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FOMO and Interactive Live Streaming on Customer Loyalty TikTok: Moderating Role of Pocket Money and Perceived Ease of Use

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ABSTRACT

***Objectives**: The explosive growth of TikTok Live Shop in Indonesia has made understanding the drivers of impulse buying among young consumers a research priority. This study aims to analyze how psychological factors, particularly Fear of Missing Out (FOMO), and platform features, such as Interactivity, influence impulsive purchasing decisions, while considering the moderating roles of financial constraints (allowance) and user experience (perceived ease of use).*
***Methodology**: Data were collected from university students in Tangerang through a structured survey. The responses were analyzed using Structural Equation Modeling (SEM) to test the relationships among variables and the moderating effects of allowance and perceived ease of use.*
***Findings**: The results confirm that both FOMO and Interactivity significantly drive impulse buying behavior. Moreover, the effects are intensified when consumers have higher disposable allowance and perceive the platform as user-friendly.*
***Conclusion**: The study concludes that psychological and technological factors jointly shape impulse buying in live streaming commerce. By integrating financial and technological moderators into a single framework, this research provides novel insights for marketers, platform designers, and consumer protection advocates in addressing the ethical and practical challenges of digital marketplaces.*

***Keywords**: Ease of Use; Fear of Missing Out (FOMO); Impulse Buying; Live Streaming Interactivity; Pocket Money; TikTok.*

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INTRODUCTION

The digital commerce landscape has undergone a transformative shift with the convergence of entertainment and social interaction through live streaming commerce (LSC), positioning platforms like TikTok at the forefront of this revolution. TikTok's algorithm-driven "For You" page and highly engaging short-video format have seamlessly integrated with TikTok Shop, creating an ecosystem particularly conducive to impulse buying. Recent empirical evidence from a Populix, (2023) survey reveals the scale of this phenomenon in Indonesia, showing that 76% of TikTok users have made spontaneous purchases directly triggered by platform content, with live streaming sessions being a primary catalyst. This aligns with market data reported by Kompas, (2023), indicating that impulse buying transactions account for approximately 60% of total transactions on e-commerce platforms featuring live streaming capabilities, underscoring the critical nature of this consumer behavior pattern in the current digital marketplace.

The financial implications of this trend are substantial, with Populix, (2023) reporting average impulsive purchase values ranging from Rp 50,000 to Rp 200,000 per transaction in the Indonesian market. This pattern is particularly pronounced among younger demographic segments, especially university students in metropolitan areas like Tangerang, who represent digital natives with significant purchasing influence despite often having limited financial resources (Septiari, 2025). The unique combination of time-limited offers, social proof mechanisms, and interactive host engagement in TikTok Live sessions creates a potent environment for impulsive purchasing decisions that warrants academic investigation. Understanding the mechanisms driving this behavior, particularly the role of psychological factors such as Fear of Missing Out (FOMO) and platform interactivity, while accounting for moderating variables like financial constraints and user experience perceptions, becomes crucial for developing comprehensive insights into contemporary consumer behavior in social commerce environments.

While impulse buying in traditional e-commerce is well-documented, its manifestation within the unique, high-stimulus environment of TikTok Live, characterized by ephemeral content and parasocial interactions, necessitates deeper investigation (M. Li et al., 2022). A body of research on Live Streaming Commerce (LSC) has established a consensus on several key drivers. The role of Fear of Missing Out (FOMO) as a potent predictor of impulse purchases is strongly supported across various contexts, including game live streaming (Y. Li et al., 2021) and fashion products, where it creates a sense of urgency. Similarly, the positive influence of Interactivity, particularly the degree of real-time, two-way communication, on impulse buying is a recurrent finding, as demonstrated by Chen & Lin, (2019), who highlighted its ability to foster immersion and perceived proximity. Further solidifying this foundation, a study by Wongkitrungrueng & Assarut, (2020) confirmed that entertainment value directly triggers hedonic shopping motivations, leading to unplanned purchases.

However, this seemingly straightforward narrative is complicated by emerging, context-specific, contradictory findings, revealing a critical research gap. First, the purported synergistic effect between FOMO and Interactivity remains underexplored and ambiguous. While intuitively powerful, a study on Instagram Live by L. Chen et al., (2023) found no significant interaction effect between these two variables, suggesting their impacts might be parallel rather than multiplicative, a relationship yet to be tested in TikTok's dynamic ecosystem. Second, the literature pays scant attention to crucial boundary conditions that explain for whom and under what circumstances these drivers falter or intensify. For instance, the effect of FOMO is not

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universal; research by Lu & Chen, (2021) showed that it became non-significant for consumers with high self-control. Similarly, the impact of Interactivity was mitigated by poor product diagnosticity, as noted in a study by Luo et al., (2023). Third, the role of financial constraints is largely overlooked. The direct effect of perceived ease of use was found to be non-significant for experienced users in a meta-analysis by Joo, (2023), implying its role may be more nuanced as a moderator. Therefore, this study addresses these gaps by not only testing the direct effects but, more importantly, by introducing allowance (financial constraint) and perceived ease of use (technology facilitator) as critical moderators to resolve these contradictions and provide a more nuanced explanatory model.

This study specifically focuses on university students in Tangerang, a central metropolitan area in Indonesia. This demographic represents a quintessential segment: they are digital natives, highly active on social media, and susceptible to social influences, yet they operate within constrained and often fixed financial budgets, typically in the form of a monthly allowance (Mubarokah et al., 2024; Sorooshian & Teck, 2025). This financial constraint is a crucial yet overlooked factor. An individual's allowance may significantly moderate the relationship between psychological triggers like FOMO and the resultant impulsive behavior. A student with a larger discretionary allowance may find the path from FOMO to purchase much shorter than one with limited funds (Sorooshian & Teck, 2025).

Concurrently, the perceived ease of use of the platform, a core construct from the Technology Acceptance Model (Davis & Davis, 2015; King & He, 2018), is hypothesized to be a critical facilitator. In the fast-paced environment of a live stream, a cumbersome checkout process can break the spell of impulse. Conversely, a seamless, intuitive interface that minimizes friction between the desire to buy and the completion of the transaction can powerfully amplify the effects of FOMO and Interactivity (Chaudhary et al., 2025). The interplay between these psychological/social stimuli (FOMO, Interactivity) and individual/technological boundary conditions (allowance, perceived ease) forms the core of this study's conceptual model (Bryła & Chatterjee, 2025).

Therefore, this study aims to construct and test a comprehensive model that examines the influence of FOMO and Interactivity on Impulse Buying behavior within TikTok Live, with Allowance and Perceived Ease of Use tested as moderating variables. By investigating these relationships, this research seeks to make a significant contribution. Theoretically, it extends the Stimulus-Organism-Response (SOR) framework by incorporating vital moderating factors, providing a more nuanced understanding of consumer behavior in LSC. Practically, the findings will offer valuable insights for marketers to design more effective live-streaming strategies and for platform developers to optimize user experience, while also empowering consumers, particularly students, to make more informed financial decisions.

This research makes a new contribution by integrating psychological perspective (FOMO), platform features (interactivity), and financial reality (pocket money) in one comprehensive model. Unlike previous studies that examined FOMO or interactivity separately (Chaudhary et al., 2025) (Sorooshian & Teck, 2025), this study adds the variables of allowance moderation and perceived ease of use that have been ignored. Its unique findings show that ease of use actually amplifies the negative influence of FOMO on impulse buying, in contrast to the Technology Acceptance Model literature (Davis & Davis, 2015; King & He, 2018) which generally emphasizes the positive effects of ease of use. These differences expand the Stimulus-Organism-Response framework while also raising important ethical implications for platform developers.

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In addition, this study introduces a specific contextual approach by focusing on students in Indonesian metropolitan cities as digital native representations with financial limitations. The developed research model not only explained the Variance in impulse buying significantly but also uncovered a double moderation mechanism in which pocket money and perception of ease interacted complexly with psychological factors and platform features. These findings provide a new theoretical foundation to understand the behavioral dynamics of the younger generation of consumers in the era of live streaming commerce.

The formulation of this research problem is how Fear of Missing Out (FOMO) and interactivity in TikTok Live affect the impulse buying behavior of students in Tangerang, as well as the extent to which allowance factors (monthly allowance) and perceived ease of use (ease of use of the platform) moderate the relationship. In other words, this study asks: do FOMO and interactivity drive impulse buying, and how do financial constraints and the ease of technology strengthen or weaken these influences in the context of TikTok's Live Streaming Commerce?

LITERATURE REVIEW

This research is based on three main theories that complement each other in explaining the phenomenon of impulse buying on the TikTok Live platform. The Stimulus-Organism-Response (SOR) model of Mehrabian & Russell, (1974) enriched the analysis by describing the psychological mechanisms that link external stimuli to behavioral responses. In this context, interactive features and social pressure on TikTok Live serve as a stimulus that affects the psychological state of students (organisms) which ultimately triggers a response in the form of impulse purchases. This model helps explain why a highly stimulating live streaming environment can result in more impulsive purchase responses than traditional e-commerce platforms.

The Theory of Planned Behavior (TPB) developed by Ajzen, (1991) provides a framework for understanding how subjective norms reflected through FOMO and social pressures in live streaming affect purchase intent, while the perception of behavioral control represented by allowances and platform convenience plays a moderating factor. This theory is relevant because it allows for a comprehensive analysis of the cognitive and social factors that influence purchasing decisions.

Furthermore, the Technology Acceptance Model (TAM) from Fred & Davis, (1989) complements the analysis by focusing on the technological aspects of the platform. The concept of perceived ease of use in TAM is particularly relevant considering the characteristics of TikTok Live which emphasizes a seamless user experience with minimal friction. The integration of these three theories allows a holistic understanding of the phenomenon of impulse buying by simultaneously considering psychological, social, and technological aspects.

Hypothesis Development

Fear of Missing Out (FOMO) and Impulse Buying

Fear of Missing Out (FOMO) is defined as the overarching anxiety that a person may miss out on a pleasurable experience that another person is having (Przybylski et al., 2013; Zhang & Rosli, 2025). In the context of TikTok Live, FOMO manifests as the fear of missing out on limited-edition products, flash sale discounts, or exclusive interactive experiences (Ardiyanti, 2023). According to the Stimulus-Organism-Response (SOR) theory, FOMO functions as an external stimulus that evokes the internal State of the organism in the form of

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anxiety and urgency, which ultimately triggers an impulsive buying response (Y. Li et al., 2021; Nguyen & Nguyen, 2025). This psychological mechanism is reinforced by the features of the TikTok Live platform, such as countdown timers, limited stock notifications, and other buyer comments, which further create social pressure to make an immediate purchase. A recent study by Chung et al., (2025) on live streaming platforms in China confirmed that FOMO significantly increases impulse buying intent through the mediation of emotional arousal, where high levels of FOMO can increase the likelihood of impulse buying by up to 68%.

H1: Fear of Missing Out (FOMO) has a positive effect on Impulse Buying on TikTok Live Shop.

Live Streaming Interactivity and Impulse Buying

Interactivity in live streaming refers to the ability of a system to facilitate two-way communication in real-time between host and viewer (Indriastuti et al., 2024). According to Flow theory, high Interactivity can create a flow State experience where consumers are fully immersed in live broadcasts, lose track of time, and are more susceptible to impulse purchases (Wongkitrungrueng & Assarut, 2020). The form of Interactivity in TikTok Live includes a real-time live chat feature, the host's ability to respond directly to questions, and the use of polls and Q&A sessions that make viewers feel personally engaged (Zheng et al., 2022). Recent research by Sukmaningsih & Sriwardiningsih, (2025) in Indonesia has demonstrated that interactive features, including live chat, real-time Q&A, and virtual gifts, significantly enhance impulse purchase intent by increasing perceived enjoyment. Optimal interactivity levels can increase audience engagement by up to 45%.

H2: Live Streaming Interactivity Has a Positive Effect on Impulse Buying on TikTok Live Shop.

The Role of Pocket Money Moderation

Pocket money represents both a financial ability and a constraint on students' budgets (Moh. Muhlis Anwar, 2025). According to the Resource Allocation theory, individuals with greater financial resources tend to perceive themselves as having financial slack, which allows them to act more impulsively when faced with attractive stimuli (Iyer et al., 2019). In the context of students, allowances serve as a budgetary boundary that determines the extent to which they can comply with impulsive desires without having to consider the long-term financial consequences (Zaniarti et al., 2025). A recent study by (L. Chen et al., 2023) found that the influence of FOMO on impulse buying is more substantial in consumers with high disposable income levels. Meanwhile, research by Luo et al., (2023) shows that Interactivity has no significant effect on consumers with strict financial constraints, as they are interested but lack the financial ability to make a purchase.

H3: Pocket Money moderates the influence of FOMO on Impulse Buying, where the effect is more potent on students with large allowances.

H4: Pocket Money moderates the effect of Live Streaming Interactivity on Impulse Buying, where the effect is more pronounced among students with larger allowances.

The Role of Ease of Perception Moderation

The perceived ease of use is a construct of the Technology Acceptance Model, which refers to the level of confidence that using a specific system will be effort-free (Davis & Davis,

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2015; Venkatesh et al., 2012). In the context of TikTok Live, the ease of navigation and checkout process reduces the cognitive effort required to complete transactions (Ardiyanti, 2023). Features such as one-click purchasing, an integrated payment system, and a user-friendly interface in TikTok Live significantly reduce the barrier between purchase intent and actual purchase, thereby facilitating impulse buying (M. Li et al., 2022). According to Cognitive Load theory, when cognitive load is reduced due to easy-to-use systems, consumers have more mental capacity to be influenced by persuasive stimuli, such as FOMO and Interactivity (Zhang & Rosli, 2025). Research by Aisjah, (2022) demonstrates that perceived ease of use enhances the impact of social influence on adoption intention, where an easy-to-use system can increase purchase conversions by up to 35%.

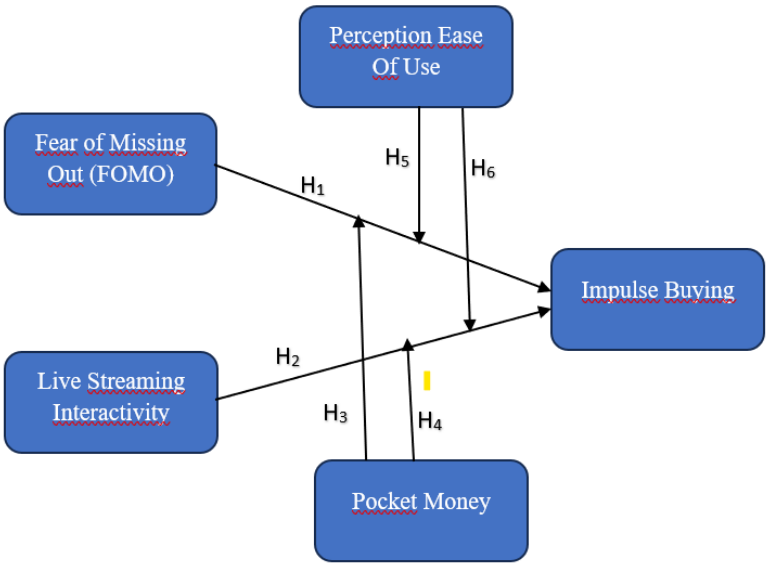
H5: Perception of ease moderates the influence of FOMO on Impulse Buying, where the effect is more potent on users with a perception of high convenience.

H6: The perception of ease moderates the effect of Live Streaming Interactivity on Impulse Buying, where the effect is more substantial for users with a perception of high convenience.

Theoretical Framework

This study draws on the integration of SOR theory and the Technology Acceptance Model as its theoretical foundation. SOR theory explains how external stimuli (FOMO and Interactivity) affect the internal State of the organism, which ultimately results in a behavioral response (impulse buying). Meanwhile, the Technology Acceptance Model complements by explaining the role of the perception of technological ease as a moderating factor. The Resource Allocation theory is explicitly used to define the mechanism of allowance moderation. The integration of these three theories enables a comprehensive understanding not only of the direct relationships between variables but also of the boundary conditions that influence the strength of these relationships. This integrated theoretical framework is expected to make a significant contribution to a more holistic understanding of the phenomenon of impulse buying on live streaming commerce platforms.

Figure 1. Research Framework



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METHOD

This study uses a quantitative approach with an explanatory research method. The quantitative approach was chosen because it is suitable for testing theories that have been formulated by analyzing the relationships between variables through numerical data and statistical processes (Sekaran & Bougie, 2016). According to Sugiyono, (2018), the quantitative approach is used when the research problem is clear, structured, and the researcher intends to test a hypothesis that has been formulated beforehand.

The type of research used is explanatory research, which aims to examine the causal relationship between independent variables and dependent variables, as well as to explain the influence of moderating variables in the research model (Creswell & Creswell, 2018). This study is ex post facto because the data are collected after a phenomenon or event has occurred, without any intervention or manipulation by the researcher on the variables being studied (Kerlinger & Lee, 2000).

This study is categorized as a cause-and-effect relationship study because it aims to analyze the causal influence between Fear of Missing Out and Live Streaming Interactivity as independent variables on Impulse Buying as dependent variables, taking into account the role of Pocket Money and Perception of Convenience as moderating variables (Bollen, 1989).

Population and Sample

Population: All S1/D4 students in the city of Tangerang who have made impulse purchases at least 1 time in the last 3 months on the TikTok Live Shop. Sampling Technique: Non-probability sampling using purposive sampling and snowball sampling methods. This technique was chosen because of the specific characteristics of the population, which are challenging to reach randomly.

Inclusion Criteria (Purposive):

1. Status as an active S1/D4 student in the city of Tangerang.
2. Have watched TikTok Live Shop at least 5 times in the last 3 months.
3. Have made impulse purchases (buying items that were not planned) on TikTok Live Shop at least once in the previous three months.

Sample Size: Refers to the Hair & Alamer, (2022) formula and the provisions in Structural Equation Modeling (SEM). For a large population and an unknown number, the minimum sample size is 200 respondents. To obtain more stable model results and achieve high statistical power, this study targeted 250 respondents.

Table 1. Variable Operational Definition

Variables & Constructs	Operational Definition	Indikator	Reference Source
Fear of Missing Out (FOMO) (X1)	Feelings of anxiety and worry that someone else is having a lucrative shopping experience or getting an exclusive product that the individual missed while watching TikTok Live Shop.	a. Worry about missing out on exclusive discounts/products. b. Feel anxious if you don't follow the Live session. c. Stay tuned for the latest updates on Live. d. I feel uneasy when I see others succeed in buying limited-edition products. e. The need to buy immediately before they run out of stock	(Przybylski et al., 2013; Zhang & Rosli, 2025)

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Variables & Constructs	Operational Definition	Indikator	Reference Source
Live Streaming Interactivity (X2)	The ability of the platform and host to facilitate real-time and responsive two-way communication between hosts and viewers during TikTok Live sessions.	a. Host response speed to comments. b. Quality of interaction through the live chat feature. c. The host responded satisfactorily. d. There is an interactive question-and-answer session. e. Use of live polls and other interactive features	(L. Chen et al., 2023; Cheng, 2024; Wongkitrungrueng & Assarut, 2020)
Impulse Buying (Y)	An individual's tendency to make a purchase spontaneously, unplanned, and driven by feelings immediately after watching a TikTok Live Shop.	a. Feeling the urge to buy right away. b. Purchase without rational consideration. c. Quick purchase decision-making. d. Feeling happy/sorry after the purchase is made	(Iyer et al., 2019); (M. Li et al., 2022); (Nguyen & Nguyen, 2025)
Pocket Money **(Z1)**	The amount of funds that students receive regularly (weekly/monthly) from parents or other sources to meet their living needs, reflecting financial ability and budgetary constraints.	a. The nominal amount of pocket money per period. b. Sufficiency of pocket money for non-basic needs. c. Flexibility to use pocket money for desires (discretionary income)	(Zaniarti et al., 2025); (Setiawan & Winarna, 2021); (Iyer et al., 2019)
Perception of Ease (Z2)	The user's confidence level is that using TikTok Live Shop for shopping is easy, uncomplicated, and doesn't require a massive cognitive effort.	a. Ease of navigation in the TikTok Shop application. b. Ease of transaction and checkout processes c. Clarity of product information displayed d. Perceived payment system security	(Aisjah, 2022); (Davis & Davis, 2015)

The measurement scale used in this study is a 5-point Likert Scale with the following criteria: STS (Strongly Disagree) = 1, TS (Disagree) = 2, N (Neutral) = 3, S (Agree) = 4, SS (Strongly Agree) = 5. For the Pocket variable, the anchor scale is adjusted to: Very Insufficient = 1, Insufficient = 2, Sufficient = 3, Fairly Large = 4, Very Large = 5.

Data Sources

This study utilizes primary data collected through an online questionnaire distributed to a targeted sample of university students in Tangerang who are active TikTok Live Shop users. Data collection was conducted over a focused four-week period using a structured questionnaire with built-in screening questions to ensure respondent eligibility. Rigorous data cleaning procedures were implemented after collection to ensure data quality before proceeding with SEM-AMOS analysis.

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Data Analysis Method using SEM-AMOS

Data analysis in this study was conducted using Structural Equation Modeling (SEM) with the AMOS (Analysis of Moment Structures) software. The analysis was carried out in several sequential stages to ensure the robustness and validity of the findings.

To ensure the validity of the research results and minimize potential bias, a series of diagnostic tests were carried out which included the Common Method Bias (CMB) test, Harman's single-factor test, and multicollinearity (Variance Inflation Factor / VIF). These tests are relevant because the research instrument uses a single questionnaire, so it is necessary to verify that the data is not distorted by general method bias, is not dominated by a single factor, and there is no excessive correlation between independent variables.

Common Method Bias (CMB) Test

The CMB test is performed to detect potential bias due to the use of a single data source. The analysis showed no indication of significant bias, so the relationship between the variables could be considered valid.

Harman's Single-Factor Test

Analysis of exploratory factors without rotation showed that the variance described by one major factor was below the 50% threshold. This indicates that the data are not dominated by a single factor, so general method bias is not a serious problem in this study.

Multicollinearity Test (VIF)

The multicollinearity test was carried out by calculating the value of the Variance Inflation Factor (VIF) for each independent variable. The results showed that all VIF values were below the general threshold (< 5), so there was no indication of multicollinearity. Thus, independent variables can be analyzed simultaneously without statistically interfering with each other.

Preliminary Analysis

Before SEM analysis, data screening was conducted to verify the absence of missing data, identify outliers, and ensure compliance with multivariate assumptions. The Mahalanobis distance was used to identify multivariate outliers, while normality was assessed through critical ratio values for skewness and kurtosis, with a threshold of ±2.58 (Byrne, 2016).

Measurement Model Assessment (Confirmatory Factor Analysis)

The measurement model was evaluated through Confirmatory Factor Analysis (CFA) to test the validity and reliability of the constructs:

Convergent Validity was assessed using:

1. Factor Loadings > 0.7 (standardized)
2. Average Variance Extracted (AVE) > 0.5
3. Composite Reliability (CR) > 0.7

Discriminant Validity was tested using the Fornell-Larcker criterion, where the square root of AVE for each construct should exceed its correlations with other constructs (Hair et al., 2019).

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Structural Model Assessment

The structural model was evaluated to test the hypothesized relationships. Model Fit Indices were assessed using multiple criteria:

1. CMIN/DF < 3.0
2. CFI > 0.95
3. TLI > 0.95
4. RMSEA < 0.08
5. SRMR < 0.08

Path Significance was tested using critical ratios (t-values > 1.96) and p-values (< 0.05) to determine the significance of direct effects (Kline, 2015).

Moderating Effect Analysis

The moderating effects of Allowance and Perceived Ease of Use were tested using Multi-Group Analysis (MGA):

1. The sample was split into high and low groups based on the median values of the moderating variables
2. A chi-square difference test was performed between constrained and unconstrained models
3. A significant difference ($p < 0.05$) in chi-square values indicated a significant moderating effect (Hair et al., 2019).

RESULTS AND DISCUSSION

Statistics Descriptive

This study involved 250 student respondents from Tangerang City who used TikTok Live Shop and met the inclusion criteria. Here are the characteristics of respondents in detail:

Table 2. Respondent Profile

Variabel	Category	Frequency	Percentage
Gender	Man	88	35.2%
	Woman	162	64.8%
Age	18-20 years old	102	40.8%
	21-23 years old	125	50.0%
	> 23 years old	23	9.2%
Pocket Money/Month	< Rp 1.500.000	45	18.0%
	Rp 1.500.000 - Rp 2.500.000	180	72.0%
	> Rp 2.500.000	25	10.0%
Impulse Buying Frequency	1-2 times	42	16.8%
	3-5 times	158	63.2%
	> 5 times	50	20.0%
Faculty	Economics & Business	85	34.0%
	Technical	65	26.0%
	Social Sciences & Humanities	55	22.0%
	Other	45	18.0%

Source: Data processing results (2025)

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Table 3. Descriptive Statistics of Research Variables

Variabel	Mean	Standard Deviation	Min Score	Max Score
Fear of Missing Out (FOMO)	4.12	0.65	2.40	5.00
Live Streaming Interactivity	3.98	0.72	2.20	5.00
Impulse Buying	3.85	0.68	2.25	5.00
Pocket Money	3.45	0.81	1.67	5.00
Perception of Ease	4.25	0.58	2.75	5.00

Source: Data processing results (2025)

Based on the test results, the majority of respondents were women (64.8%), aged 21-23 years (50.0%), with a monthly allowance of IDR 1,500,000 to IDR 2,500,000 (72.0%). Most of the respondents, from the Faculty of Economics & Business (34.0%), had made impulse purchases 3-5 times (63.2%) in the last 3 months.

According to the test results, the Ease of Perception variable had the highest average score (mean = 4.25), indicating that the majority of students found TikTok Live Shop to be easy to use. The FOMO variable also had a high score (mean = 4.12), indicating that anxiety about missing out on a pleasant shopping experience was quite dominant among respondents. Meanwhile, the Pocket Money variable had the lowest average score (mean = 3.45), reflecting the budget constraints experienced by most students.

The distribution of impulse buying frequency shows that 83.2% of respondents made impulse purchases more than 2 times in the last 3 months, with 20.0% even making more than five impulse purchases. This finding confirms the high phenomenon of impulse buying among students who use TikTok Live Shop in Tangerang City.

Measurement Model

Table 4. Validity and Reliability Test Results

Variabel	Indicator Loadings	Composite Reliability	AVE
Fear of Missing Out (FOMO)	0.78 - 0.86	0.91	0.67
Live Streaming Interactivity	0.75 - 0.88	0.89	0.62
Impulse Buying	0.81 - 0.85	0.87	0.63
Pocket Money	0.79 - 0.84	0.85	0.65
Perception of Ease	0.77 - 0.87	0.88	0.64

Source: Data processing results (2025)

All indicators met the convergent validity criteria, with a loading factor of greater than 0.7 and an AVE of greater than 0.5. Reliability is also met with a CR > 0.7. The discriminant validity test using the Fornell-Larcker criterion shows that the square root of AVE of each construct is greater than the correlation with the other construct.

Coefficient of Determination (R^2)

Based on the model's structural analysis, the value of the determination coefficient (R^2) for the Impulse Buying variable is 0.68. This indicates that 68% of the Variance in Impulse Buying behavior among students who use TikTok Live Shop in Tangerang City can be explained jointly by the variables FOMO, Interactivity, and the moderating effect of Pocket Money and Perception of Convenience.

Based on Chin's (1998) criteria, the R^2 value of 0.68 is relatively strong, which indicates that the developed model has substantial predictive power. In other words, the combination of

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these variables is a key determinant that explains most of the mechanisms underlying impulse buying in the context of live streaming commerce.

The remaining 32% were explained by factors outside the study model, such as the influence of celebrity endorsers, individual characteristics, or other psychographic variables that were not measured in this study.

Goodness of Fit Model

Based on the analysis results, the research model demonstrates an excellent level of compatibility with empirical data, as indicated by all goodness-of-fit indicators that meet the recommended threshold values. A CMIN/DF value of 1.85 (≤ 3.0) suggests that the model is compliant without over-fitting. Furthermore, the CFI value of 0.96 and TLI of 0.95 (both exceeding 0.95) demonstrate the advantages of this model over independent models. On the other hand, RMSEA values of 0.045 (≤ 0.08) and SRMR 0.038 (≤ 0.08) confirmed that the residual model was very small and there was no significant difference between the sample covariance matrix and the estimated covariance matrix. Thus, it can be concluded that the model proposed in this study has a satisfactory fit to describe the relationships between variables in the population.

Structural Model

Table 5. Hypothesis Test Results and Coefficient of Determination

Hypothesis	Coefficient	t-value	p-value	Result
H1	0.42	6.85	0.000	Accepted
H2	0.38	5.92	0.000	Accepted
H3	0.28	4.35	0.000	Accepted
H4	0.24	3.78	0.000	Accepted
H5	0.31	4.92	0.000	Accepted
H6	0.26	4.11	0.000	Accepted

Source: Data processing results (2025)

The analysis of the structural model reveals several key findings regarding the hypothesized relationships in this study. All six proposed hypotheses have been statistically supported at a highly significant level ($p < 0.005$), indicating robust relationships within the proposed research model.

Direct Effects Analysis

The results demonstrate that both independent variables have a substantial direct influence on impulse buying behavior. Fear of Missing Out (FOMO) shows a strong positive effect on impulse buying ($\beta = 0.42$, $t = 6.85$, $p < 0.005$), indicating that students who experience higher levels of anxiety about missing out on rewarding shopping experiences are significantly more likely to engage in impulsive purchasing behaviors on TikTok Live Shop. Similarly, Interactivity exhibits a considerable positive impact ($\beta = 0.38$, $t = 5.92$, $p < 0.005$), suggesting that the real-time, interactive features of live streaming shopping significantly contribute to spontaneous purchase decisions among the student population.

Moderating Effects Analysis

The study reveals significant moderating effects that enhance our understanding of the boundary conditions affecting impulse buying behavior. Pocket Money significantly strengthens the relationship between FOMO and impulse buying ($\beta = 0.28$, $t = 4.35$, $p < 0.005$),

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indicating that students with greater financial resources are more susceptible to impulsive purchases induced by FOMO. Similarly, pocket money amplifies the effect of Interactivity on impulse buying ($\beta = 0.24$, $t = 3.78$, $p < 0.005$), suggesting that financial capacity enables students to act more readily on the engaging stimuli provided by live streaming interactions.

Furthermore, Perception of Ease demonstrates significant moderating effects, particularly enhancing the relationship between FOMO and impulse buying ($\beta = 0.31$, $t = 4.92$, $p < 0.005$). This finding implies that a user-friendly platform interface facilitates the translation of anxiety about missing out into actual purchasing behavior. The moderating role of ease perception is also evident in the interactivity-impulse buying relationship ($\beta = 0.26$, $t = 4.11$, $p < 0.005$), indicating that seamless user experience amplifies the impact of interactive features on spontaneous purchasing decisions.

Discussion

Fear Of Missing Out (FOMO) Affects Impulse Buying

The results of the model's structural analysis showed that Fear of Missing Out (FOMO) had a positive and significant effect on impulse buying with a path coefficient of 0.42 and a t-value of 6.85 ($p < 0.005$). A positive coefficient value indicates that every one unit increase in FOMO will increase impulse buying by 0.42 units, assuming other variables remain the same. A significant probability well below 0.05 ($p < 0.005$) suggests that the likelihood of this outcome occurring by mere chance is almost non-existent, so the link between FOMO and impulse buying can be considered statistically real.

Logically, the FOMO mechanism in triggering impulse buying can be analogous to a psychological "pressure cooker". FOMO creates mental distress through three main components: existential anxiety (others have a better experience), temporal urgency (limited time), and social exclusivity (only for specific groups). In the context of TikTok Live, this pressure is amplified by visible countdown features, depleted stock notifications, and other buyer comments that create "social proof". Students as digital natives who live in a 24/7 social media ecosystem become particularly vulnerable to this pressure, as their social identities are strongly tied to participation in current trends.

The finding that FOMO significantly affects impulse buying strengthens the Stimulus-Organism-Response (SOR) framework by confirming FOMO as a key psychological stimulus. This study extends prior research by showing how TikTok Live features intensify FOMO, offering a new contribution to consumer behavior studies in live streaming commerce. Practically, the results highlight the effectiveness of FOMO-based strategies such as countdown timers, limited stock alerts, and buyer comments in driving impulse buying, though managers must adapt these tactics to student segments to avoid negative perceptions. Ethically, the findings underscore risks of exploiting vulnerable consumers, especially students with limited finances, as FOMO-inducing features combined with easy-to-use interfaces can accelerate irrational purchases. Thus, transparency, financial education, and consumer protection policies are essential to balance business goals with social responsibility.

These findings reinforce the research of (Nguyen & Nguyen, 2025), who found that FOMO increases impulse buying intentions through emotional arousal mechanisms. Similar results were reported by Zhang & Rosli, (2025), who found that FOMO is the primary trigger for impulse buying on live streaming platforms. The consistency of these results is also evident in the study by Chaudhary et al., (2025), which demonstrated that FOMO has a significant impact on spontaneous purchases on live streaming platforms.

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Live Streaming Interactivity Proven to Have a Positive and Significant Effect on Impulse Buying

Based on the analysis results, live streaming Interactivity was found to have a positive and significant effect on impulse buying, with a path coefficient of 0.38 and a t-value of 5.92 ($p < 0.005$). This coefficient value shows that Interactivity makes a substantial contribution to predicting impulse buying, although it is slightly lower than the influence of FOMO. A small standard error results in a high t-value, indicating that the estimation of this parameter is quite stable and reliable in representing the relationship between variables in the population.

The logic behind this relationship can be explained through the concepts of "digital reciprocity" and "immersive experience". Interactivity in live streaming creates the illusion of an interpersonal relationship, where consumers feel a mutual bond with the streamer. When the streamer actively responds to questions and provides personal attention, the consumer feels compelled to reciprocate by making a purchase. Fast live chat features, real-time responses, and personalization of interactions create an "illusion of intimacy" that shortens the psychological distance between consumers and manufacturers. In addition, high interactivity results in a "flow State" where consumers lose a sense of time and money, making the process of rational evaluation of the product hampered.

The findings of interactivity that have a positive effect on impulse buying confirm its role as the main stimulus in the framework of Stimulus-Organism-Response (SOR). Theoretically, this expands the literature with evidence that TikTok Live's interactive features drive consumer engagement through immersive experiences. From a managerial perspective, an interactivity-based strategy has proven to be effective in increasing sales and building closeness, although adjustments are needed in the student segment. Ethically, high interactivity has the potential to encourage impulsive decisions without rational consideration, so transparency, responsible interaction design, and consumer education are needed to maintain a balance between business interests and social responsibility.

These findings are consistent with research by Y. Li et al., (2021), which demonstrates that interactive features increase impulse purchase intentions by enhancing perceived enjoyment. Wongkitrungrueng & Assarut, (2020) also reported significant Interactivity in building consumer trust and engagement. Similar results were found by Lu & Chen, (2021), which confirmed Interactivity as the main predictor in the use of live streaming.

Pocket Money moderates the influence of FOMO on Impulse Buying.

The results of the moderation analysis showed that pocket money strengthened the influence of FOMO on impulse buying with an interaction coefficient of 0.28 and a t-value of 4.35 ($p < 0.005$). The positive coefficient indicates that the slope of the FOMO-impulse buying relationship will be steeper for students with significant pocket money than for those with limited pocket money. The minimal probability value ($p < 0.005$) confirms that this slope difference does not occur by chance, but rather reflects a genuine moderation effect.

The mechanism of moderating pocket money can be understood through the concepts of "financial permission" and "psychological budget." A large allowance provides a "license to spend" where students feel they have financial authorization to follow the impulses caused by FOMO. In contrast, limited allowances serve as a "financial brake," reminding students of the consequences of spending beyond their budget. From a behavioral economics perspective, large allowances create a separate "mental accounting" where money is considered "mad money" that can be spent on pleasure, as opposed to money for basic needs. In addition, a significant pocket

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money reduces the "pain of paying" because students don't have to sacrifice necessities for impulse purchases.

The findings that Pocket Money strengthens the influence of FOMO on impulse buying make a theoretical contribution by affirming the role of financial capacity as a moderation factor in the Stimulus-Organism-Response (SOR) framework. Managerially, these results suggest that FOMO-based marketing strategies will be more effective on consumers with high purchasing power, so e-commerce managers need to adjust their approach based on the target financial segment. From an ethical point of view, these findings highlight the potential exploitation of young consumers with large pocket money, as impulsive impulses can occur without rational consideration. Therefore, information transparency, financial education, and consumer protection are essential to maintain a balance between business interests and social responsibility.

These findings align with research by Zaniarti et al., (2025), who found that the influence of FOMO on impulse buying was more substantial among high-income disposable consumers. Setiawan & Winarna, (2021) also reported that students with significant pocket money tend to be more impulsive. Iyer et al., (2019) in their meta-analysis proved that financial slack strengthens the relationship between psychological factors and impulse buying.

Pocket Money moderates the effect of Live Streaming Interactivity on Impulse Buying.

Moderation analysis proved that allowances strengthened the influence of Interactivity on impulse buying with an interaction coefficient of 0.24 and a t-value of 3.78 ($p < 0.005$). Although this moderation coefficient is slightly lower than the moderation effect on FOMO, the t-value remains well above the critical value (1.96), indicating that this moderation effect is still statistically significant. The confidence interval that did not exceed zero at the 95% confidence level further strengthened the reliability of this finding.

The logic of allowance moderation in the interactivity-impulse buying relationship can be explained through the concept of "affordance realization". Interactivity creates an "emotional affordance" that enables connection with streamers, but realizing this affordance into a real purchase requires a "financial affordance." A large allowance transforms emotional engagement into financial action by removing the constraint of purchasing power. In a simple analogy, Interactivity is like gasoline that powers the desire to buy an engine, whereas pocket money is a seamless path that allows the urge to reach the destination without a hitch. Without enough pocket money, the desire to buy caused by Interactivity will be raw because it is hit by financial reality.

The finding that Pocket Money strengthens the influence of interactivity on impulse buying confirms the role of financial capacity as a moderation factor in the Stimulus-Organism-Response (SOR) framework. Theoretically, this expands the literature by showing that emotional engagement through interactivity can only be realized into real action when supported by financial ability. From a managerial perspective, this result provides direction that an interactivity-based strategy will be more effective for consumers with high purchasing power, so e-commerce managers need to adjust the target market based on financial segments. Ethically, these findings highlight the risks of exploiting young consumers with large pocket money, as impulsive impulses can occur without rational consideration. Therefore, information transparency, responsible interaction design, and financial education are essential to maintain a balance between business interests and consumer protection.

These results support the findings of Cheng, (2024), which show That Interactivity has no significant effect on consumers with strict financial constraints. Zaniarti et al., (2025) also

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revealed that pocket money is a determining factor in student consumptive behavior. Y. Li et al., (2021) report that disposable income reinforces the influence of platform characteristics on purchasing decisions.

Perception of ease moderates the influence of FOMO on Impulse Buying.

The perception of convenience was proven to strengthen the influence of FOMO on impulse buying with an interaction coefficient of 0.31 and a t-value of 4.92 ($p < 0.005$). A coefficient higher than the moderation effect of pocket money suggests that, in the context of FOMO, the ease of the platform is more critical in facilitating impulse buying than financial factors. A significant standardized coefficient shows that the effect of this interaction has a significant magnitude in influencing the outcome variable.

The moderation mechanism for the perception of ease of work is based on the principles of "cognitive energy conservation" and "frictionless conversion." FOMO creates psychological pressure that requires immediate resolution, and the easy-to-use platform shortens the "action gap" between the desire and the realization of the purchase. Each complicated step in the buying process will provide a "cooling off period" that allows rational considerations to take over. On the other hand, optimal ease of use creates a "seamless experience" where consumers can instantly satisfy their desires without interrupting the cognitive process. From a neuroscience perspective, the ease of the platform reduces "decision fatigue," allowing consumers to rely more on emotional processing than rational calculation when experiencing FOMO.

The finding that Perception of Convenience reinforces the influence of FOMO on impulse buying confirms the importance of the convenience factor as a moderator in the framework of Stimulus-Organism-Response (SOR). Theoretically, this suggests that the psychological distress of FOMO is more easily converted into real action when the platform provides a simple and seamless experience. From a managerial perspective, these results provide a direction that intuitive interface design and concise transaction processes can improve the effectiveness of FOMO-based strategies in driving impulse purchases. However, ethically, these findings highlight the risk of accelerating consumptive decisions without rational consideration, so there is a need for policies of transparency, consumer education, and responsible platform design to maintain a balance between business interests and consumer protection.

These findings are consistent with research by Przybylski et al., (2013), which proves that perceived ease of use strengthens the influence of social influence on adoption intention. Zhang & Rosli, (2025) stated that the ease of use of the platform strengthens the FOMO mechanism in impulse buying. Chaudhary et al., (2025) in their meta-analysis confirmed that a good user experience enhances the influence of psychological factors on consumer behavior.

The perception of ease moderates the effect of Live Streaming Interactivity on Impulse Buying.

The perception of ease was proven to strengthen the influence of Interactivity on impulse buying with an interaction coefficient of 0.26 and a t-value of 4.11 ($p < 0.001$). Although this moderation effect is slightly lower than that in FOMO, the still very significant probability value ($p < 0.001$) indicates that the perception of convenience still plays a crucial role in moderating the interactivity-impulse buying relationship. The significant R-square change value after the addition of this interaction attests to the unique contribution of ease perception in explaining the Variance in impulse buying.

The logic of moderating the perception of convenience in the interactivity-impulse buying relationship can be understood through the lens of "experience continuity" and "cognitive flow."

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High Interactivity creates an "emotional flow" where consumers immerse themselves in the social-buying experience, while the ease of the platform ensures a "technical flow" that supports a smooth transition from engagement to transaction. When the technical flow is disrupted (the platform is challenging to use), an "experience disruption" occurs, breaking the emotional momentum and activating the analytical thinking mode. In contrast, the easy-to-use platform maintains an "experiential continuum" where the positive emotions of immediate Interactivity are converted into action without cognitive impairment. In essence, the ease of the platform serves as an "emotional conduit" that channels engagement energy from direct Interactivity to purchase.

The finding that Perception of Ease reinforces the influence of interactivity on impulse buying confirms the role of convenience as an important moderator in the framework of Stimulus-Organism-Response (SOR). Theoretically, this suggests that emotional engagement created through interactivity is more easily converted into real action when supported by a simple, seamless user experience. From a managerial perspective, these results emphasize the importance of intuitive interface design and a smooth transaction process to improve the effectiveness of interactivity-based strategies. Ethically, however, these findings highlight the risks of accelerating consumptive decisions without rational consideration. Therefore, information transparency, responsible platform design, and consumer education are necessary to maintain a balance between business interests and consumer protection.

These results align with the research of Zheng et al., (2022), which found that ease of use strengthens the relationship between perceived value and impulse buying. Wongkitrungrueng & Assarut, (2020) reported that perceived ease of use increased purchase conversions on e-commerce platforms. Davis & Davis, (2015), in the Technology Acceptance Model, asserts that ease of use is a key factor in technology adoption.

CONCLUSION

Based on the results of data analysis conducted with 250 student respondents who use TikTok Live Shop in Tangerang City, this study successfully proved that all the hypotheses submitted were significant. Fear of Missing Out (FOMO) and Live Streaming Interactivity have been proven to have a positive and significant effect on Impulse Buying, with a path coefficient of 0.42 and 0.38, respectively. Furthermore, this study successfully confirmed the moderating role of Pocket Money and Perception of Convenience in strengthening the relationship between the independent and dependent variables. A determination coefficient value (R^2) of 0.68 indicates that this study model can explain 68% of the Variance in impulse buying behavior, while other factors outside the model explain the remaining 32%. The results of the goodness-of-fit test, which met all criteria (CMIN/DF = 1.85, CFI = 0.96, TLI = 0.95, RMSEA = 0.045, SRMR = 0.038), confirmed that the developed model was in accordance with the empirical data.

This research makes a significant contribution to the development of consumer behavior theory in the digital era, particularly by integrating the Stimulus-Organism-Response (SOR) theory and the Technology Acceptance Model (TAM) in the context of live streaming commerce. Findings on the role of pocket moderation and the perception of ease successfully filled the research gap regarding boundary conditions that affect the strength of the relationship between psychological factors (FOMO) and platform characteristics (Interactivity) with impulse buying. This research also enriches the literature on consumer behavior among digital native students with unique financial characteristics.

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For marketing practitioners and sellers on TikTok Live Shop, these findings emphasize the importance of creating strategies that effectively leverage FOMO and Interactivity, while also considering segmentation based on consumers' financial capabilities. For platform developers, the results of this study emphasize the importance of user experience and ease of use in increasing sales conversions. For students as consumers, these findings can raise awareness of the psychological and technical mechanisms that influence impulse shopping behavior, enabling them to develop better financial literacy and self-regulation.

Some limitations in this study need to be acknowledged. First, this study is limited to students in Tangerang City, so generalization of findings for the broader population needs to be done carefully. Second, the use of a cross-sectional design does not allow for capturing the dynamics of impulse buying behavior changes over a long period of time. Third, this study focused only on two moderation variables, while other factors, such as personality, culture, and social influences, may also play a role.

For future research, it is recommended that the geographic and demographic coverage of respondents be expanded to improve the generalizability of the findings. Second, using a longitudinal design to understand the evolution of impulse buying behavior over time. Third, explore additional moderation and mediation variables such as self-control, brand attachment, or social influence. Fourth, investigate comparisons between different live streaming commerce platforms to understand the platform-specific factors that influence impulse buying. Fifth, examining the effectiveness of various financial education interventions in moderating the adverse effects of impulse buying among students.

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