DOI: doi.org/10.47709/governors.v4i3.7900

Fear Of Missing Out (FoMO) Mediates Live Shopping Effects On Gen-Z Impulsive Buying

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ABSTRACT

This study aims to analyze the influence of live shopping on impulsive buying with Fear of Missing Out (FoMO) as a mediating variable in Generation Z consumers. This research is based on the theory of Stimulus–Organism–Response (S-O-R) which explains that external stimuli can affect an individual's psychological state and induce certain behavioral responses. The research approach used is quantitative with a survey method. Data was collected through an online questionnaire distributed to 150 Generation Z respondents in Padang City who had experience participating in live shopping. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS 4 software. The results of the study show that live shopping has a positive and significant effect on Fear of Missing Out and impulsive buying. In addition, Fear of Missing Out also has a positive and significant effect on impulsive buying. Other findings suggest that Fear of Missing Out acts as a mediating variable in the relationship between live shopping and impulsive buying. These results indicate that impulsive buying behavior in the context of live shopping is not only influenced by marketing stimuli, but also by consumers' emotional and psychological responses.

Keywords: e-Commerce, Fear of Missing Out (FoMO), Generation Z, Impulsive buying, Live shopping, Stimulus–Organism–Response (S-O-R)

INTRODUCTION

The era of globalization has brought fundamental changes to various aspects of life. The rapid penetration of information technology and social media has also encouraged a shift in consumer behavior. Technological advancements are fueling the growth of e-commerce that is very dynamic. One of the most phenomenal trends today is live shopping, a shopping method that offers real-time interaction between sellers and buyers (Astuti et al., 2025). The live shopping feature allows broadcasters to build audience perceptions in a more natural and open way, because content is presented in real-time without engineering (Azzahra et al., 2025).

The phenomenon of online shopping is thriving in Indonesia, where Generation Z (born 1997–2012) is the largest market segment in the current e-commerce ecosystem. Referring to Populix research (2020), the 18 to 28-year-old age group dominates online shopping activities with a contribution of more than 60 percent. As digital natives, this generation has a high technological adaptability, but on the other hand, the high intensity of their interaction with various promotional features on digital platforms creates vulnerability to impulsive consumption behavior.

Generation Z's proximity to the digital world has certain psychological impacts, one of which is a phenomenon referred to as Fear of Missing Out (FoMO). According to Zhang & Rosli, (2025) This condition appears as a form of anxiety when individuals feel left behind from opportunities or experiences that are being experienced by others. On e-commerce platforms, the feeling of FOMO often arises when consumers realize the high interest of others in a product, either through the number of purchases or positive reviews displayed. Features in live shopping that provide information about the number of product visitors, transaction history, and offers with a certain time limit further encourage the fear of being left behind in the purchase decision-making process (Febriyanti et al., 2025).

The link between FoMO and impulsive buying has been validated by various previous

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studies. Impulsive buying is a buying act that is carried out spontaneously without any prior planning. This decision generally arises due to sudden onset of emotional urges (Lazuardi & Usman, 2025). Sofiana and Hayu (2025) emphasized that for Gen Z, FoMO is a significant driver in making impulsive buying on platforms such as TikTok and Instagram. This is strengthened by the use of live streaming features that are able to stimulate the emotions of the audience to make spontaneous purchases (Diego & Hidayat, 2025).

The Stimulus–Organism–Response (S-O-R) framework serves as a theoretical basis for explaining consumer behavior in e-commerce contexts. The S-O-R model emphasizes that individual behavior is the result of external stimuli (stimulus) that affect internal psychological conditions (organisms), then produces certain behavioral responses (responses). The results of Adyantary et al.'s (2025) research show that stimulus in the form of product scarcity and discount offers in live broadcast is able to trigger the emergence of FoMO in consumers, thereby encouraging impulsive buying. These results confirm the importance of the role of psychological stimuli in shaping impulsive buying behavior in the context of live stream shopping.

Research on impulsive buying is still largely dominated by the context of countries such as the United States, China, and Taiwan, so the picture of impulsive buying behavior in other developed and developing countries is still limited (Redine et al., 2022). In addition, Redine et al. (2022) emphasized that previous studies related to impulsive purchases were mostly conducted on conventional e-commerce and traditional retail, while the context of social commerce, especially live shopping, is still relatively underexplored. This condition shows a research gap, especially in understanding impulsive buying behavior in consumers in developing countries such as Indonesia. Andreade et al.'s (2025) research has examined the role of Fear of Missing Out (FoMO) in the framework of Stimulus–Organism–Response (S-O-R) in the context of e-commerce flash sale promotions, where discounts and time constraints have been shown to trigger FoMO and encourage impulsive purchases in Generation Z. However, the research is still limited to promotional stimuli that are one-way and non-interactive. In social commerce practices such as live shopping, the stimulus consumers receive is much more complex because it involves real-time interaction, direct communication with the host, and digital social pressure from other viewers. Until now, studies that place live shopping as a stimulus in the framework of S-O-R with FoMO as a psychological mechanism are still limited. Based on these gaps, this study aims to analyze the impulsive purchasing behavior of Generation Z in Padang City in the context of live shopping by placing Fear of Missing Out (FoMO) as a mediating variable.

LITERATURE STUDY

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory explains that consumer behavior is formed through the interaction between external stimuli and the internal psychological state of the individual, which in turn results in specific behavioral responses. In the context of *e-commerce*, stimuli in live shopping activities, such as direct interaction between sellers and consumers, can affect consumers' emotional states. These internal conditions further trigger behavioral responses in the form of impulse buying (Diego & Hidayat, 2025).

Live Shopping

Live shopping is an interactive marketing method that combines real-time product demonstrations with live transaction features. Through live streaming activities, business actors can introduce products as well as deliver promotions interactively to consumers (Sapa et al., 2023). According to Adyantary et al. (2025), stimulus in live shopping can be in the form of product scarcity and limited discount offers that affect the psychological condition of consumers. In addition, the live streaming feature on e-commerce platforms is also able to build emotional attachment and consumer trust through a two-way interaction that occurs directly between sellers and buyers (Imamah et al., 2025). With these characteristics, live shopping is seen as one of the effective marketing strategies in driving consumer purchase decisions.

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Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is a psychological condition in the form of anxiety that arises when individuals feel at risk of losing experiences, information, or opportunities that are considered valuable and are being enjoyed by others (Zhang & Rosli, 2025; Tondang & Dwita, 2025). In the context of marketing, FoMO is often triggered by consumers' fear of missing out on the opportunity to obtain the best deal (Adyantary et al., 2025). FoMO marketing is a marketing strategy that utilizes consumers' concerns about the possibility of falling behind trends or opportunities that are considered valuable, thereby encouraging consumers to make decisions immediately (Lazuardi & Usman, 2025). In the context of e-commerce, FoMO is generally triggered through various marketing stimuli, such as discount offers with a certain time limit, limited product stock, presentation of interesting content, strengthening the latest trends, and exclusive promotions (Tondang & Dwita, 2025).

Impulsive Buying

Impulsive buying is a purchase decision that is made spontaneously without going through a deep consideration process (Diego & Hidayat, 2025). These behaviors usually arise spontaneously in response to emotional urges as well as stimuli from the surrounding environment, such as attractive promotions or supportive shopping atmospheres (Lazuardi & Usman, 2025). In the context of e-commerce, the ease of access and intensity of marketing stimulus have the potential to strengthen consumers' tendency to make impulse buying.

The Effect of Live Shopping on Fear of Missing Out (FoMO)

External stimulus in live shopping, such as limited discount offers and product scarcity, are able to cause a feeling of Fear of Missing Out (FoMO) in consumers (Adyantary et al., 2025). Engaging and informative live streaming creates emotional engagement, so consumers feel worried about missing out on opportunities that are considered valuable. These psychological conditions further trigger consumer behavioral responses in the context of shopping (Ramadhani & Nugroho, 2024).

H1: Live shopping has a positive effect on Fear of Missing Out (FoMO).

The Effect of Fear of Missing Out on Impulsive Buying

Fear of Missing Out (FoMO) encourages consumers to make a purchase immediately after seeing the shopping experience of others directly on live shopping (Azzahra et al., 2025). Feelings of anxiety due to the fear of missing out on opportunities make consumers tend to make purchase decisions quickly without going through deep consideration. This condition causes FoMO to increase the tendency to impulsive buying, both in terms of frequency and intensity of shopping behavior. The higher the level of FoMO that consumers feel, the greater the likelihood of impulse buying behavior (Assyfa et al., 2024; Adyantary et al., 2025).

H2: Fear of Missing Out (FoMO) has a positive effect on impulsive buying

The Influence of Live Shopping on Impulsive Buying

Live shopping as a digital marketing strategy has been proven to have a positive and significant influence on consumer impulse buying behavior. Research by Sapa et al. (2023) shows that live streaming activities are able to increase the intensity of impulse buying through the presentation of interactive and persuasive content. Interesting and informative live shopping content encourages consumers to make impulsive buying (Alfarisi & Sukaris, 2024; Ramadhani & Nugroho, 2024). In addition, real-time direct interaction between e-commerce users and streamers is also an important factor that encourages unplanned shopping behavior (Imamah et al., 2025).

H3: Live shopping has a positive effect on impulsive buying.

The Role of Mediation by Fear of Missing Out

Impulsive buying not only occur due to marketing stimuli from outside, but are also influenced by the emotional and cognitive processes that take place within consumers (Maharani &

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Rachmawati, 2025). In the context of live shopping, marketing stimuli such as real-time interaction, product scarcity, and limited offers can trigger the emergence of Fear of Missing Out (FoMO) as a consumer emotional response. This psychological condition then encourages consumers to make purchase decisions quickly without going through deep consideration. FoMO serves as a mediating variable in the relationship between live shopping and impulse buying behavior.

H4: Fear of Missing Out (FoMO) mediates the influence of live shopping on impulsive buying.

Based on the theoretical foundation and background studies that have been described, the conceptual framework of this research is as follows:

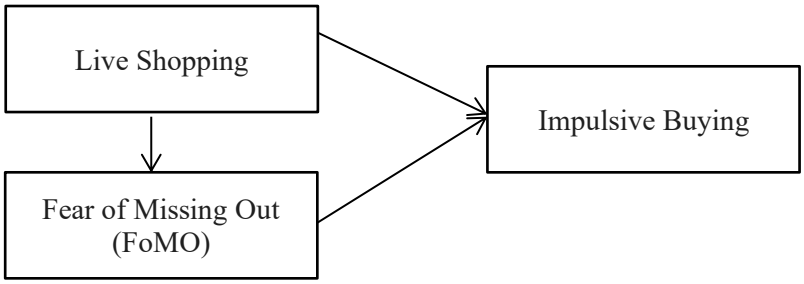

Figure 1. Conceptual Framework

METHOD

Types of Research

This study uses a quantitative approach with an explanatory design to test the causality relationship between variables through hypothesis testing (Hair et al., 2021). The main focus of the study was to analyze how the mechanisms of Live Shopping and Fear of Missing Out (FoMO) trigger impulse buying behavior in an objective and measurable manner. The explanatory design was chosen because this study aims to confirm the theoretical framework of Stimulus-Organism-Response (S-O-R) in explaining the phenomenon of online shopping (Maharani & Rachmawati, 2025).

Population and Sample

The population in this study is Generation Z (born in 1997–2012) who live in Padang City with characteristics as active users of social media. Given the size of the population that cannot be identified with certainty, the sampling technique was carried out through non-probability sampling with the purposive sampling method. The selection of respondents for this study was guided by the following criteria: (1) individuals classified as Generation Z (born 1997–2012); (2) domiciled in Padang City; (3) have experience watching live shopping broadcasts on platforms such as TikTok, Shopee, Instagram, or other platforms; and (4) have made purchases while watching live shopping.

The sample size in this study was set as 150 respondents. The determination of this number is based on the consideration of sufficient statistical strength to detect the influence between variables in the model. The determination of this number refers to the ten-times rule guideline from Hair et al. (2021), which states that the minimum sample size should be ten times the maximum number of arrowheads pointing to a latent variable in any part of the PLS path model.

Data Collection Techniques

Data were gathered online through questionnaires distributed via Google Forms. The research instrument was developed by adapting indicators from previous research. Each item of the statement on the questionnaire has been adjusted to the context of shopping through live shopping. Variable measurements were carried out using a five-point Likert
scale, starting from "Strongly Disagree" to "Strongly Agree". At the beginning of the questionnaire, respondents were given complete information about the purpose of the study and the guarantee of data confidentiality to meet the ethical aspects of the research.

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Data Analysis Techniques

The method used for the data analysis of this study is the *Partial Least Squares* (PLS) method using SmartPLS 4 software. This research consists of 3 stages of analysis, namely evaluation of measurement models (outer model), evaluation of structural models (inner model), and hypothesis testing.

Evaluation of the measurement model (outer model) is carried out to test the validity and reliability of the instrument. The validity of the convergence was assessed based on the loading factor value with the condition ≥ 0.70 and the Average Variance Extracted (AVE) value ≥ 0.50. Furthermore, the validity of the discriminator was tested using the Fornell-Larcker and HTMT criteria with conditions below 0.90. Meanwhile, the reliability test uses Composite Reliability and Cronbach's Alpha above 0.70 (Hair et al., 2021).

After the measurement model is met, then structural model analysis (inner model) is carried out to see how strong the model is built in explaining the phenomenon being studied. Evaluation was carried out by reviewing the value of R-Square (R^2) to determine the contribution of independent variables. Next, test f-square (f^2) to see the magnitude of the influence of each variable relationship.

Finally, hypothesis testing is through a bootstrapping procedure. At this stage, the researcher tested the direct and indirect influence (mediation) between variables. The basis for strategic decision-making to determine whether the hypothesis is accepted or rejected is to review the t-statistical value (> 1.96) and the probability value (p-value < 0.05) (Hair et al., 2021).

RESULTS AND DISCUSSION

Results

Characteristics of Research Respondents

Respondent characteristics are presented to provide an overview of the profile of the study participants. The respondents in this study are Generation Z who live in Padang City, and have experience in live shopping activities. Details of respondent characteristics are shown in Table 1 below.

Table 1. Characteristics of Research Respondents

Features	Category	Total (N=150)	Percentage (%)
Gender	Male	39	26,00%
	Women	111	74,00%
Age	17–19 years old	42	28,00%
	20–22 years old	78	52,00%
	23–26 years old	20	13,33%
	27–28 years old	10	6,67%
Length of time to use the internet/social media every day	< 1 jam	6	4,00%
	> 5 jam	60	40,00%
	1–3 jam	41	27,33%
	3–5 jam	43	28,67%

Source: Primary data processed (2025)

Based on Table 1, the research respondents were dominated by women by 74%. The age of the respondents was in the range of 20–22 years. The majority of respondents spend more than five hours accessing the internet or social media per day. This indicates that the level of respondent engagement in the digital space is high. Respondents in this study met the criteria for research related to live shopping, FoMO, and impulsive buying, where respondents had experience watching live shopping broadcasts on platforms such as TikTok, Shopee, Instagram, or other platforms and had made purchases when watching live shopping.

Evaluation of Measurement Models (Outer Model)

This stage is done to ensure that each indicator used is really able to accurately represent the variables being studied. This includes convergent validity testing, discriminant validity, and reliability testing to ensure data quality before hypothesis testing is performed.

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Validitas Convergence

Convergent validity testing begins with reviewing the loading factor value of each indicator. An overview of the measurement model (outer model) in this study can be seen in the following Figure 2:

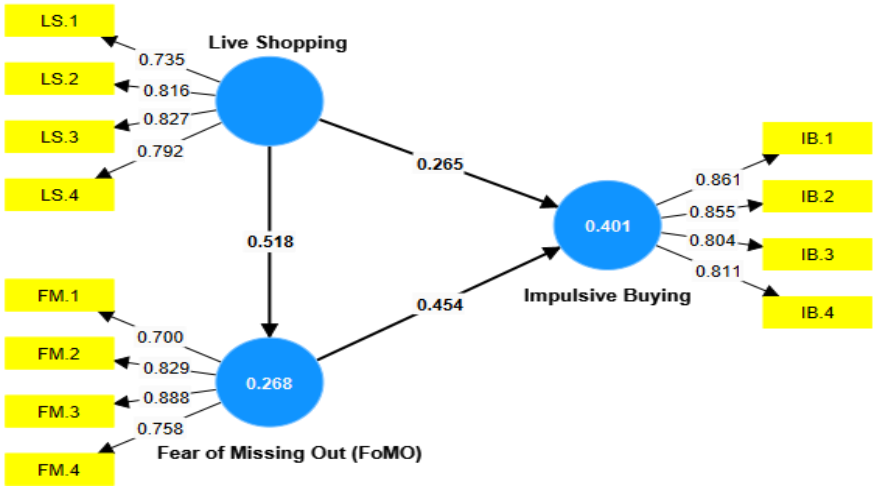

Figure 2. Path Model Results

The results of the estimated loading factor value for each statement from Figure 2 are summarized in Table 2 below:

Table 2. Results of Outer Loadings

Instrument	FoMO	Live Shopping	Impulsive Buying	Description
FM.1	0.700			Valid
FM.2	0.829			Valid
FM.3	0.888			Valid
FM.4	0.758			Valid
LS.1		0.735		Valid
LS.2		0.816		Valid
LS.3		0.827		Valid
LS.4		0.792		Valid
IB.1			0.861	Valid
IB.2			0.855	Valid
IB.3			0.804	Valid
IB.4			0.811	Valid

Source: Data Processed, 2025

The results in Table 2 show that the loading factor value for all statements in the FoMo, Live Shopping, and impulsive buying variables has a loading factor value ≥ 0.70. Thus, all instruments in this study are declared valid. These findings indicate that each indicator has a strong correlation with its variables thus supporting the feasibility of the measurement model used.

Furthermore, after the loading factor requirements are met, a review of the Average Variance Extracted (AVE) value is carried out. A variable is declared to meet convergent validity if its AVE value is ≥ 0.50 (Hair et al., 2021).

Table 3. Convergent Validity test results

Variable	Average variance extracted (AVE)	Description
FoMO	0.635	Valid
Live Shopping	0.629	Valid
Impulsive buying	0.694	Valid

Source: Data Processed, 2025

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The results in Table 3 show that all variables in this study have an Average Variance Extracted (AVE) value of ≥ 0.5. The variable value of FoMO is 0.635, Live Shopping is 0.629, and impulsive buying is 0.694. Thus, the three variables meet the criteria of convergent validity.

Discriminatory Validity

After all indicators are confirmed to be able to measure their respective variables, the next step is to conduct a discriminant validity test. This test is done to measure the extent to which a construct can be distinguished from other constructs. In this study, the validity of the discriminator was measured through two criteria, namely the Fornell-Larcker criterion and HTMT value.

Uji Fornell-larcker

The Fornell-Larcker criterion is used to ensure that the construct in the PLS model has good discriminant validity. If the square root value of AVE (√AVE) of a construct is greater than its correlation value with other constructs, then the measurement model is declared valid in distinguishing between constructs.

Table 4. Results of Discriminant Validity (Fornell-Larcker Criteria)

Variable	FoMO	Live Shopping	Impulsive buying
FoMO	0.797		
Live Shopping	0.518	0.793	
Impulsive buying	0.591	0.500	0.833

Source: Data Processed, 2025

Based on Table 4, the results of the discriminant validity test show that each variable has a higher square root value of AVE than the correlation value between other variables. This is evidenced by the square root values of AVE FoMO (0.797), Live Shopping (0.793), and Impulsive buying (0.833) which are all greater than the correlation values in the same column and row. Thus, this measurement model is declared valid and meets the Fornell-Larcker criteria.

To strengthen the test results, this study also refers to the HTMT value to overcome the limitations that exist in the classic Fornell-Larcker test method.

Table 5. Discriminatory Validity Results (*Heterotrait-Monotrait Ratio* / HTMT)

Variable	FoMO	Live Shopping	Impulsive buying
FoMO			
Live Shopping	0.611		
Impulsive buying	0.710	0.594	

Source: Data Processed, 2025

The results in Table 5 show that the HTMT values for the FoMO (0.611), Live Shopping (0.710), and impulsive buying (0.594) variables are below the threshold of 0.90, so that they are declared to meet the criteria for discriminant validity. These results prove that each variable in this study is unique. This indicates that respondents can clearly distinguish between live shopping stimulus, FoMO's perceived emotional state, and impulsive buying actions.

Reliability Test

The reliability test was carried out by analyzing Cronbach's Alpha and Composite Reliability values. A construct is declared reliable if it has Cronbach's Alpha and Composite Reliability values above 0.70 (Hair et al., 2021).

Table 6. Cronbach's Alpha Test Results and Composite Reliability

Variable	Cronbach's alpha	Composite reliability	Desc.
FoMO	0.807	0.874	reliabel
Live Shopping	0.804	0.872	reliabel
Impulsive buying	0.853	0.900	reliabel

Source: Data Processed, 2025

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Based on the test results in Table 6, it can be seen that all variables in this study have Cronbach's Alpha and Composite Reliability values ≥ 0.70. The FoMO variable has a Cronbach's Alpha value of 0.807 and a Composite Reliability of 0.874. The Live Shopping variable has a Cronbach's Alpha value of 0.804 and a Composite Reliability of 0.872, while the impulsive buying variable shows a Cronbach's Alpha value of 0.853 and a Composite Reliability of 0.900. These results show that the entire construct of this study has excellent reliability, so that the items of statements in the questionnaire are proven to be consistent and reliable for further analysis.

Evaluation of Structural Models (Inner Model)

At this stage, an evaluation of the structural model is carried out to see the strength of the model and test the relationship between variables.

Determination Coefficient Test (R^2)

The value (R^2) is used to see the extent to which an independent variable is able to explain the dependent variable.

Table 7. R-Square Value Results

Dependent variable	R-square	R-square adjusted
FoMO	0.268	0.263
Impulsive buying	0.401	0.392

Source: Data Processed, 2025

Based on Table 7, the R-Square value for the FoMO variable is 0.268. This shows that the Live Shopping variable was able to explain the FoMO variance of 26.8%, while the remaining 73.2% was influenced by other factors outside the research model. Meanwhile, the impulsive buying variable has an R-Square value of 0.401. This figure indicates that simultaneously, Live Shopping and FoMO were able to explain the phenomenon of Impulsive buying by 40.1%, while the remaining 59.9% were influenced by other variables outside this study.

f-Square testing (f^2)

The next step after knowing the value of the determination coefficient is to perform the f-square (f^2) test. This test aims to find out how much contribution each independent variable makes to its dependent variables in the structural model.

Table 8. Result of f-square value (f^2)

Variabel Relationships	f^2 value
Live Shopping → FoMO	0,366
FoMO → Impulsive buying	0,252
Live Shopping → Impulsive buying	0,086

Source: Data Processed, 2025

The results of the f-square (f^2) analysis in Table 8 show that live shopping has a strong influence on Fear of Missing Out (FoMO) with an f^2 value of 0.366. This indicates that the characteristics of live shopping, such as limited offers and direct interaction, can trigger psychological pressure on consumers in the form of fear of missing opportunities. On the other hand, FoMO also shows a fairly significant influence on impulsive buying, which is indicated by an f^2 value of 0.252. These findings indicate that FoMO encourages the emergence of psychological urges in consumers to make spontaneous purchases. Finally, the direct influence of live shopping on impulsive buying was relatively small, with an f^2 value of 0.086.

Hypothesis testing

Hypothesis testing in this study was carried out to determine the relationship between research variables, both direct and indirect influences. The analysis was carried out using the bootstrapping method on the SEM-PLS structural model to obtain path coefficient values, t-statistics, and p-values as the basis for decision-making on the proposed hypothesis.

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Testing the Direct Influence Hypothesis

The results of the direct influence test between variables are shown in Figure 3, which presents the value of path coefficients between Live Shopping, Fear of Missing Out (FoMO), and Impulsive buying.

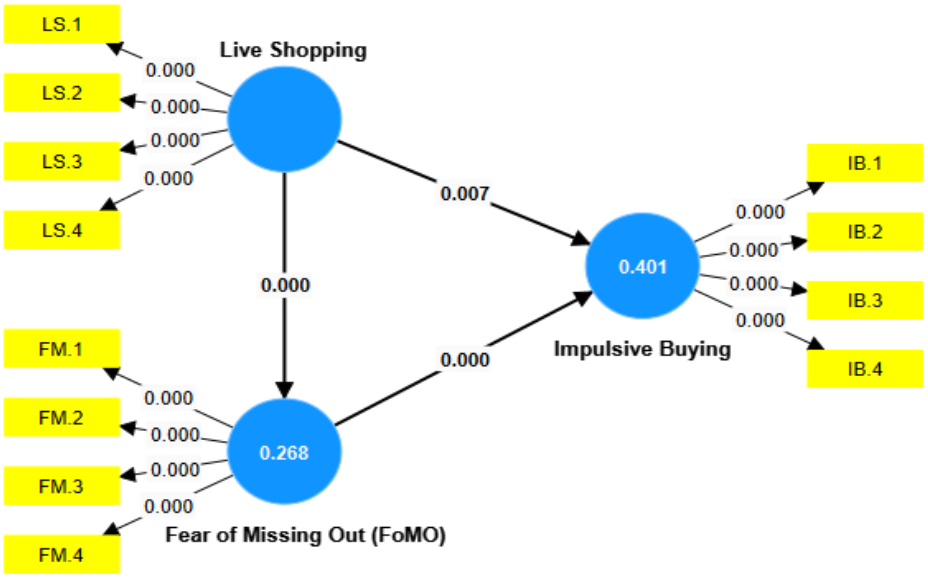

Figure 3. Bootstrapping Results of Research Model Path Coefficient (Direct Effect)

Based on the image, it can be seen that all paths of influence between variables have a positive direction. A summary of the path coefficient values, t-statistics, and p-values is presented in Table 9 below:

Table 9. Hypothesis Testing Results (Direct Effect)

Hypothesis	Variable relationships	Original Sample (O)	T-Stat.	P-Value
H1	Live Shopping → FoMO	0,518	7,641	0,000
H2	FoMO → Impulsive buying	0,454	4,747	0,000
H3	Live Shopping → Impulsive buying	0,265	2,694	0,007

Source: Data Processed, 2025

The results indicate that Live Shopping has a positive and significant effect on FoMO ($\beta = 0.518$; $t = 7.641$; $p < 0.05$), supporting H1. Furthermore, FoMO has a positive and significant effect on impulsive buying ($\beta = 0.454$; $t = 4.747$; $p < 0.05$), supporting H2. In addition, Live Shopping has a positive and significant direct effect on impulsive buying ($\beta = 0.265$; $t = 2.694$; $p < 0.05$), supporting H3.

Indirect Influence Testing (Mediation)

In addition to direct influence, this study also examines the role of FoMO as a mediating variable in the relationship between *Live Shopping* and Impulsive buying. The results of the indirect influence test are presented in Table 10 below.

Table 10. Indirect Effects Test Results (Mediator)

Path Relationships	Original Sample (O)	T-Statistics	P-Values
Live Shopping →FoMO → Impulsive buying	0,235	4,314	0

Source: Data Processed, 2025

Based on the results in Table 10, the indirect effect of Live Shopping on impulsive buying through FoMO is positive and significant ($\beta = 0.235$; $t = 4.314$; $p < 0.05$). Therefore, H4 is supported.

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Discussion

The results of this study show that the Stimulus–Organism–Response (S-O-R) theory is relevant in explaining impulsive buying behavior in the context of live shopping, where live shopping has been shown to have a positive and significant effect on impulsive buying, in line with the findings of Ramadhani and Nugroho (2024) and Sapa et al. (2023). Live broadcast activities act as a visual, social, and interactive digital stimulus. Engaging product visuals, persuasive host communication, and live product demonstrations create a shopping experience that resembles face-to-face interaction, accelerating spontaneous decisions. This shows that the effectiveness of live shopping rests not only on discounts, but also on the quality of content delivery, visual clarity, and the host's ability to build closeness to the audience. Wijianto (2024) and Hermawan and Rofiq (2024) emphasized that strategies such as flash sales and free shipping further strengthen the tendency to impulsive buying, so that the combination of attractive broadcast content and promotional incentives becomes an effective strategy in social commerce.

This study also shows that Live Shopping has a positive and significant effect on FoMO. The higher the intensity and attractiveness of live shopping activities, the stronger the FoMO feeling felt by consumers. Stimulus in live shopping including real-time interaction features, product demonstrations, limited-time promotions, and displays of other users' purchase activities make consumers feel afraid of missing out on trends, worried about missing out on exclusive offers, encouraged to keep following the host, and feel the need to be involved because they see other people buying. Thus, this stimulus plays an important role in increasing the emotional engagement of the audience, as it is not only informative, but also builds a sense of urgency and social togetherness during the broadcast.

In terms of internal psychological conditions, this study confirms Fear of Missing Out (FoMO) as a mechanism that bridges digital stimulus and behavioral response. FoMO arises due to the intensity of direct interaction, the persuasion of the host through demonstrations, high engagement during the broadcast, and the pressure of promotional time. These findings are in line with various previous studies (Febriyanti et al., 2025; Soleha & Sagir, 2024; Adyantary et al., 2025; Lazuardi & Usman, 2025; Rasyiddin et al., 2025; Sofiana & Hayu, 2025; Andrade et al., 2025; Hong-Ngoc, 2025; Assyfa et al., 2024) which shows that FoMO has a positive and significant effect on impulsive buying. The fear of missing out consistently drives unplanned shopping decisions because emotional anxiety is more dominant than rational considerations (Azzahra et al., 2025; Sofiana & Hayu, 2025). The stronger the emotional drive to have a trending product, the higher the intensity of impulsive buying (Febriyanti et al., 2025). This confirms that the success of live shopping is largely determined by its ability to create an emotional experience, not just convey product information. Therefore, the way hosts demonstrate products and interact personally with the audience is an important part of building consumers' emotional engagement in digital marketing practices.

At the response stage, FoMO encourages impulsive purchases characterized by unplanned decisions, sudden emotional urges, a lack of rational consideration, and a feeling of satisfaction after purchase. The results of this study show that FoMO has a positive and significant effect on impulsive buying and mediates the relationship between Live Shopping and impulsive buying, in line with the findings of Adyantary et al. (2025). Positive emotions such as happiness and enthusiasm also strengthen the tendency to buy spontaneously (Hermawan & Rofiq, 2024). Andrade et al.'s (2025) research shows that flash sale promotions increase FoMO as well as impulsive buying in Generation Z, especially on fashion products, shoes, and accessories related to self-expression. Elements such as deadlines, stock indicators, as well as influence from other users or influencers further reinforce emotional urgency (Andrade et al., 2025). According to Hong-Ngoc (2025), impulsive buying stand out in the fashion and beauty categories, this confirms the strong psychological drive to follow trends in young consumers. For Indonesia's Generation Z, which demonstrates strong social orientation and high levels of digital media use, emotional impulses arise as a result of social pressure within the digital environment. This confirms that a live shopping strategy that features real-time testimonials, as well as warm host interaction is more effective at driving spontaneous purchase decisions than a one-way promotional approach.

Overall, these findings enrich the understanding of S-O-R in social commerce by showing

that impulsive buying in live shopping are the result of an interaction between social-digital stimuli and consumer psychological states. Impulsive decisions don't arise solely because of promotions or visual displays, but because consumers are emotionally driven by the feeling of not wanting to miss out on the moment in progress. Therefore, understanding consumer behavior in the era *of social commerce* requires an approach that is not only oriented to promotional strategies, but also to the psychological and social dynamics that develop in the digital ecosystem. On the other hand, the strong influence of FoMO on Generation Z in Indonesia shows that the high social character and proximity of this generation to the digital space make them more sensitive to social stimuli that arise in the digital environment. Thus, the social and cultural context is not only the background for the research, but also shapes the way consumers interpret digital stimulus before finally making a purchase decision.

CONCLUSION

Based on the results of the study, live shopping has a positive and significant effect on Fear of Missing Out (FoMO) and impulsive buying. Fear of Missing Out (FoMO) has a positive and significant effect on impulsive buying and mediates the relationship between live shopping and impulsive buying. These results show that live shopping has an important role in encouraging impulsive buying behavior of Generation Z in Padang City, both directly and through the psychological mechanism of Fear of Missing Out (FoMO). Live shopping activities that are interactive, real-time, and present limited offers are able to create stimuli that trigger the emergence of FoMO in consumers. FoMO then acts as a mediator that reinforces the influence of live shopping on impulsive buying, so that purchase decisions are not entirely based on rational considerations, but are influenced by emotional urges and worries about missing opportunities. These findings confirm that impulsive buying in the context of live shopping are the result of the interaction between digital marketing stimuli and consumer psychological conditions, so understanding the psychological aspect is key in explaining the consumptive behavior of Generation Z in the digital era.

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