

The Effect of Fear of Missing Out (FoMO), Live Streaming, and Flash Sales on Impulse Buying of Fashion Products on Shopee Among Generation Z in Gresik

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ABSTRACT

This study was conducted to examine the impact of Fear of Missing Out (FoMO), live streaming, and flash sale on impulsive purchasing behavior. behavior in purchasing fashion products on the Shopee platform by Generation Z in Gresik. A quantitative research approach was adopted in this study, with primary data collected via questionnaires distributed to Generation Z respondents residing in Gresik who had experience purchasing fashion products on Shopee. A purposive sampling method within a non-probability sampling framework was applied in this research. Sample size determination was conducted based on the total of 14 research indicators, multiplied by a factor of 10, resulting in 140 respondents used as the research sample. The analysis results reveal that Fear of Missing Out (FoMO) and flash sales have a positive and significant Effect on impulsive purchasing behavior, while live streaming demonstrates a favorable influence that is, however, not significant. These findings indicate that psychological factors and time-limited promotional strategies play a significant role in driving impulsive buying behavior among Generation Z, while the live streaming feature has not yet fully become a major factor in triggering spontaneous purchasing decisions. This study is expected to contribute to the development of research on digital consumer behavior and serve as a basis for consideration.

Keywords: *Fear of Missing Out (FoMO), live streaming, flash sale, impulse buying, Generation Z*

INTRODUCTION

The modern era has seen rapid and influential developments in the internet in various aspects of life. This development has also encouraged the emergence of various e-commerce platforms. E-commerce is a buying and selling transaction conducted online using technology and electronic devices (Laksmawan, AA, & Handayani, 2024). Various e-commerce platforms in Indonesia have been used by many consumers, including Shopee, Lazada, Bukalapak, Tokopedia, Blibli, Zalora, and other platforms. According to Similarweb data from 2025, Shopee is the most popular e-commerce platform in Indonesia with the highest visit rate of 43.03% or around 120.56 million visits during the August–October 2025 period, and has continued to grow since its launch in 2015.

Figure 1. Data on the Most Popular Products on Shopee in 2025



Source: <https://katadata.co.id> (2025)

Based on data from Katadata.id, the fashion category is the most sought-after product among Shopee users. The ever-changing fashion trends encourage consumers to follow the latest styles, especially through the convenience of digital shopping. The continuous evolution of fashion each year also influences people's lifestyles. The emergence of various new clothing styles encourages people to follow the latest trends. Meanwhile, data from the Gresik Population and Civil Registration Office in 2024 indicate that, the number of Generation Z residents is quite large, around 400 thousand people, so they have high potential as active users of online shopping platforms. The combination of high interest in fashion products and the dominance of Generation Z as e-commerce users has led to the emergence of various digital shopping behaviors, one of which is impulsive buying among young people.

Impulsive buying is the act of purchasing without prior planning, where rational thinking and emotional control tend to weaken, prompting individuals to immediately acquire an item for the sake of comfort or momentary satisfaction, even though the potential negative impacts are often overlooked. This spontaneous purchasing behavior has the potential to lead to uncontrolled spending, causing consumers to buy products that are not actually needed and are more driven by momentary desires (Risma, Sonia & Sukmawati, 2023). Financial literacy is crucial in assisting individuals manage their finances effectively (Dewanti & Haryono, 2021). The data indicate that 41% of Generation Z consumers are classified as impulsive buyers, followed by Millennials at 34% and Generation X at 32% (Elmira Djafarova, 2021). These findings indicate that impulsive buying behavior tends to be more dominant among Generation Z in Indonesia (Ministry of Finance., 2021). The high level of *impulsive buying* among Generation Z is inseparable from the impact of FoMO (*Fear of Missing Out*). FoMO (*Fear of Missing Out*) is a phenomenon related to social influence on consumer behavior. This condition arises when individuals feel worried about missing out on opportunities to participate in activities or own items that are considered valuable by the people around them. FoMO encourages individuals to always try to keep up with the activities of others, both in direct social interactions and through social media platforms (Fitriyani et al., 2025)

Live streaming can be a factor that encourages impulse buying. The direct interaction between sellers and consumers and the real-time situation make consumers more easily influenced and ultimately make quick purchasing decisions. Juliana(2023) explains that, live streaming is an attractive and interactive form of media that focuses on user engagement by enabling direct interaction between sellers and buyers.

According to Kotler et al.(2024) , flash sales are a form of promotion that appears suddenly on online platforms, similar to the concept of pop-ups, and are usually used to attract attention and quickly sell out stock. Flash sales are a promotional strategy that offers significant discounts compared to normal prices, but the offers are limited to a very short time frame.(Neni, N., Basalamah, M. R., & Wahyuningtyas, 2024) . This mechanism creates time pressure, making consumers feel the need to buy immediately before the opportunity disappears.

Previous studies on the effect of FoMO on impulsive buying still show inconsistent results. Studies by Arifin(2024) , Anggraini(2025) , and Rahayu(2025) have proven to show a positive and significant relationship with impulsive buying. However, according to the findings of researchers in Pamungkas's study(2024) , the opposite is true. Previous studies by Dinova(2023) , Miftahul Andriani(2023) , and Sembiring(2024) state that *live streaming* can influence impulsive buying. Meanwhile, research by Kurniawan(2024) shows the opposite result. Similarly, previous research on *flash sales* and impulsive buying by Syamsiyah, A. D., & Nirawati(2024a) , Kurniawan R(2024) and Ramadhan, D., & Rahim(2024) shows a significant influence of *flash sales* on impulsive buying . However, these findings are inconsistent with the previous study by Neni, N., Basalamah, M. R., & Wahyuningtyas(2024) , which showed that flash sales had no effect on impulsive buying.

As described above in the background and findings from various previous studies that show inconsistent results, there is still room for further research and in-depth study. Previous studies have reported varying results regarding the effects of Fear of Missing Out (FoMO), live streaming features, and flash sale programs on consumers' impulsive buying behavior are reasons for further research, especially in the context of the Shopee platform, which is very popular among Generation Z. Therefore, the researcher conducted a study titled "The Effect of Fear of Missing Out, Live Streaming, and Flash Sales on Impulse Buying of Fashion Products on Shopee among Generation Z in Gresik."

Thus, the proposed hypothesis is:

H1 : Fear of Missing Out positively influences the impulse purchasing of fashion items on Shopee among Generation Z in Gresik.

H2 : Live streaming negatively influences the impulse purchasing of fashion products on Shopee among Generation Z in Gresik.

H3 : Flash sales positively influence the impulse purchasing of fashion products on Shopee among Generation Z in Gresik.

METHODS

His research adopts a quantitative methodology supported by statistical data, using independent variables (X) consisting of *Fear of Missing Out (FoMO)*, *Live Streaming*, *Flash Sale*, and the dependent variable (Y) is *impulse buying*. The population considered in this research consists of individuals who fall into the Generation Z category, aged 12–27 years, residing in Gresik, and who have purchased fashion products through the Shopee platform. In addition, respondents have also watched the live streaming feature on Shopee. Considering that the research population is comprises a large group whose exact number cannot be precisely determined, the minimum sample size was determined using Ferdinand's formula, which is by multiplying the number of research indicators by 5 to 10. This research, 14 indicators were used, so the sample size was set at 140 respondents.

Table 1. Operational Indicators of Variables

Variable	Code	Indicator	Major Reference
<i>Fear of Missing Out (FoMO)</i>	X1.1	Fear	<i>(Nurbalqza, 2024)</i>
	X1.2	Worry	
	X1.3	Anxiety	
<i>Live Streaming</i>	X2.1	Quality of product information delivery	<i>(Sembiring, 2024)</i>
	X2.2	Host credibility	
	X2.3	Discount	
<i>Flash Sale</i>	X3.1	Advertising frequency	<i>(Miftahul Andriani, 2023)</i>
	X3.2	Promotion quality	
	X3.3	Promotion timing	
	X3.4	Product targeting accuracy	
<i>Impulse buying</i>	Y1.1	<i>Spontaneity</i>	<i>(Miftahul Andriani, 2023)</i>
	Y1.2	<i>Power, Compulsion, and Intensity</i>	
	Y1.3	<i>Excitement and Stimulation</i>	
	Y1.4	<i>Disregard for consequences</i>	

RESULT AND DISCUSSION

Research Results

This study involved 140 respondents residing in Gresik who completed the research questionnaire. Next, data screening was carried out based on predetermined respondent criteria, namely: (1) belonging to Generation Z with an age range of 12–27 years, (2) residing in Gresik City, (3) actively using the Shopee platform, (4) having purchased fashion products on Shopee, and (5) watching live streaming features on Shopee. Based on the screening results, all respondents met the research criteria and were used as samples for the data analysis stage. The initial stage was to test the questionnaire instrument obtained from the respondents. An instrument is deemed appropriate for use when it satisfies the primary criteria, namely that it is valid. The first step of data analysis in this research involved with testing the questionnaire instrument obtained from the respondents. This testing was conducted to ensure that each statement in the questionnaire was able to provide precise measurement of the

study variables. A research measurement tool is declared relevant to use provided that it fulfills the essential criteria, namely that it is valid.

The findings of the validity assessment demonstrate that all items across the variables of Fear of Missing Out (FoMO), Live Streaming, Flash Sale, and Impulse Buying in the context of fashion product purchases by Generation Z are declared to have met the validity criteria. This is indicated by the r-value obtained for each indicator surpassing the threshold r-value of 0.1965 (involving a total of respondents $n - 2 = 138$). Thus, all statements are considered valid and fit for use as measurement instruments in this study. As stated by Ghozali (2021), Reliability testing is performed to determine the degree of consistency of the questionnaire used in the study, where each statement is expected to produce relatively stable answers when measured under the same conditions. An instrument is considered reliable if the response patterns of participants remain stable does not change significantly. Furthermore, Iba, Zainuddin & Wardhana, A (2024) state that reliability testing can be carried out by applying the Cronbach Alpha (α) method, where a questionnaire is considered reliable when the Cronbach's Alpha value obtained has a value higher than 0.60.

The results of the reliability analysis show that all variables examined in this study achieved a Cronbach's Alpha value exceeding 0.60. These results indicating that all items in the *Fear of Missing Out (FoMO)*, *Live Streaming*, *Flash Sale*, and *Impulse Buying* variables has an adequate level of consistency. Therefore, all statement items are declared have been confirmed as reliable and suitable for application as research measurement instruments. After the research instrument was declared valid and reliable, the next stage was to conduct the data were subjected to classical assumption tests to ensure compliance with the requirements of the analytical model. This test was performed to assess whether the research variables could proceed to the regression analysis stage.

According to Ghozali(2021), normality testing is conducted to assess whether the residuals in the regression model follow a normal distribution.. Fulfilling this normality assumption is important so that the results of statistical tests, particularly the t-test and F-test, can be interpreted correctly. One method that can be used to test normality is the Kolmogorov-Smirnov (KS) test. For this analysis, H_0 states that the residuals conform to a normal distribution, and H_a indicates that the residuals are not normally distributed. In this analysis, the normality of residuals is determined by the significance level. A significance value greater than 0.05 confirms normal distribution, while a value of 0.05 or less suggests that the residuals are not normally distributed.

Table 2. Results of the Normality Test of Research Instrument Data

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		140
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.13261315
Most Extreme Differences	Absolute	.187
	Positive	.136
	Negative	-.187
Test Statistic		.187
Asymp. Sig. (2-tailed)		.200 ^{a,d}
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS v26 output, processed in 2025

The normality assessment revealed that the Kolmogorov–Smirnov test produced a significance value of 0.200, surpassing the 0.05 benchmark, so the residual data is declared to be normally distributed. This condition shows that the model has met the normality assumption requirement and the data meet the requirements for regression analysis, so the testing can proceed to the next stage.

According to Ghazali(2021) , multicollinearity testing is conducted to determine if the study’s independent variables are significantly correlated. An appropriate regression model should exhibit no correlation among the independent variables. An indication of no multicollinearity is shown indicated by a tolerance value greater than 0.10 or a VIF less than 10 while the opposite values indicate multicollinearity.

Table 3. Results of Multicollinearity Testing of Research Instrument Data

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Fear of Missing Out (FoMO)	.704	1.420
	Live Streaming	.474	2.108
	Flashsale	.425	2.355

a. Dependent Variable: Impulse Buying

Source: SPSS v26 output, processed in 2025

Multicollinearity analysis shows that each of the three independent variables possesses a Tolerance value greater than the required minimum of 0.10 and Each variable exhibits a VIF values are under 10, with the Tolerance value for X1 being 0.704 with a VIF of 1.420, Variable X2 has a Tolerance value of 0.474 and a VIF of

2.108, while variable X3 exhibits a Tolerance of 0.425 with a VIF of 2.355. These results indicate demonstrating that multicollinearity does not exist among the independent variables in the model. As stated by Ghazali (2021), heteroscedasticity testing is performed to determine if the residuals of the regression model display unequal variance. A method using the Glejser test, which involves regressing the absolute values of the residuals on the independent variables. The basis for decision making refers to the significance value, Values above 0.05 imply no heteroscedasticity, while those below 0.05 signify that heteroscedasticity exists.

Table 4. Results of Heteroscedasticity Testing of Research Instrument Data

Coefficients ^a			
Model		t	sig.
1	(Constant)	1,409	,000
	Fear of Missing Out (FoMO)	4,145	0,056
	Live Streaming	-0,188	0,857
	Flashsale	-0,17	0,871

a. Dependent Variable: ABS_RES

Source: SPSS v26 output, processed in 2025

From the findings of heteroscedasticity analysis conducted via the Glejser method variable the significance values observed were 0.056 for X1, 0.857 for X2, and 0.871 for variable X3. All of these significance values are above the 0.05 limit, demonstrating that no heteroscedasticity is present in the regression model. The findings demonstrate that the model adheres to the homoscedasticity assumption and is thus suitable for further statistical evaluation. After all classical assumptions have been met, the analysis stage then continues with testing hypotheses to assess how each independent variable influences the dependent variable.

As stated by Ghazali (2021), R^2 indicates the proportion of the dependent variable's variance that can be accounted for by the independent variables in the regression analysis. The coefficient of determination (R^2) value ranges from 0 to close to 1. A low R^2 value indicates about the ability of the independent variables to explain variations in the dependent variable remains limited. Conversely, When R^2 is near 1, this indicates a greater explanatory power of the independent variables in accounting for variations in the dependent variable.

Table 5. Results of the Coefficient of Determination Test for Research Instrument Data

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,565a	,319	,304	1,09734

a Predictors: (Constant), Flashsale, Live Streaming, Fear of Missing Out, (FoMO)
b Dependent Variable: Impulse Buying

Source: SPSS v26 output, processed in 2025

According to the findings from the R^2 analysis, the coefficient of determination equals 0.494 was obtained, indicating that the regression model It

accounted for 31.9% of the variance in the impulse buying variable. This outcome demonstrates that the variables Fear of Missing Out, Live Streaming, and Flash Sale simultaneously contributed 31.9% to influencing *Impulse Buying* behavior. Meanwhile, the remaining 68.1% comes from other factors not included in this research model.

According to Ghozali(2021) , the standardized regression coefficient (Beta) is a coefficient that has been converted into a standard form so that it no longer uses the original units of each variable but is expressed in standard scores. With this scale equalization, the standardized Beta coefficient serves as a measure to determine the relative effect of the independent variables on the dependent variable in the regression model. A higher Beta coefficient signifies that the independent variable demonstrates a stronger effect on the dependent variable. When the Beta value approaches 1, the independent variable has a very strong and dominant effect on the dependent variable. Conversely, when the Beta coefficient approaches -1, it indicates a strong but inverse effect of the independent variable on the dependent variable, meanwhile a Beta coefficient close to 0 indicates referring to the contribution of the independent variable is relatively weak or not dominant.

Table 6. Results of the Regression Coefficient Test for the Research Instrument Data

Coefficients ^a		
Model		Unstandardized Coefficients B
1	(Constant)	1,655
	Fear of Missing Out (FoMO)	0,398
	Live Streaming	0,137
	Flashsale	0,271
a. Dependent Variable: Impulse Buying		

Source: SPSS v26 output, processed in 2025

Based on the findings of the regression coefficients test, The resulting multiple linear regression model is as follows:

$$Y = 1.655 + 0.398X_1 + 0.137X_2 + 0.271X_3$$

The constant value (a) of 0.655 indicates that In the case of the variable Fear of Missing Out (X1), Live Streaming (X2), and Flash Sale (X3) are zero or unchanged, the *Impulse Buying* value is 1.655.

1. The coefficient of the Fear of Missing Out (X1) variable is 0.398, indicating that Fear of Missing Out exerts a positive impact on Impulse Buying. This means that every one-point increase in Fear of Missing Out (FoMO), assuming other variables remain constant, will increase Impulse Buying by 0.398. The higher the level of fear of missing out experienced by consumers, the greater the tendency for consumers to make impulsive purchases.
2. The coefficient of the Live Streaming variable (X2) of 0.137 indicates that Live Streaming positively impacts Impulse Buying. With a one-point increase in the

value of Live Streaming, and other variables remaining constant, Impulse Buying increases by 0.137. This shows that the more attractive and intensive the live broadcast is, the more likely consumers are to make impulsive purchases, although the effect is not as strong as other independent variables.

- The coefficient of the Flash Sale variable (X3) of 0.271 indicates that Flash Sale positively affects Impulse Buying. If Flash Sale increases by one point, while other variables remain constant, Impulse Buying increases by 0.271. This means that the more frequent and attractive the flash promotions offered, the more likely consumers are to make impulse purchases.

As stated by Ghozali (2021), to examine the partial influence of each independent variable on the dependent variable, the t-test is applied. Taking into account the significance of the regression coefficient. A variable is regarded as having a statistically significant effect if it has a significance value of less than 0.05. The testing criteria show that the hypothesis is supported. The variable is considered significant if the significance level is below 0.05, whereas the hypothesis is rejected when the significance value exceeds 0.05.

Table 7. Findings from the T-Test Analysis of the Research Instruments

Coefficients ^a			
Model		t	sig
	Constant	1,286	0,201
	Fear of Missing Out (FoMO)	5,024	0,000
1	Live Streaming	1,070	0,287
	Flashsale	2,237	0,027

a. Dependent Variable: Y

Source: SPSS v26 output, processed in 2025

According to the findings of the t-test, decisions are made by referring to the significance value of each variable. The Fear of Missing Out variable (X1) has a significance value of 0.000, so it is declared this suggests that the variable significantly influences Impulse Buying, given that its p-value is less than 0.05. The Live Streaming variable (X2) obtained a significance value of 0.287, so it does not show the variable is considered not to affect Impulse Buying, given that its significance level is above 0.05. Meanwhile, the Flash Sale variable (X3) has a significance value of 0.027, which indicates an effect on *Impulse Buying* because it is below 0.05. Based on these results, the hypotheses for variables X1 and X3 are accepted, while the hypothesis for variable X2 is rejected because it does not significantly influence the dependent variable within the regression model.

Discussion

The Effect of Fear of Missing Out (FoMO) on Impulse Buying of Fashion Products on Shopee Among Generation Z in Gresik

The outcomes reveal that Fear of Missing Out (X1) exerts a positive impact on Impulse Buying. This suggests that the higher the level of Fear of Missing Out (FoMO) felt by consumers, the greater the tendency for consumers to make impulsive

purchases ((Arifin & Anwar, 2024) . This outcome aligns with the research conducted by Anggraini(2025) and Rahayu(2025) , which mentions that Fear of Missing Out influences impulsive buying behavior because the desire not to be left behind by certain trends or opportunities drives consumers to make spontaneous purchasing decisions without careful consideration. However, the results of Pamungkas's research(2024) show different findings, where Fear of Missing Out does not significantly influence impulsive buying, due to the low level of fear of missing out among respondents, which is not strong enough to trigger impulsive buying behavior.

The Effect of Live Streaming on Impulse Buying of Fashion Products on Shopee Among Generation Z in Gresik

The outcomes reveal that the live Streaming (X2) positively affects consumers' impulse buying behavior but this effect is not significant. This condition may occur because even though consumers often watch live broadcasts, not all content displayed is able to encourage consumers to make spontaneous purchasing decisions. Consumers tend to watch live streams as a means of entertainment or to obtain product information, so the urge to buy immediately is relatively weak(Kurniawan R, 2024) . This finding is in line with Purbasari(2024) , who states that exposure to live streams does not always lead to impulsive purchases if consumers do not feel urgency, strong interest, or sufficient emotional drive. Conversely, Miftahul Andriani(2023) found a positive and significant influence, caused by live broadcasts that are more interactive, persuasive, and capable of creating a sense of interest and strong emotional drive, thereby encouraging consumers to make spontaneous purchases.

The Effect of Flash Sales on Impulse Buying of Fashion Products on Shopee Among Generation Z in Gresik

The analysis demonstrates that flash sales (X3) contribute positively to consumers' impulse buying. This occurs because flash promotions offer limited-time discounts that create time pressure and trigger consumers' emotional responses to make quick purchases without prior planning.(Syamsiyah, A. D., & Nirawati, 2024b) . This finding is in line with Ramadhan, D., & Rahim F.(2024) , who state that promotions with time limits and time pressure in the shopping process can increase consumers' tendency to make impulsive purchases due to the influence of trends and situational pressures. Conversely, Neni, N., Basalamah, M. R., & Wahyuningtyas(2024) , found no significant effect due to consumers being more selective and rational in responding to flash promotions, so that the discounts offered did not always trigger impulsive purchases.

CONCLUSION

From the results of the study, it can be inferred that Fear of Missing Out (FoMO) and flash sale promotions positively influence impulsive buying behavior for fashion products on Shopee, especially for Generation Z in Gresik. This shows that

psychological motivations like fear of missing out (FoMO) and time-limited promotions (flash sales) can encourage consumers to make spontaneous purchases without prior planning. On the other hand, the extent to which live streaming affects impulsive buying behavior is positive but does not reach statistical significance, meaning that the live streaming feature does not necessarily directly trigger impulsive buying decisions among Generation Z.

Conceptually, this study contributes to the development of digital consumer behavior studies by emphasizing the importance of psychological factors and online marketing strategies in influencing impulsive purchasing tendencies among Generation Z. In practical terms, this study's outcomes can be utilized as a resource for business practices and e-commerce platform managers in developing more effective and tailored marketing strategies, particularly through the management of flash promotions and the delivery of product information that can create urgency to buy without reducing consumer comfort.

This study has a number of limitations, one of which is its limited scope as it only focuses on Generation Z in Gresik and uses a survey method that depends on the respondents' perceptions. In addition, the variables studied are still limited to Fear of Missing Out, live streaming, and flash sales, so they do not cover other factors that have the potential to influence impulsive buying. Therefore, it is suggested that future studies broaden the geographical area and incorporate more variables, such as hedonistic motivation and consumer confidence levels or the influence of social media, as well as using different methodological approaches to provide a more comprehensive understanding of impulsive purchasing behavior on e-commerce platforms.

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