# The effect of live selling promotions and discounts on impulsive buying among generation Z for fashion products on Tiktok Shop Indonesia, with fear of missing out (FOMO) as a mediating variable



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***ABSTRACT***

*The rapid expansion of TikTok Shop has transformed consumer purchasing behavior, particularly among Generation Z, by fostering a highly interactive and psychologically driven online shopping environment. This study investigates the effects of live selling promotions and discounts on impulsive buying behavior, with Fear of Missing Out (FOMO) serving as a mediating variable among Generation Z consumers in Indonesia. Using an explanatory quantitative approach, data were collected through an online questionnaire from 100 Generation Z TikTok Shop users and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings reveal that live selling promotions do not directly influence impulsive buying but significantly increase consumers' FOMO. Discounts exert a significant positive effect on both FOMO and impulsive purchasing behavior. Moreover, FOMO is found to be a strong predictor of impulsive buying and significantly mediates the relationships between live selling promotions, discounts, and impulsive purchasing behavior. These results highlight the pivotal role of psychological mechanisms in shaping Generation Z's purchasing decisions within social commerce platforms. The study contributes to the growing literature on social commerce and consumer behavior by demonstrating that marketing strategies on TikTok Shop are more effective when they trigger consumers' perceived urgency and social desirability, rather than solely relying on promotional stimuli. The findings also provide practical implications for digital marketers seeking to enhance consumer engagement and purchase intentions in the Indonesian e-commerce landscape.*

***Keywords:*** *Live Selling Promotion; Discount; FOMO; Impulsive Buying; Generation Z*

## INTRODUCTION

The development of the digital ecosystem has shifted consumer behavior from conventional transactions toward online platform-based shopping Rangaswamy et al. (2022). From searching for information and making purchasing decisions to leaving reviews, everything is now influenced by technology. Tiktok's ecommerce arm illustrates this shift well, having expanded quickly in recent years to reach a user base of 194.37 million by July 2025 (Kontrak Hukum, 2025). One platform that remains popular to this day is TikTok.

Currently, the TikTok platform has undergone many changes in its features and services. TikTok is a social media platform used by users to create short-form videos by leveraging their creativity in content creation. Generation Z constitutes the largest share of TikTok's user base. Within this cohort, TikTok itself emerged as the leading information source in 2022, surpassing other channels typically consulted by Generation Z (Nanda, 2024). TikTok is not only a source of entertainment but has also become a means of self-expression, an educational platform, and a space for social activities for Generation Z (Utama & Hidayat, 2025). In 2021, TikTok also developed social commerce features such as TikTok Shop through a partnership with Shopify.

This integrated feature empowers both consumers and content creators to promote, sell, and purchase merchandise within an interconnected online ecosystem. A prominent component of this digital environment is live selling promotion, a method that involves broadcasting real-time product promotions while engaging in direct, fluid interactions with users. This interactive process is typically coupled with the strategic implementation of time-sensitive discounts and flash price cuts that remain accessible exclusively while the live broadcast is actively streaming (Aditya & Sirojudin, 2025). Users can purchase products without leaving the app, creating a convenient and interactive shopping experience that positively influences consumer purchase intent. TikTok Live offers product discount coupons when sellers host live streams at specific times; for example, from 9:00 PM to 12:00 AM WIB, sellers provide a 50% discount coupon to buyers. A discount is a reduction in the product price offered by the seller to the buyer from the set price (Ning, 2021). This can influence impulsive buying and support high-volume sales. This can influence impulsive buying behavior regarding fashion products and drive large-scale commerce (Rizkiyah S, 2025). One type of consumer behavior is impulsive buying, which means purchasing decisions are made immediately and without prior planning.

Fashion products have their own unique characteristics that make them more appealing to consumers because of the emotional connection they create. Essentially, fashion products such as clothing and accessories are hedonistic products related to the expression of one's identity. Consumer interest can enhance the impact of promotions on impulse buying (Hewei, 2022).

As digital marketplaces have expanded at a rapid pace, they have simultaneously given rise to FOMO (Fear of Missing Out) — a form of psychological unease centered on the possibility of forfeiting particularly advantageous purchasing opportunities within the e-commerce environment (Gunawan, 2024). This phenomenon transforms standard online shopping into a time-sensitive arena, where consumers feel an intense pressure to act immediately before an exclusive deal, limited-stock product, or trending item disappears from the digital space (Widodo, 2024).

In the digital context, FOMO is used as a strategy to create a sense of urgency in purchasing activities by giving the impression that a product is exclusive or in limited supply (Arjang et al., 2025). This phenomenon is particularly strong on e-commerce

platforms that include interactive features such as live selling promotions, where consumers receive real-time information about product promotions, purchasing activities, and reviews from other users. The higher a person's level of FOMO, the more likely they are to engage in impulsive buying (Pangesti et al., 2025). Consumers tend to make immediate purchases when they encounter attractive promotional offers because they fear missing out on the promotion (Widodo, 2024)

Spontaneous purchasing decisions are also known as unplanned consumer actions, triggered by emotional or situational impulses (Ramadhan & Wardi, 2025). This often leads to certain behavioral patterns among Generation Z, who are highly active on social media. On the TikTok Shop platform, the tendency to make impulse purchases is on the rise due to attractive product displays, seller interactions via live streams, and special, limited-time price offers. Additionally, this behavior is influenced by the fear of missing out on available products or promotions, which drives consumers to make immediate purchases (Hertanto & Ferrinadewi, 2025). Because Gen Z consumers are especially active on social platforms, they tend to be more exposed to such stimuli, making them more prone to unplanned buying whenever promotions are underway (Catană et al., 2025). This psychological state also serves as a factor linking the influence of promotional stimuli to impulsive buying.

The convergence of engaging real-time product visuals during live broadcasts, intense time constraints imposed by flashing discount promotions, and an acute anxiety over losing optimal marketplace deals collectively elicits a powerful emotional reaction that accelerates unplanned purchasing behavior, particularly within the Generation Z cohort (Khetarpal & Singh, 2023). Consequently, this empirical investigation evaluates how interactive live selling tactics and targeted pricing strategies shape spontaneous consumption patterns by utilizing FOMO as an intervening psychological mediator among Gen Z consumers on TikTok Shop Indonesia. By exploring this structural framework, the research quantifies how the fusion of entertainment-driven retail shoppertainment and financial incentives drives impulsive transaction choices. Ultimately, these structural insights offer a deeper conceptual understanding of how distinct social commerce instruments leverage specific psychological mechanisms to amplify the systemic tendency toward spontaneous digital consumption among contemporary youth consumers.

Theoretically, these findings are expected to contribute to the literature on social commerce and consumer psychology by identifying how promotional strategies interact with psychological processes such as FOMO to drive impulsive purchases among Generation Z. In practical terms, these empirical findings are expected to benefit businesses by providing insights for designing more effective direct sales promotion strategies and discount programs, while also helping consumers particularly Generation Z understand the psychological factors influencing impulsive online purchases, thereby encouraging rational and prudent shopping decisions.

## LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

### The Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (SOR) model was first introduced by Rasyidrabian and Russell in 1974 to explain that a person's behavior is the result of a process influenced by stimuli from the environment. In this model, stimulus (S) refers to stimuli received by an individual, whether from their internal or external environment, that directly influence the individual organism (O), which in this context represents the consumer who ultimately influences the behavioral response (R) of the consumer. The S-O-R theory

states that behavior arises through internal processes in response to stimuli (Djafarova & Bowes, 2021). The S-O-R theoretical model is often applied in consumer behavior studies, particularly those examining the influence of marketing stimuli on consumers' emotional psychology and purchase decisions. Live selling promotions and discounts serve as external stimuli, FOMO as the organism, and impulsive buying as the response.

**Live Selling Promotion**

Live selling promotion is a live-streaming-based promotional strategy that combines online sales and purchasing activities, allowing sellers and consumers to communicate in real time (Saffanah et al., 2023). Consumers can obtain product information and engage in two-way communication throughout the live broadcast. The effectiveness of live selling promotion is demonstrated by interactivity, the host's responsiveness, and consumer trust and participation all of which can increase consumer confidence in the products being offered**.** The indicators of live selling promotions in this study include: interactivity, host responsiveness, and consumer trust and participation (Wongkitrungrueng & Assarut, 2020).

**Discount**

A discount is an adjustment to the normal selling price that is offered to buyers with the aim of increasing product sales and attracting consumer interest (Kotler, 2009). In the context of social commerce, discounts convey a perception of savings, enhance perceived value, and offer time-limited promotions that provide benefits to consumers.

This situation emotionally drives consumers to make purchases without going through a thorough decision-making process (Moghddam et al., 2024). The discount indicators in this study include: price savings, perceived value of the product, and limitations on duration and product availability (Refasa et al., 2023; Luo & Lee, 2022)

**Fear of Missing Out (FOMO)**

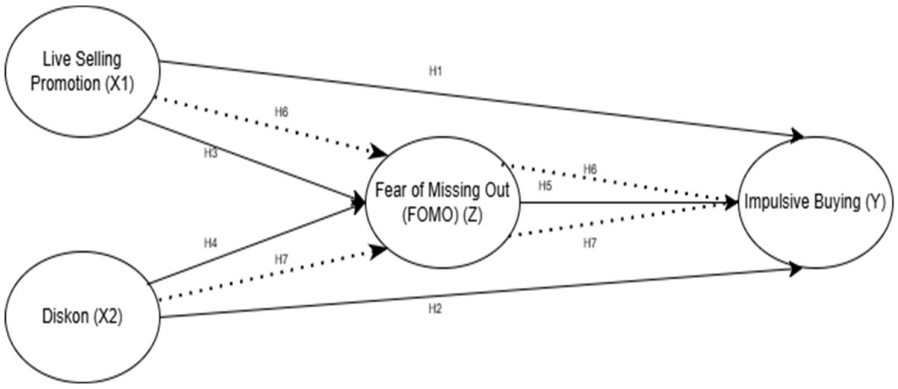
FOMO can be defined as the fear of missing out on various opportunities, information, or current trends, particularly through digital platforms (Putra & Kusuma, 2026). In terms of consumer behavior, FOMO plays a role as a psychological factor that drives individuals to make immediate purchasing decisions when confronted with limited, real-time information, such as during live-selling promotions (Hodkinson, 2019). The indicators that can signify Fear of Missing Out (FOMO) in this study, adapted from the FOMO concept, serve as the operational metrics to evaluate how intensely these real-time digital anxieties drive Generation Z consumers to execute immediate, unplanned shopping transactions on social commerce platforms (Hodkinson, 2019) include: the desire to stay connected to new information, concern about missing out on opportunities, and disappointment over opportunities that have been missed.

**Impulsive Buying**

Impulsive buying is conceptualized as the inherent tendency of consumers to make unplanned purchases in response to emotional or situational triggers (Hamzah & Rachman, 2025). This specific purchasing behavior often arises when the shopping environment presents various interactive stimuli that cause consumers to prioritize immediate emotional reactions over rational, long-term considerations, the operational indicators of impulsive buying in this study include: spontaneity of purchase, purchasing without consideration, and hedonistic or emotional drives when making a purchase (Verplanken & Herabadi, 2001).

## Research Framework

This research framework examines the relationship between direct sales promotions (X1) and discounts (X2) and impulsive purchasing (Y), both directly and indirectly through FOMO (Z) as a mediating variable. The relationships among these variables are shown in Figure 1.




Source: Develop by authors, 2026

**Figure 1**
**Framework Model**

## Hypotheses

Based on the research framework, this study proposes the following hypothesis :

*H1: Live selling promotions have a positive effect on Generation Z's impulsive buying of fashion products on TikTok Shop Indonesia*

*H2: Discounts have a positive and significant effect on Generation Z's impulsive buying of fashion products on TikTok Shop Indonesia*

*H3: Live selling promotions have a significant positive effect on Generation Z's Fear of Missing Out (FOMO) regarding fashion products on TikTok Shop Indonesia*

*H4: Discounts have a significant positive effect on Generation Z's Fear of Missing Out (FOMO) regarding fashion products on TikTok Shop Indonesia*

*H5: Fear of Missing Out (FOMO) has a significant positive effect on Generation Z's impulsive buying of fashion products on TikTok Shop Indonesia.*

*H6: Fear of Missing Out (FOMO) mediates the effect of live selling promotions on impulsive buying among Gen Z on TikTok Shop in Indonesia*

*H7: Fear of Missing Out (FOMO) mediates the effect of discounts on impulsive buying among Gen Z on TikTok Shop in Indonesia.*

## METHOD

This research utilizes an explanatory quantitative design executed through a survey method (Creswell & Creswell, 2023), leveraging Google Forms to harvest primary empirical data from respondents. The measurement instrument was deployed digitally across the TikTok platform, utilizing a 1–5 Likert scale to capture precise variations in consumer feedback. The target population encompasses Generation Z individuals born between 1997 and 2012 who maintain active profiles on TikTok and have completed retail transactions through the TikTok Shop interface. To select participants, a non-probability purposive sampling (Saunders et al., 2019) framework was adopted,

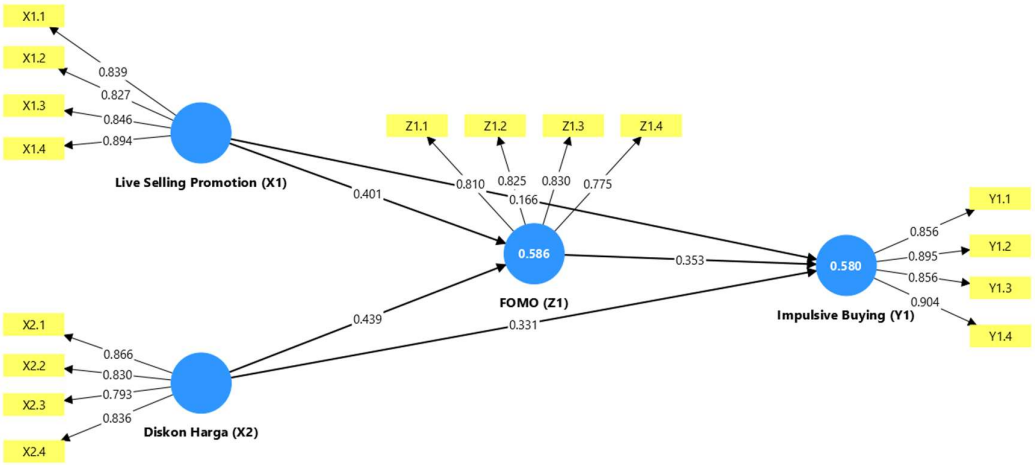
culminating in a sample size of 100 respondents in accordance with the methodological benchmarks established (Hair et al., 2021).

The conceptual framework integrates four core operational variables: Live Selling Promotion (X1) and Discounts (X2) as predictors, Fear of Missing Out (FOMO) serving as the intervening mediating variable (Z), and Impulsive Buying representing the primary outcome variable (Y). Ultimately, the hypotheses and underlying structural paths were statistically validated through Variance-Based Structural Equation Modeling (SEM-PLS) (Hair et al., 2021) via the SmartPLS 4.0 software application.

## RESULTS AND DISCUSSION

### Outer Loading Test

The suitability of the indicators in representing the research construct was evaluated through convergent validity testing by analyzing the outer loading values. An indicator was considered suitable if it met the required minimum threshold, which is greater than 0.70. Data analysis was conducted using SmartPLS 4.0 software to determine the degree of association between the indicators and the measured variables (Hair et al., 2021). The results of the outer loading evaluation for each indicator can be seen in Figure 2.




Source: Author's calculation using SmartPLS 4, 2026

**Figure 2**
**PLS Algorith Model**

According to the measurement evaluation visualized in Figure 2, the outer loading coefficients for all operational items systematically surpassed the critical threshold of 0.70, validating the retention of every indicator within the structural framework. Each individual item demonstrates a sufficient explanatory capacity, contributing effectively to the conceptual variance of its respective latent variable. These statistical outcomes confirm that the overall measurement model strictly satisfies the construct validity criteria established for this empirical investigation, thereby allowing the analytical sequence to advance to the structural model estimation phase.

### Convergent Validity

Measuring each indicator within a single construct ensures that those indicators truly measure the same concept, with the aim of verifying the validity of the measurement

model (external model) before testing it against the structural model. The values are considered to meet the criteria if the external loading is greater than 0.70 (Hair et al., 2022). The results of the outer loading analysis are presented in Table 1.

**Table 1**
**Convergent Validity Test Results**

| | Indicator | Outer Loading | Description |
|---|---|---|---|
| Live Selling Promotion (X1) | X1.1 | 0.839 | Valid |
| | X1.2 | 0.827 | Valid |
| | X1.3 | 0.846 | Valid |
| | X1.4 | 0.894 | Valid |
| Diskon (X2) | X2.1 | 0.866 | Valid |
| | X2.2 | 0.830 | Valid |
| | X2.3 | 0.793 | Valid |
| | X2.4 | 0.836 | Valid |
| Fear of Missing Out (FOMO) (Z1) | Z1.1 | 0.810 | Valid |
| | Z1.2 | 0.825 | Valid |
| | Z1.3 | 0.830 | Valid |
| | Z1.4 | 0.775 | Valid |
| Impulsive Buying (Y1) | Y1.1 | 0.856 | Valid |
| | Y1.2 | 0.895 | Valid |
| | Y1.3 | 0.856 | Valid |
| | Y1.4 | 0.904 | Valid |

Source: Author's calculation using SmartPLS 4, 2026

Based on the results in Table 1, the evaluation of the measurement model met the criteria used in this study. All items comprising the constructs of live selling promotion, discounts, FOMO, and impulsive buying demonstrated good ability to represent their respective variables. This was indicated by outer loading values that exceeded the established acceptance threshold. Based on these results, the research instrument is deemed to have a good level of measurement accuracy, so each indicator can be retained and used in the subsequent analysis stages.

## Reliability Test

The instrument evaluation stage aims to ensure that each research variable can be measured consistently. Construct quality is determined through several statistical indicators, including AVE of ≥0.50, composite reliability of ≥0.70, and Cronbach's alpha of ≥0.60. Meeting all of these requirements indicates These statistical metrics demonstrate that the research instrument possesses a robust level of reliability, ensuring its capacity to deliver stable and highly consistent measurement results across all phases of the empirical investigation (Hair et al., 2021). The results of the test reliability analysis are presented in Table 2.

**Table 2**
**Reliability Test Results**

| | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (Ave) |
|---|---|---|---|
| Live Selling Promotion (X1) | 0.874 | 0.876 | 0.726 |
| Diskon (X2) | 0.851 | 0.855 | 0.692 |
| Fear of Missing Out (FOMO) (Z1) | 0.826 | 0.827 | 0.657 |
| Impulsive Buying (Y1) | 0.901 | 0.903 | 0.771 |

Source: Author's calculation using SmartPLS 4, 2026

Based on the psychometric evaluation in Table 2, it is evident that each construct incorporated in this empirical study possesses an adequate level of measurement quality. The structural data confirms that the AVE, Composite Reliability, and Cronbach's Alpha values have fully met the benchmark values recommended in the established literature. Within the analytical framework, these results clearly indicate that the research variables are highly capable of providing consistent measurement results and adequately represent the underlying constructs they are intended to measure. With all of these reliability and validity criteria successfully met, all constructs are officially deemed adequate for use in testing the structural relationships within the research model.

**Discriminant Validity**

In research, the measurement of one empirical construct differs from the measurement of another. Each construct has unique characteristics, so no construct has a higher correlation with another construct than with the construct being measured. With an HTMT value greater than 0.90, discriminant validity has been established. The results of the discriminant validity analysis are presented in Table 3.

**Table 3**
**Cross Loading Result**

| | Live Selling Promotion | Diskon | Fear of Missing Out (FOMO) | Impulsive Buying |
|---|---|---|---|---|
| X1.1 | 0.839 | 0.515 | 0.570 | 0.575 |
| X1.2 | 0.827 | 0.539 | 0.581 | 0.468 |
| X1.3 | 0.846 | 0.592 | 0.572 | 0.529 |
| X1.4 | 0.894 | 0.606 | 0.630 | 0.565 |
| X2.1 | 0.627 | 0.866 | 0.599 | 0.614 |
| X2.2 | 0.535 | 0.830 | 0.609 | 0.568 |
| X2.3 | 0.486 | 0.793 | 0.494 | 0.546 |
| X2.4 | 0.545 | 0.836 | 0.632 | 0.565 |
| Z1.1 | 0.466 | 0.582 | 0.810 | 0.547 |
| Z1.2 | 0.581 | 0.548 | 0.825 | 0.635 |
| Z1.3 | 0.578 | 0.536 | 0.830 | 0.531 |
| Z1.4 | 0.612 | 0.617 | 0.775 | 0.554 |
| Y1.1 | 0.524 | 0.584 | 0.555 | 0.856 |
| Y1.2 | 0.560 | 0.607 | 0.663 | 0.895 |
| Y1.3 | 0.573 | 0.598 | 0.601 | 0.856 |
| Y1.4 | 0.552 | 0.631 | 0.636 | 0.904 |

Source: Author's calculation using SmartPLS 4, 2026

Based on the empirical results presented in Table 3, it can be clearly seen that the relationships between the individual measurement items and the corresponding research variables have been established proportionally. No statistical tendency was found for any indicator item to represent or load onto another variable more than the specific variable it was originally intended to measure. Within the statistical assessment of these cross-loading results indicate that the measurement model's quality fully meets the necessary requirements for effectively distinguishing between distinct constructs in this study.

## Heterotrait-Monotrait Ratio (HTMT)

A method for evaluating discriminant validity by comparing the average correlation coefficients between different constructs (heterotrait) with the average correlation coefficients of indicators within the same construct (monotrait). Discriminant validity is considered very good at values below 0.85 and acceptable at 0.90 (Henseler et al., 2015). The results of the HTMT analysis are presented in Table 4.

**Table 4**
**Heterotrait-Monotrait Ratio (HTMT)**

| | Live Selling Promotion | Discount | Fear of Missing Out (FOMO) | Impulsive Buying |
|---|---|---|---|---|
| Live Selling Promotion | | | | |
| Diskon | 0.765 | | | |
| Fear of Missing Out (FOMO) | 0.813 | 0.837 | | |
| Impulsive Buying | 0.708 | 0.787 | 0.813 | |

Source: Author's calculation using SmartPLS 4, 2026

Based on the HTMT results, no relationships between constructs were found that exceeded the reference values used in this study. This indicates that each variable is able to maintain its measurement characteristics without exhibiting excessive overlap with other variables. Thus, the quality of the research model in terms of construct differentiation can be considered adequate.

## Inner Model Evaluation

A measure used to determine the proportion of the endogenous construct's variance explained by each independent variable in the model. With an $R^2$ value approaching 0.75, the model has strong explanatory power. A value of 0.50 indicates moderate explanatory power, while a value of around 0.25 indicates weak explanatory power. The higher the $R^2$ value, the greater the proportion of the endogenous construct's variance explained by the exogenous constructs in the model (Hair et al., 2021). The results of the R-Square analysis are presented in Table 5.

**Table 5**
**R-Square**

| | R-square | R-square adjusted |
|---|---|---|
| Fear of Missing Out (FOMO) | 0.586 | 0.578 |
| Impulsive Buying | 0.580 | 0.567 |

Source: Author's calculation using SmartPLS 4, 2026

Based on the coefficient of determination evaluations presented in Table 5, the calculated $R^2$ value for the Fear of Missing Out (FOMO) construct reached 0.586, while the value for the impulsive buying variable was established at 0.580. From these statistical outcomes, it can be concluded that live selling promotions and promotional discounts successfully account for 58.6% of the overall variance observed within the FOMO variable. Concurrently, the combined linear combination of live selling promotions, price discounts, and the internal psychological state of FOMO explains 58.0% of the statistical variance embedded within consumers' impulsive buying behavior.

## Hypothesis Test

Significance tests for relationships between constructs were conducted in accordance with established guidelines. These tests were performed using a bootstrapping procedure in conjunction with SEM-PLS to evaluate path coefficients, t-statistics, and p-values. The null hypothesis was rejected if the t-statistic was greater than 1.96 and the p-value was less than 0.05 (Hair et al., 2021). The results of the hypothesis test analysis are presented in Table 6.

**Table 6**
**Hypothesis Test Result**

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values |
|---|---|---|---|---|---|
| Live Selling Promotion -> Impulsive Buying | 0.166 | 0.172 | 0.137 | 0.1209 | 0.227 |
| Live Selling Promotion -> FOMO | 0.401 | 0.402 | 0.080 | 5.003 | 0.000 |
| Diskon -> Impulsive Buying | 0.331 | 0.327 | 0.098 | 3.378 | 0.001 |
| Diskon -> FOMO | 0.439 | 0.441 | 0.081 | 5.406 | 0.000 |
| FOMO -> Impulsive Buying | 0.353 | 0.349 | 0.109 | 3.245 | 0.001 |

Source: Author's calculation using SmartPLS 4, 2026

Based on the results of the path coefficient test in Table 6, the following results were obtained:

1. The Effect of Live Selling Promotions on Impulsive Buying
   The structural model's inferential outcomes demonstrate that the direct path linking live selling promotions to impulsive buying lacks empirical validation. This statistical non-significance is explicitly demonstrated by a path coefficient of 0.166, alongside a t-statistic of 1.209 and an associated p-value of 0.227, both of which fall short of the established critical threshold required for significance. Consequently, the empirical evidence fails to support H1, confirming that real-time broadcasting promotions do not exert a direct, unmediated statistical influence on spontaneous consumer purchasing choices within this study.

2. The Effect of Live Selling Promotions on FOMO
   The structural model analysis reveals a highly significant relationship between live selling promotions and FOMO. These empirical findings are strongly supported by a path coefficient of 0.401, a t-statistic of 5.003, and a p-value of 0.000, all of which successfully meet the study's established statistical test criteria. Within the context of the research model evaluated, it is concluded that H2 is empirically supported, clearly indicating that the execution of live selling promotions contributes directly to an increase in consumers' FOMO.

3. The Effect of Discounts on Impulsive Buying
   The predictive assessment of the structural model reveals that price reductions exert a positive and significant effect on spontaneous purchasing decisions. The strength and reliability of this structural path are empirically verified by a path coefficient of 0.331, which is further validated by a t-statistic of 3.378 and a highly significant p-value of 0.001.

4. The Effect of Discounts on FOMO
   The relationship between discounts and FOMO yielded significant results in the research model. A path coefficient of 0.439, with a t-statistic of 5.406 and a p-value of 0.000, indicates a significant effect. Based on these results, H4 is accepted, indicating that discount programs are associated with increased FOMO among consumers.

5. The Effect of FOMO on Impulsive Buying
   The structural path analysis further substantiates that FOMO exhibits a highly significant association with spontaneous purchasing tendencies. This underlying statistical relationship is empirically validated by an estimated path coefficient of 0.439, reinforced by a t-statistic of 3.425 and a corresponding p-value of 0.001, indicating a robust predictive link within the model.

**Indirect Effect**

The indirect effect of the independent variable on the dependent variable through a mediating variable. This test aims to determine whether the mediating variable significantly links the effect of the independent variable to the dependent variable. Using the bootstrapping procedure, the indirect effect is considered significant if the t-value is greater than 1.96 and the p-value is less than 0.05 thus, the mediation hypothesis is accepted (Hair et al., 2021). The results of the Indirect Effects analysis are presented in Table 7.

**Table 7**
**Indirect Effects Test Results**

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values |
|---|---|---|---|---|---|
| Live Selling Promotion-> FOMO -> Impulsive Buying | 0.141 | 0.139 | 0.048 | 2.928 | 0.003 |
| Diskon -> FOMO-> Impulsive Buying | 0.155 | 0.156 | 0.062 | 2.480 | 0.013 |

Source: Author's calculation using SmartPLS 4 (2026)

Based on the results of the specific indirect test in Table 7, the following findings were obtained:

6. The Indirect Effect of Live Selling Promotions on Impulsive Buying via FOMO
   The analysis of the indirect effect yielded an influence coefficient of 0.141, with a t-statistic of 2.928 and a p-value of 0.003. These results provide evidence that the indirect path between live selling promotions and impulsive buying via FOMO is statistically significant. Based on these findings, H6 receives empirical support.

This indicates that FOMO acts as a mechanism linking live selling activities to consumers' tendency toward impulsive buying.

7. The Indirect Effect of Discounts on Impulsive Buying via FOMO
   The analysis of the indirect effect yielded a coefficient of 0.155, supported by a t-statistic of 2.480 and a p-value of 0.013. These findings indicate a significant mediating path between discounts and impulsive buying via FOMO, thereby supporting H7. These results indicate that the effect of discounts on impulsive buying behavior occurs not only directly but also through changes in consumers' psychological states, as represented by FOMO.

**The Effect of Live Selling Promotions on Impulsive Buying**

Live selling promotions alone are not enough to trigger impulsive buying decisions among Generation Z. Although live streams can present product information in real time and provide opportunities to interact with sellers, consumers still consider various factors before making a purchase. The results of this study are inconsistent with the findings of (Huo et al., 2023) who identified live selling promotions as a factor contributing to impulsive buying. This discrepancy is likely related to the characteristics of Generation Z, who have broad access to information and are therefore more selective in making purchasing decisions.

**The Effect of Live Selling Promotions on FOMO**

Dynamic interaction during live streams, the delivery of real-time product information, and the direct availability of special promotional offers collectively trigger a powerful psychological urge in consumers to avoid missing out on available marketplace opportunities. Grounded in the Stimulus-Organism-Response (S-O-R) theoretical paradigm, these immersive environment dynamics demonstrate how real-time marketing triggers can profoundly reshape the internal affective and cognitive states of consumers prior to the manifestation of actual purchasing decisions. Furthermore, the empirical evidence derived from this structural model strongly corroborates the scholarly insights of (Widodo, 2024) and (Doan & Lee, 2023), which position the high-engagement and interactive elements of live-stream commerce as primary catalysts directly responsible for amplifying FOMO among digital consumers.

**The Effect of Discounts on Impulsive Buying**

Price discounts create a strong consumer perception of an immediate opportunity to capture greater financial or functional benefits. This promotional situation frequently compels online shoppers to execute purchasing decisions much more rapidly rather than engaging in lengthy rational deliberation. The empirical results of this study are fully consistent with the academic findings of (Susilawati et al., 2022) and (Rasyid & Farida, 2023), who explain that strategically implemented discount strategies can significantly encourage and trigger impulsive buying behavior among digital consumersr.

**The Effect of Discounts on FOMO**

Special offers and time-limited promotions for example, from 9:00 PM to midnight WIB, when sellers offer buyers a 50% discount coupon—can increase consumers' fear of missing out on the opportunity to purchase a product under more favorable terms. This feeling encourages consumers to continuously monitor promotional information available on marketplaces. These findings support the results of studies by (Adyantari et

al., 2025) and (Gunawan, 2024) which identify discounts as one of the factors associated with increased FOMO among digital consumers.

**The Influence of Fear of Missing Out (FOMO) on Impulsive Buying**

The intense emotional urge stemming from the continuous desire to stay aligned with current trends heavily influences consumer purchasing decisions. When digital shoppers perceive that a specific promotional offer or a product has limited availability and might soon disappear from the market, they show a strong tendency to accelerate their decision-making process without evaluating the various alternatives available. In the ecosystem of online commerce, this psychological situation serves as a primary factor driving impulsive buying behavior. These structural outcomes provide robust empirical validation for the prior academic literature established by (Arizka et al., 2025) and (Rahma et al., 2025) confirming their assertions that the psychological state of FOMO serves as a powerful driver in escalating spontaneous purchasing tendencies among consumers operating within digital market platforms.

**The Effect of Live Selling Promotions on Impulsive Buying via Fear of Missing Out (FOMO)**

The statistical effect of live selling promotions on impulsive buying does not occur directly, but operates instead through an increase in consumers' FOMO. The data reveals that the direct path test was not significant, whereas the indirect path was highly significant, thereby indicating a full mediation effect. In other words, live selling activities first create an acute psychological state in consumers characterized by the fear of missing out, which subsequently drives spontaneous purchasing decisions. Within the investigative scope of this study, these findings reinforce the results of (Timoty & Djong, 2026) and (Fitriyani et al., 2025), which emphasize the critical importance of psychological factors in explaining the relationship between live selling and impulsive buying.

**The Effect of Discounts on Impulsive Buying via Fear of Missing Out (FOMO)**

The statistical effect of price reductions on impulsive buying operates simultaneously through dual channels: a direct behavioral pathway and an indirect pathway mediated by the psychological state of FOMO. Because both the direct and indirect structural paths reach statistical significance, FOMO is empirically classified as a partial mediator within this model. This dual mechanism suggests that lower price points not only incentivize consumers to execute immediate transactions through perceived financial utility, but also induce an acute emotional anxiety regarding the loss of an advantageous economic benefit, thereby compounding their overall tendency to engage in spontaneous purchasing behavior. Furthermore, these structural outcomes align with the academic findings of (Adyantari et al., 2025) and Julianti et al. (2026) which position FOMO as a critical intervening bridge connecting promotional discount strategies to impulsive consumption patterns in the digital marketplace.

**CONCLUSION AND SUGGESTION**

The research findings show that live-selling promotions do not have a direct effect on impulsive buying among Generation Z users of TikTok Shop. This suggests that live streams have not yet become a major factor driving consumers to make spontaneous purchases. Nevertheless, live selling promotions were found to have a positive

relationship with FOMO, indicating that live selling activities can create anxiety among consumers about missing out on opportunities they perceive as advantageous.

This study also found that discounts are associated with increased impulsive buying and FOMO. Targeted price concessions and diverse promotional tactics possess a distinct capacity to capture consumer attention and incentivize accelerated purchasing actions. Concurrently, the psychological construct of FOMO exhibits a clear positive relationship with impulsive buying, establishing a behavioral pattern where an escalation in the intensity of consumer anxiety regarding missed opportunities directly intensifies the overall propensity to execute unplanned transactions.

The comprehensive mediation analysis shows that FOMO acts as a critical link between live selling promotions and impulsive buying through a mechanism of full mediation, whereas in the structural relationship between discounts and impulsive buying, FOMO acts as a partial mediator. These empirical findings indicate that digital marketing strategies based on live selling and the tactical offering of discounts can heavily influence actual purchasing behavior through the deliberate formation of internal psychological responses in consumers.

Businesses on marketplace platforms, especially TikTok Shop, are advised to optimize their direct sales promotion strategies by providing clear and detailed product information, engaging in responsive interactions with customers, and conducting compelling product demonstrations to build consumer trust and engagement. Product discount programs should also be strategically designed with transparent terms and conditions to attract consumer interest. Use limited-time offers wisely and avoid making scarcity claims that do not align with reality.

A suggestion for future research is to include other variables that may influence impulsive purchasing, such as perceived value, self-control, shopping style, or electronic word-of-mouth (e-WOM). Among these variables, self-control is the most significant variable for future research. This is because direct sales promotions, discounts, and FOMO act as stimuli, while self-control explains why not all consumers experience FOMO that leads to impulsive buying. This variable has the potential to function as a moderator, thereby providing a deeper understanding of differences in consumer purchasing behavior among individuals.

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