Volume 2 Issue 3 (2026) Pages 280-287
ISSN : 3048-0280 (Online)
International Journal of
Economic Entrepreneurship & Business Management

The Effect of Fear of Missing Out (FoMO) and Live Streaming on The Tiktok Platform on Impulsive Buying of Tiktok Users in Baolan District, Tolitoli Regency

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Abstract

This research is motivated by the phenomenon of increasing impulsive buying behavior among TikTok users which is allegedly influenced by Fear of Missing Out (FoMO) and Live Streaming. The purpose of this study was to determine the effect of FoMO and Live Streaming on Impulsive Buying among TikTok users in Baolan District, Tolitoli Regency, both partially and simultaneously. The research method used a quantitative approach with a sample of 91 respondents selected through purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS. The results showed that partially FoMO had a significant effect on Impulsive Buying (t count 4.539 > t table; sig. 0.001), likewise Live Streaming had a significant effect (t count 6.463 > t table; sig. 0.001). Simultaneously, both variables had a significant effect on Impulsive Buying (F count 79.389 > F table; sig. 0.001), with R Square value of 64.3% (R^2 = 0.643).

Keywords: *Fear of Missing Out; Live Streaming; Impulsive Buying; TikTok; Consumer Behavior.*

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DOI: xx.xxx/IJEEBM.xxxx.xxx

INTRODUCTION

The expansion of digital infrastructure and increasingly widespread internet access has led to a significant shift in consumption patterns in various countries, including Indonesia. Under the development of technology and the dominance of social media, consumer orientation has shifted from a planned approach to an impulsive one. This impulsive behavior is characterized by the tendency to make purchasing decisions spontaneously, without careful consideration, where the main supporting factors come from the stimulation of interactive experiences and the appeal of visual content. This phenomenon is reinforced by the emergence of new features on digital platforms, such as Live Streaming, which offers a dynamic, direct shopping experience, and involves real interaction between sellers and consumers (Sari, 2024).

In July 2025, the We Are Social report with Meltwater noted that TikTok has been used by 194.37 million people in Indonesia (Pau, 2025). In the midst of fierce competition, Live Streaming capabilities are now a mainstay as a proven marketing tactic. The shopping experience presented is dynamic and interactive with direct communication between buyers and sellers. Based on the publication of the Central Statistics Agency (BPS), the total nominal electronic trade transactions nationally in the 2023 period reached IDR 1,100.87 trillion, which shows a growth rate of 40 percent from the previous period (Erlina Fury, Santika, 2025).

Live streaming creates a sense of urgency through limited discount offers, live product information, exclusive promotions not obtained when shopping offline, and active audience participation (Nugroho & Jaolis, 2025). This stressful and urgent condition psychologically triggers the feeling of Fear of Missing Out (FoMO), which is an anxiety about missing out on exclusive opportunities, moments, or benefits that are believed to be obtained by others (Utami, 2024). Although impulsive buying provides a momentary sales benefit for businesses, the long-term consequences for consumers are often negative, such as post-purchase regret and disruption of personal financial stability (Jannah & Fikry, 2024).

The phenomenon of digital consumption influenced by TikTok is not limited to large urban areas, but has reached various regions in Indonesia, including Central Sulawesi Province, especially Tolitoli Regency. Baolan District, as the administrative and economic center of Tolitoli, is a representation of the region whose people are also significantly exposed to this global trend. However, empirical studies that specifically examine how the global dynamics of social media interact with the consumption patterns of local communities in Tolitoli are still very minimal. This study aims to examine the influence of FoMO and Live Streaming on impulse purchases, both partially and simultaneously.

Marketing can be understood as a process that takes place in the social and managerial sphere, where individuals and groups get everything they need and want through efforts to create and exchange products, services, and values among others

(Yusuf et al., 2026). This concept is then emphasized in the realm of service marketing, which is socially defined as the process that allows individuals and groups to get their needs and desires by creating, offering, and exchanging valuable service products with other parties. Meanwhile, managerially, service marketing is defined as a planning and implementation process that includes thinking, pricing, promotion, and channeling ideas about service products to create exchanges that meet individual and organizational goals (Fatihudin & Firmansyah, 2019).

This research is included in the realm of service marketing, because the object studied is the TikTok platform as a live streaming service provider that allows direct interaction between sellers (streamers) and consumers. The characteristics of services attached to live streaming services include intangibility, inseparability between production and consumption, and perishability. In the context of digital marketing, TikTok has transformed from just an entertainment platform to a shoppertainment ecosystem where entertainment and buying and selling transactions go hand in hand. Understanding of service marketing is very relevant to analyze the phenomenon of Fear of Missing Out (FoMO) and Impulsive Buying in TikTok users, the live streaming feature is a form of digital service marketing innovation that utilizes real-time interaction to build trust and drive purchase decisions.

The Stimulus-Organism-Response (S-O-R) theory has its roots in the work of Albert Mehrabian and James A. Russell published in 1974. The S-O-R model was born from the perspective of environmental psychology to analyze the impact of the physical environment on human behavior. This theory asserts that a person's reaction to an external stimulus is not instantaneous, but rather mediated by the individual's internal conditions. The structure of this model consists of Stimulus, which includes elements of the outside environment (such as the atmosphere of the store or advertising); Organisms, that is, the psychic and emotional reactions of individuals when processing such stimuli; and Response, which is the final behavior as a result of internal processes, e.g. purchasing decisions or loyalty (Mehrabian & Russell, 1974).

The S-O-R model serves as an analytical framework in marketing research to see the impact of market elements on consumer behavior. In the modern era, this model is also a reference in understanding the user experience in the digital ecosystem, such as on e-commerce platforms and social media. In this study, Live Streaming and FoMO acted as external stimuli that triggered internal psychological conditions (organisms) in the form of anxiety about missing opportunities and emotional excitement, which ultimately encouraged responses in the form of Impulsive Buying.

Fear of Missing Out (FoMO) is a psychosocial construct that is defined as an affective-cognitive state in the form of anxiety or worry that arises from an individual's perception that others in his social network are accessing a more satisfying or valuable experience, while he himself does not participate (Darmayanti et al., 2023). FoMO can be traced to the psychological need for relatability and fear of social exclusion. This

DOI: xx.xxx/IJEEBM.xxxx.xxx

dynamic gives rise to a pattern of behavior that is governed by the need to always be connected (perpetual connectedness) and supervise (monitoring) the social realm, especially those mediated by technology (Sapriadi, 2024).

According to Przybylski et al. (2013), FoMO indicators include: (1) the need for social connectedness, i.e. when the desire to be accepted and close to others is not achieved, individuals feel anxious and encouraged to continue monitoring the activities of others on social media; and (2) the need for competence and autonomy, which is when a person does not feel able to overcome challenges (competence) or does not feel in control of his or her choices (autonomy), this can trigger a fear of falling behind.

Live streaming is an integration of real-time live broadcasting with e-commerce transaction features, creating an interactive and entertaining shopping experience (Utami & Ahmadi, 2024). In-depth information about product specifications, brand identity, how to use, and production aspects gives more confidence to buyers. The features in the Live Streaming Commerce platform also facilitate the creation of interpersonal closeness and harmonious relationships between broadcasters and consumers more effectively (Agatha et al., 2023).

Based on research by Song & Liu (2021), there are seven main indicators that build the effectiveness of Live Streaming: (1) the appeal of the streamer, (2) the skill of the streamer, (3) the credibility of the streamer, (4) direct interaction, (5) immediacy (a sense of direct involvement), (6) the quality of the streamer's communication, and (7) the social dimension.

Impulsive Buying is defined as purchases that occur spontaneously, unplanned, and driven by a strong momentary desire to buy, often accompanied by feelings of pleasure and excitement (Rook, 1987). This behavior is not just accidental, but there is a strong, urgent, and sometimes difficult psychological impulse to control. Consumers often feel an emotional surge in the form of excitement when making these transactions. Impulsive Buying is reactive to a specific stimulus and involves little rational consideration of the long-term consequences (Ekawati et al., 2024).

According to Rook (in Zakiyah et al., 2025), the indicators of Impulsive Buying include: (1) spontaneity (unplanned purchasing), (2) compulsion and intensity, (3) emotional stimulation (stimulation and excitement), and (4) disregard for consequences.

METHODOLOGY

Quantitative approach with causal associative design. The population is all active TikTok users in Baolan District, Tolitoli Regency who have watched live streaming and have made transactions through TikTok Shop (both during live streaming and not). Since the population number is not known for sure, the sample was determined using the formula Hair et al. (number of indicators × 7) so that 91

DOI: xx.xxx/IJEEBM.xxxx.xxx

respondents were obtained (13 indicators × 7 = 91). The sampling technique is purposive sampling.

Data was collected using an online questionnaire (Google Forms) with a Likert scale of 1–5 (Strongly Agree to Strongly Agree). The research instrument has been tested for validity and reliability in 30 respondents outside the sample. The results of the validity test showed that all statement items (6 items for FoMO, 14 items for Live Streaming, 8 items for Impulsive Buying) had r calculated > r table (0.3610). The results of the reliability test showed a Cronbach's Alpha value for each variable above 0.60 (FoMO: 0.866; Live Streaming: 0.856; Impulsive Buying: 0.880), so that the instrument is declared reliable.

Data analysis includes classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, t-test (partial), F test (simultaneous), and determination coefficient (R^2).

RESULTS AND DISCUSSION

Instrument Test Results

The validity test used *the Pearson Product Moment* correlation with the table r = 0.3610 (df=28, α=0.05). The results show that all statement items in the FoMO (6 items), *Live Streaming* (14 items), and *Impulsive Buying* (8 items) variables have r calculations > r tables, so they are declared valid. Reliability tests using *Cronbach's Alpha* yielded values of 0.866 (FoMO), 0.856 (*Live Streaming*), and 0.880 (*Impulsive* Buying), all above 0.60 so that they were declared reliable. Thus, the instrument is suitable for use in research.

Classical Assumption Test Results

The results of the Kolmogorov-Smirnov normality test showed a significance value of 0.052 (> 0.05), indicating a normally distributed residual. The multicollinearity test showed a Tolerance value of 0.621 (> 0.10) and VIF 1.612 (< 10), so that multicollinearity did not occur. The heteroscedasticity test through a scatterplot graph shows the dots spread randomly without forming a specific pattern, so the model is free of heteroscedasticity. With the fulfillment of all classical assumptions, the regression model is feasible to test hypotheses.

Multiple Linear Regression Test Results

$$Y = -3.385 + 0.476X1 + 0.418X2$$

The positive coefficients of both variables indicate a unidirectional relationship: every one increase in FoMO will increase *Impulsive Buying* by 0.476 units, and every one increase in *Live Streaming* will increase *Impulsive Buying* by 0.418 units, assuming the other variables are constant.

Hypothesis Test Results

Table 1. Partial Test Results (t-test)

Variabel	**T** Count	**T** Table	Sig	**Conclusion**
FoMO	4,539	1.98729	0,001	Significant Impact
Live Streaming	6,463	1.98729	0,001	Significant Impact

Both independent variables partially have a significant effect on *Impulsive Buying*.

Table 2. Simultaneous Test Results (F Test)

Var iabel	**F** Calculate	**F** Table	Sig	**Conclusion**
FoMO dan Live Streaming	79,389	3,10	0,001	Significant Impact

Simultaneously, FoMO and *Live Streaming* have a significant effect on *Impulsive Buying*.

Coefficient of Determination (R^2)

The R Square value = 0.643, meaning that FoMO and *Live Streaming* together explain 64.3% of the variation in *Impulsive Buying*, while the remaining 35.7% is influenced by other variables outside the research model (such as *sales promotion*, *flash sales*, consumer confidence, or demographic factors).

DISCUSSION

The Influence of FoMO on Impulsive Buying

The results of the study show that FoMO has a positive and significant effect on *Impulsive Buying*. This finding is in line with the research of Athanya & Harahap (2025) which states that FoMO has a positive and significant influence on impulse purchases when watching live broadcasts. Based on the distribution of respondents' answers, the indicator of the need for social connectedness has a higher average (3.44) than the need for competence and autonomy (3.06). This shows that FoMO respondents are more driven by the fear of losing connections and information from others. The statement "I often check social media to avoid missing out on information from others" had the highest score (3.89), indicating that anxiety about missing out on information encouraged respondents to stay connected and ultimately engage in impulse buying.

The Effect of Live Streaming on Impulsive Buying

The results of the study also prove that *Live Streaming* has a positive and significant effect on *Impulsive Buying*. These findings support Monica & Huda (2025) and strengthen the application of S-O-R theory in the digital age. The live interaction indicator has the highest average (4.02), with the statement "Streamer responds to viewers' questions or comments directly" achieving a score of 4.04. The absence of respondents who voted "Disagree" on this indicator shows that the live interaction feature on TikTok works very well. Real-time responses from *streamers* create a sense

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of being valued and listened to, reducing potential buyers' uncertainty, and driving spontaneous purchase decisions. Meanwhile, the streamer credibility indicator has the lowest average (3.60), indicating that respondents are still skeptical of *streamers' honesty* because they are aware of the importance of sales.

The Simultaneous Influence of FoMO and Live Streaming on Impulsive Buying

Simultaneously, FoMO and *Live Streaming* contributed 64.3% to *Impulsive Buying*. The combination of internal psychological pressure (FoMO) and external marketing stimulus (*Live Streaming*) has been shown to be more powerful in driving impulse buying behavior than if only one factor worked. These findings theoretically reinforce the application of S-O-R theory, where *live streaming* as a stimulus creates a sense of urgency and excitement (organism), while FoMO reinforces the anxiety of missing out on opportunities. These two psychological conditions together drive impulsive buying responses. Contextually, this study proves that the dynamics of digital consumer behavior are not limited to metropolitan areas, but also occur in non-metropolitan areas such as Baolan District, Tolitoli Regency.

CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn: 1) *Fear of Missing Out* (FoMO) has a significant effect on the *Impulsive Buying* of TikTok users in Baolan District, Tolitoli Regency (t count 4.539 > t table 1.98729; sig. 0.001 < 0.05); 2) *Live Streaming* on the TikTok platform has a significant effect on the *Impulsive Buying* of TikTok users in Baolan District, Tolitoli Regency (t count 6.463 > t table 1.98729; sig. 0.001 < 0.05) dan; 3) Simultaneously, *Fear of Missing Out* (FoMO) and *Live Streaming* had a significant effect on *Impulsive Buying* (F count 79.389 > F table 3.10; sig. 0.001 < 0.05) with a contribution of 64.3% ($R^2 = 0.643$).

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