International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect Of Sales Promotions And Fomo On Impulse Buying With Paylater Payment Method As A Moderating Variable During Tiktok Live Streaming

Ledi Cahaya Sibuea[1], Dorothy R. H. Pandjaitan[2], Roslina[3]

[1,2,3] Faculty of Economics and Business, University of Lampung, Indonesia

corresponding author: ledisibuea@gmail.com

Abstract

This study examines the influence of sales promotion and Fear of Missing Out (FoMO) on impulse buying behavior, as well as the moderating role of the buy now pay later (paylater) payment method in TikTok live streaming. A quantitative approach was employed using data collected through an online questionnaire from users who have made purchases via live streaming. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS).

The results indicate that sales promotion and FoMO significantly influence impulse buying. In addition, the paylater payment method strengthens the relationship between sales promotion and FoMO on impulse buying. These findings suggest that impulse buying behavior in live streaming e-commerce is driven by a combination of marketing strategies, psychological factors, and financial convenience.

Keywords: Sales Promotion, FoMO, Paylater Payment Method, Impulse Buying, Live Streaming

INTRODUCTION

The rapid advancement of information and communication technology, particularly the internet, has catalyzed significant shifts across various facets of life, including economic and commercial activities. The internet functions not only as a medium for information exchange but also as a transactional tool that enables seamless interaction between consumers and businesses, transcending the constraints of time and space (Leiner et al., 2009; Hajli et al., 2016). This evolution has driven the emergence of e-

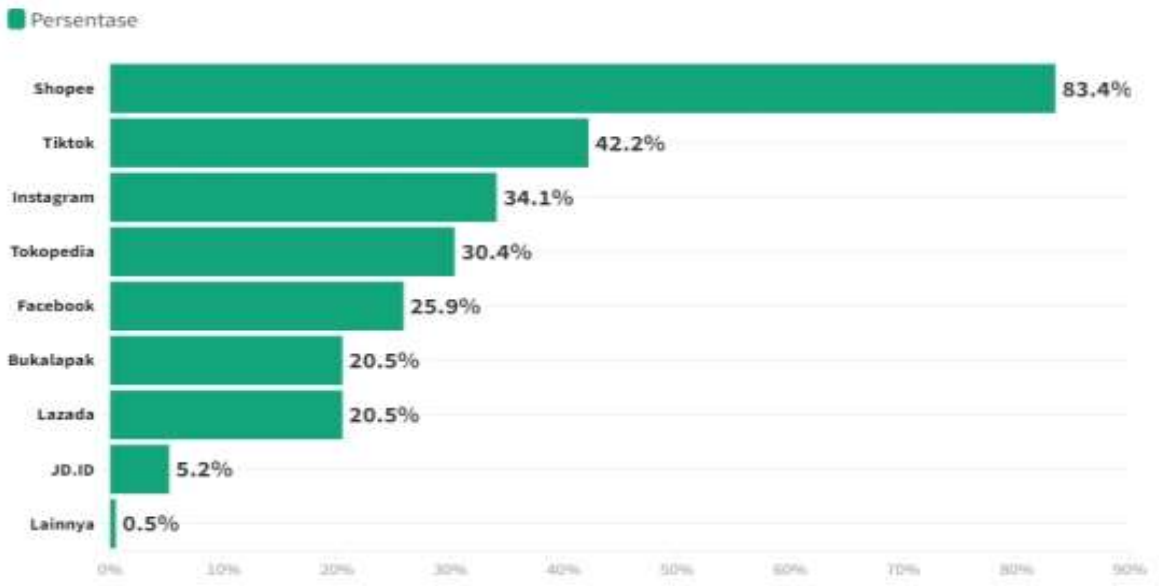
Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

commerce as a pivotal innovation in modern trade systems, offering consumers enhanced convenience, efficiency, and accessibility (Laudon & Traver, 2021).

In tandem with these developments, e-commerce continues to innovate, most notably through the concept of live streaming commerce. This model integrates entertainment, social interaction, and real-time transactions within a single digital platform. Through live streaming, sellers can engage in real-time interactions with consumers, provide comprehensive product details, and cultivate trust and emotional proximity with their audience (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). Consequently, live streaming has become an effective marketing strategy for influencing consumer purchasing decisions. As the popularity of live streaming commerce surges, various e-commerce platforms have exhibited differing levels of usage among consumers. This variation highlights distinct consumer preferences for specific platforms when engaging in online shopping activities.

Fiture 1. Most Used Live Streaming E-commerce Platforms in Indonesia (2025)



Source: https://goodstats.id/ (2025)

Based on Figure 1, it is evident that Shopee is the most widely used live streaming e-commerce platform among consumers, followed closely by TikTok, which also

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

demonstrates a high level of engagement. In contrast, other platforms such as Instagram and Tokopedia show significantly lower usage rates. These findings suggest that TikTok holds substantial potential as a live streaming commerce platform capable of influencing consumer behavior, particularly in driving impulsive buying.

In the study of consumer behavior, purchasing decisions are influenced by a variety of internal and external factors. A widely adopted framework for explaining this behavior is the Stimulus-Organism-Response (SOR) theory, which posits that external stimuli influence an individual's internal state (organism), subsequently producing a response in the form of specific behaviors (Mehrabian & Russell, 1974). In the context of this research, sales promotions and Fear of Missing Out (FoMO) are identified as stimuli that affect the psychological state of the consumer, thereby triggering impulsive buying as the resulting response.

Objectives

Based on the problem formulation presented, the objectives of this study are:

1. To analyze the effect of sales promotions on impulsive buying behavior during live broadcasts among TikTok users.
2. To analyze the effect of Fear of Missing Out (FoMO) on impulsive buying behavior during live broadcasts among TikTok users.
3. To analyze the moderating role of the PayLater payment method on the relationship between sales promotions, FoMO, and impulsive buying behavior during TikTok live broadcasts.

LITERATURE REVIEW

Stimulus-Organism-Response (SOR)

This study is grounded in the Stimulus-Organism-Response (SOR) framework proposed by Mehrabian and Russell (1974), which posits that individual behavior is the result of an interaction between external environmental triggers (Stimulus), the individual's internal psychological state (Organism), and the subsequent behavioral outcome (Response). In the realm of consumer behavior, stimuli typically encompass marketing factors such as sales promotions, while the organism component reflects psychological conditions, such as the Fear of Missing Out (FoMO). The resulting response is manifested as consumer behavior-in this instance, impulsive buying (Eroglu et al., 2001). Within digital environments like live streaming e-commerce, the stimuli provided through promotions and real-time interactions can significantly influence a

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

consumer's emotional state, thereby driving impulsive purchasing decisions (Kim & Lennon, 2013). Furthermore, the convenience of payment methods such as paylater functions as a reinforcing factor that strengthens this response by reducing psychological barriers and friction in the decision-making process (Prelec & Loewenstein, 1998). Consequently, the SOR theory serves as the foundational basis for explaining the complex relationships between the variables investigated in this research.

The Influence of Sales Promotion on Impulsive Buying

Impulsive buying is defined as a spontaneous purchase behavior conducted without prior planning, often driven by emotional factors (Rook, 1987). Within the live streaming environment, sales promotions-such as discounts, vouchers, and flash sales-are frequently employed as strategies to create a sense of urgency and stimulate consumer interest. These promotions can trigger rapid purchasing decisions that bypass deep rational consideration. Consequently, it is posited that sales promotions significantly influence impulsive buying behavior. Based on this, the first hypothesis is formulated:

H1: Sales promotion has a significant effect on impulsive buying.

The Influence of FoMO on Impulse Buying

In addition to promotional factors, psychological aspects such as the Fear of Missing Out (FoMO) play a critical role in shaping consumer behavior. FoMO is a condition in which individuals experience apprehension that others might be having rewarding experiences from which they are absent (Przybylski et al., 2013). In the context of live streaming, limited-time offers and real-time social interactions can intensify these feelings, compelling consumers to make immediate purchases. Accordingly, the second hypothesis is formulated:

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

The Moderating Role of Payment Methods on the Relationship Between Sales Promotion and Impulsive Buying

On the other hand, the advancement of financial technology has introduced digital payment methods that further streamline the transactional process, most notably Buy Now Pay Later (BNPL). This method allows consumers to make purchases without immediate payment, thereby reducing the perceived pain of paying (Prelec & Loewenstein, 1998). This convenience has the potential to amplify the impact of sales promotions on impulsive buying. Consequently, the third hypothesis is formulated:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

H3: Paylater moderates the effect of sales promotion on impulsive buying.

The Moderating Role of Payment Methods on the Relationship Between FoMO and Impulsive Buying

Furthermore, it is posited that paylater services may also strengthen the influence of FoMO on impulsive buying behavior. With increased payment flexibility, consumers find it easier to execute purchasing decisions even when driven by emotional triggers. Therefore, the fourth hypothesis is formulated:

H4: Paylater moderates the effect of Fear of Missing Out (FoMO) on impulsive buying.

Guided by the developed conceptual framework, the research model for this study is illustrated as follows:

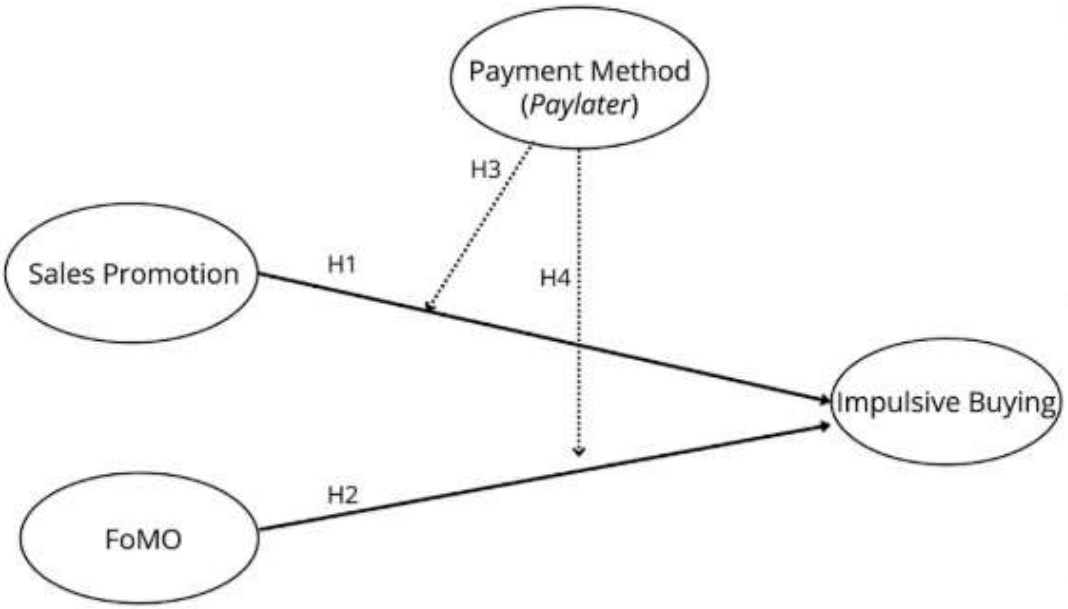


Figure 2. Research Conceptual Framework

RESEARCH METHOD

This study employs a quantitative approach aimed at analyzing the influence of sales promotion and Fear of Missing Out (FoMO) on impulsive buying, while examining

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

the role of the buy now pay later (paylater) payment method as a moderating variable within the context of TikTok live streaming. A quantitative approach was selected because this research focuses on testing relationships between variables that can be measured and analyzed statistically. The population for this study consists of all TikTok users who have made purchases through the live streaming feature. This research is not restricted to a specific geographic region, as data collection was conducted online through the distribution of questionnaires, allowing for respondents from various regions across Indonesia. The sampling technique utilized is purposive sampling, with specific respondent criteria including individuals who have watched a TikTok live stream and subsequently completed an online purchase. The sample size for this study consists of 200 respondents who met the research criteria and completed the questionnaire in its entirety. This figure adheres to the requirements for Structural Equation Modeling (SEM**)** analysis, which stipulates a minimum sample size of 5 to 10 times the number of research indicators (Hair et al., 2019). Consequently, the sample is considered adequate and statistically robust for testing the proposed research model.

Table 1 Sampling and Data Collection

Region	Number of TikTok Users	Calculation	Sample Size
Western Indonesia	83.50 million users	$\frac{83{,}5\ \text{M}}{180{,}11\ \text{M}}$ X 200	92
Central Indonesia	57.30 million users	$\frac{57{,}300\ \text{M}}{180{,}11\ \text{M}}$ X 200	64
Eastern Indonesia	39.31 million users	$\frac{39{,}310\ \text{M}}{180{,}11\ \text{M}}$ X 200	44
Total Population	**180.11 million users**		**200**

Source: https://dataloka.id/humaniora/5190/

Based on Table 1 the sample size for this study was determined proportionally based on the characteristics of respondents who met the research criteria, ensuring that the resulting sample is representative of the population.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The data used in this study are primary data, collected through the distribution of online questionnaires. The research instrument was designed using a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The variables investigated in this study include Sales Promotion, Fear of Missing Out (FoMO), and Impulsive Buying, with the Paylater payment method serving as the moderating variable.

Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The analysis was performed in two stages: the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). The outer model evaluation aims to test the validity and reliability of the constructs, while the inner model evaluation is utilized to examine the relationships between variables and to perform hypothesis testing.

RESULTS

Data analysis in this study was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). This method is widely utilized in consumer behavior research due to its capability to analyze complex relationships between variables simultaneously (Hair et al., 2021). The evaluation of the measurement model (outer model) was performed to assess the validity and reliability of the research constructs. The results of the loading factor analysis for each indicator are presented in Table 2.

Table 2 Outer Loading Results

Contructs	*Items*	*Statement*	*Loading Factor*	*Status*
	X1.1	I am more interested in purchasing a product when a discount is offered.	0.872	
	X1.2	Even if I have a favorite brand, I am more inclined to buy it when I see a promotional offer.	0.873	
	X1.3	Discounts often influence me to buy brands that I would not typically purchase.	0.908	

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Sales Promotion	X1.4	I feel excited about shopping when there are sales promotion offers.	0.859	Valid
	X1.5	I enjoy the activity of hunting for low prices during the shopping process.	0.861	
FoMO	X2.1	I feel anxious when there are discounts and feel driven to buy more than I actually need.	0.721	Valid
	X2.2	I feel the need to constantly check for the latest product offers online for fear of missing out on information.	0.723	
	X2.3	I feel worried if I do not follow popular activities or trends.	0.702	
	X2.4	I tend to buy products hastily during discounts for fear of missing out.	0.891	
	X2.5	I am driven to buy products during discounts even if there is nothing I truly need.	0.718	
Payment Method	M1	I generally use Paylater for my transactions.	0.820	Valid
	M2	I mostly avoid making purchases through Paylater.	0.874	
	M3	I use Paylater to make impulsive purchases.	0.841	
	Y1	While watching live streams, I often feel a sudden urge to buy items.	0.820	
	Y2	While watching live streams, I am tempted to buy items that were not in my original shopping plan.	0.709	

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Impulsive Buying	Y3	While watching live streams, I have a spontaneous desire to buy unplanned items.	0.752	Valid
	Y4	While watching live streams, I often purchase items spontaneously.	0.713	
	Y5	While watching live streams, I tend to buy items immediately after seeing them.	0.732	
	Y6	While watching live streams, I buy items based on how I feel at that moment.	0.743	
	Y7	While watching live streams, I am sometimes reckless in purchasing items.	0.725	

Source: Data processed by researchers 2026

Based on Table 2, all indicators exhibit loading factor values above 0.70. Therefore, all items are declared valid and fulfill the criteria for convergent validity (Hair et al., 2021). Subsequently, convergent validity and construct reliability were further assessed by examining the Average Variance Extracted (AVE) and Composite Reliability (CR) values. The results of these tests are presented in Table 3.

Table 3 Construct Reliability and Validity

Constructs	***Cronbach's Alpha***	***Composite Reliability (CR)***	**Average Variance Extracted (AVE)**	**Result**
Sales Promotion	0.923	0.942	0.776	Reliable
FoMO	0.810	0.867	0.569	Reliable
Payment Method	0.801	0.882	0.715	Reliable
Impulsive Buying	0.865	0.896	0.552	Reliable

Source: Data processed by researchers 2026

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on Table 3, all variables exhibit AVE values exceeding 0.50 and composite reliability values above 0.70. Consequently, the constructs are declared both valid and reliable (Fornell & Larcker, 1981; Hair et al., 2021). The evaluation of the structural model (inner model) was subsequently conducted to determine the model's ability to explain the dependent variable. The R-square values for the research model are presented in Table 3.

Table 4 R-Square Results

Dependent Variable	*R-square*	*R-square adjusted*
Impulsive Buying	0.780	0.775

Source: Data processed by researchers 2026

Based on Table 4, the R-square value indicates that the Impulsive Buying variable can be explained by Sales Promotion, FoMO, and Paylater within the moderate category. This demonstrates that the model possesses a satisfactory explanatory power (Hair et al., 2021).

Hypothesis testing was conducted by analyzing the path coefficients, t-statistics, and p-values. The results of the hypothesis testing are summarized in Table 5.

Table 5 Hypothesis Testing Results

Relationship	*Original sample (O)*	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*	*Result*
Sales Promotion -> Impulsive Buying	0.407	0.411	0.129	3.148	0.002	Supported
FoMO -> Impulsive Buying	0.349	0.341	0.116	3.004	0.003	Supported
Sales Promotion x Payment Method -> Impulsive Buying	0.271	0.245	0.104	2.617	0.009	Supported
FoMO x Payment Method -> Impulsive Buying	-0.283	-0.250	0.009	2.863	0.004	Supported

Source: Data processed by researchers 2026

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on Table 5, the test results indicate that sales promotion has a significant effect on impulsive buying; therefore, the first hypothesis (H1) is accepted. Furthermore, FoMO also significantly influences impulsive buying, leading to the acceptance of the second hypothesis (H2).

The moderation analysis results demonstrate that paylater moderates the influence of sales promotion on impulsive buying, thus the third hypothesis (H3) is accepted. Additionally, paylater also moderates the effect of FoMO on impulsive buying, resulting in the acceptance of the fourth hypothesis (H4).

To further clarify the relationships between the variables within the research model, the model estimation results are visualized in a path diagram derived from the bootstrapping process, as shown in Figure. Figure 3. Hypothesis Testing Results (Bootstrapping Model)

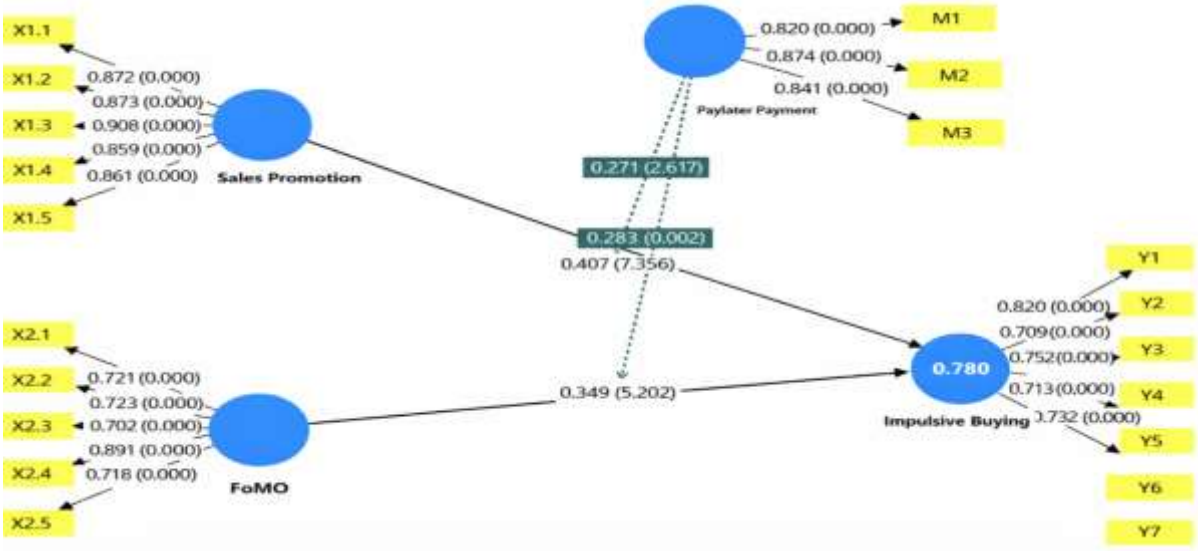


Figure 3. Results of the Structural Model Test of the Research

DISCUSSION

The results of this study indicate that sales promotion has a significant effect on impulsive buying. This finding aligns with consumer behavior theory, which posits that external stimuli, such as promotions, can trigger behavioral responses in the form of spontaneous purchases (Kotler & Keller, 2016). Furthermore, these results are consistent with prior research demonstrating that sales promotions effectively increase the tendency

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

for impulsive buying within the e-commerce context (Cialdini, 2009; Verhagen & Van Dolen, 2011).

Additionally, Fear of Missing Out (FoMO) was found to have a significant impact on impulsive buying, suggesting that psychological factors play a crucial role in driving consumptive behavior. This finding supports the conceptualization of FoMO by Przybylski et al. (2013), which suggests that individuals tend to act quickly to avoid the perceived loss of an opportunity. In the digital landscape, this result is also in accordance with the study by Good & Hyman (2020), which identified that FoMO heightens the propensity for impulsive purchasing.

The research findings further demonstrate that the paylater payment method moderates the influence of sales promotion on impulsive buying. This finding provides empirical support for the "pain of paying" theory, which posits that payment convenience can mitigate the psychological burden associated with transactions (Prelec & Loewenstein, 1998). With the availability of paylater services, consumers are more easily induced to make purchases despite lacking immediate liquidity, as the financial friction is deferred.

Furthermore, paylater was found to moderate the impact of FoMO on impulsive buying. This suggests that the convergence of emotional triggers and financial accessibility significantly amplifies impulsive tendencies. This outcome is consistent with the research by Soman (2001), which states that flexible payment methods can heighten the propensity for impulsive consumption.

Overall, the results of this study support the Stimulus-Organism-Response (SOR) framework, which asserts that external stimuli and psychological conditions elicit specific behavioral responses (Mehrabian & Russell, 1974). In this model:

- Stimulus: Sales promotions and FoMO act as the primary triggers.
- Organism: Paylater serves as a facilitating factor that influences the internal state of the consumer.
- Response: Impulsive buying represents the resulting behavioral output.

These findings contribute significantly to the development of consumer behavior literature, particularly within the live streaming e-commerce landscape. Additionally, this research offers practical implications for practitioners in designing more effective marketing strategies by leveraging the interplay between promotional incentives, psychological drivers, and financial technology.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

CONCLUSION

This study aimed to analyze the influence of sales promotion and Fear of Missing Out (FoMO) on impulsive buying, while examining the moderating role of Buy Now, Pay Later (BNPL/paylater) payment methods within the context of TikTok live streaming. Based on the results of the Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis, it can be concluded that both sales promotion and FoMO exert a significant positive influence on impulsive buying behavior.

Furthermore, the paylater payment method was empirically proven to act as a moderating variable that strengthens the impact of both sales promotion and FoMO on impulsive buying. This indicates that the convenience and financial flexibility provided by deferred payment systems significantly heighten consumers' propensity for spontaneous purchasing.

In summary, these findings demonstrate that impulsive buying in the live streaming e-commerce landscape is driven by a synergistic combination of marketing triggers, psychological factors, and financial accessibility. The results provide robust support for the Stimulus-Organism-Response (SOR) framework, illustrating how external stimuli and internal psychological states converge to elicit specific behavioral responses.

Based on the findings, several practical implications are proposed. For businesses operating on the TikTok live streaming platform, it is highly recommended to optimize sales promotion strategies-such as discounts, vouchers, and flash sales-to maximize consumer attraction. Furthermore, the utilization of interactive features within live streaming sessions should be enhanced to drive consumer engagement and effectively trigger the FoMO effect. For paylater service providers, there is a need to continuously improve the convenience and security of payment systems while simultaneously providing consumer education to promote responsible and wise financial behavior.

Limitations and Future Research For future research, it is suggested to expand the current model by incorporating additional variables, such as consumer trust, perceived risk, or service quality. Moreover, future studies could broaden the research scope by examining other e-commerce platforms or employing different analytical methods to obtain more comprehensive and nuanced insights into impulsive buying behavior in the digital era.

REFERENCES

Djamhari, S. I., Mustika, M. D., Sjabadhyni, B., & Ndaru, A. R. P. (2024). Impulsive buying in the digital age: investigating the dynamics of sales promotion, FOMO, and digital

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

payment methods. *Cogent Business and Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2419484

Fihartini, Y., Ramelan, M. R., Wiryawan, D., Indi, R., & Ratuain, Q. (n.d.). *The " Buy Now , Pay Later " Payment System ' s Role in Triggering Impulse Buying with Self-Control as Moderation*. https://doi.org/10.4108/eai.4-9-2024.2353768

Nguyen, D. N., & Nguyen, D. Van. (2025). FOMO dan Perilaku Pembelian Implusif Anak Muda. *Bisnis Dan Manajemen*, *10*(3), 41–47.

Oktavia, D. Y. (2024). THE EFFECT OF FEAR OF MISSING OUT (FoMo), HEDONIC SHOPPING, AND ONLINE SHOPPING ANXIETY ON PURCHASING DECISIONS. *International Conference of Business and Social Sciences*, *2022*, 1233–1241. https://doi.org/10.24034/icobuss.v4i1.607

Oliveira, T., Thomas, M., Baptista, G., & Campos, F. (2017). Computers in Human Behavior Mobile payment : Understanding the determinants of customer adoption and intention to recommend the technology. *Computers in Human Behavior*, *61*(2016), 404–414. https://doi.org/10.1016/j.chb.2016.03.030

Parameswari, R., & Ginny, P. L. (2022). The Effect Of Paylater Payment Methods On The Increase Of Impulse Purchases. *Primanomics : Jurnal Ekonomi & Bisnis*, *20*(2), 175–185. https://doi.org/10.31253/pe.v20i2.1183

Peter, J. P., & Olson, J. C. (2013). *Consumer behavior & marketing strategy* (9th ed.). Salemba Empat / McGraw-Hill.

Prelec, D., & Loewenstein, G. (1998). *Debt The Red and the Black : Mental Accounting of Savings and Debt*. *March 2015*.

Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). Com puters in Human Behavior Motivational , emotional , and behavioral correlates of fear of missing out. *Computers in Human Behavior*, *29*(4), 1841–1848. https://doi.org/10.1016/j.chb.2013.02.014

Putra Pratama, F., Anggara, Z. R., Azizi, W. N., Cabase, D. C., & Khoiriyah, S. (2024). The Influence of Fear of Missing Out (FoMO), Financial Literacy, and Trust on the Use of Pay Later Service by Gen Z Through Mediating Consumer Satisfaction. *Proceedings of 7th International Conference of Economic*, *7*(1), 107–123.

Putri, D. T., Suhud, U., & Krissanya, N. (2025). an Analysis of the Influence of Brand Image, Sales Promotion, E-WoM, and Positive Emotion on Impulse Buying as a Strategy to Improve Sales Performance of Baso Aci MSMEs on TikTok Shop. *International Journal Of Education, Social Studies, And Management (IJESSM)*, *5*(2), 1160–1178. https://doi.org/10.52121/ijessm.v5i2.838

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Qonitah, Y. R., & Hayu, R. S. (2025). Impulse buying in live streaming e-commerce: The role of social presence, social facilitation, and celebrity endorsement. *Jurnal Fokus Manajemen Bisnis*, *15*(2), 357–380. https://doi.org/10.12928/fokus.v15i2.14041

Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). *Journal of Retailing and Consumer Services Impulse buying tendency in live-stream commerce : The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision*. *75*(June). https://doi.org/10.1016/j.jretconser.2023.103534

Rachman, A., Efawati, Y., & Anmoel, J. T. (2024). Understanding the Role of Fomo (Fear of Missing Out) in Impulse Purchase for Smes. *Riset*, *6*(2), 117–134. https://doi.org/10.37641/riset.v6i2.2109

Ramdhani, M. L., Utami, R. F., Astuti, H. J., & Arofah, R. U. (2025). Analysis of the Effect of Fear of Missing Out, Sales Promotion, E-wallet on Impulse Buying on TikTok Shop Users at the Three Largest Universities in Purwokerto. *International Journal of Business and Applied Economics*, *4*(1), 299–318. https://doi.org/10.55927/ijbae.v4i1.13361

Rolando, B. (2025). *TIN : Terapan Informatika Nusantara FOMO , Promotions , and Payment Methods Influencing Indonesian E-Commerce Impulse Buying TIN : Terapan Informatika Nusantara*. *5*(9), 536–552. https://doi.org/10.47065/tin.v5i9.7052

Rook, D. W. (1987). *The Buying Impulse*. *14*(September).

Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, *22*(3), 305. https://doi.org/10.1086/209452

Schiffman, L. G., & Kanuk, L. L. (2014). *Consumer behavior* (Global ed.). Pearson Education.

Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. john wiley & sons.

Shah, A., Eisenkraft, N., Bettman, J., & Chartrand, T. (2016). Paper or plastic? How we pay influences post-transaction connection. *Journal of Consumer Research*, 42(5), 688–708.

Shimp, T. A. (2010). *Integrated marketing communications in advertising and promotion* (8th ed.). South-Western Cengage Learning.

Slade, E., Williams, M., Dwivedi, Y., & Piercy, N. (2015). Exploring consumer adoption of proximity mobile payments. *Journal of Strategic Marketing*, *23*(3), 209–223. https://doi.org/10.1080/0965254X.2014.914075

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Soman, D. (2001). Effects of payment mechanism on spending behavior. *Journal of Consumer Research, 27*(4), 460–474. https://doi.org/10.1086/32370

Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, *117*(November 2017), 543–556. https://doi.org/10.1016/j.jbusres.2018.08.032

Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The impact of live video streaming on online purchase intention: The role of FoMO and social presence. *Electronic Commerce Research and Applications*, 42, 100–109.

Zhao, Y., Li, Y., Wang, N., Zhou, R., & Luo, X. R. (2021). *A Meta-Analysis of Online Impulsive Buying and the Moderating Effect of Economic Development Level*.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.