

How Do Shopping Enjoyment and Social Media Addiction Influence Impulse Buying Behavior? A Study of FOMO Among TikTok Shop Users

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Abstract

This research aims to analyze the effect of Shopping Enjoyment and Social Media Addict on Impulse Buying mediated through FoMO in Tiktok Shop users. The subjects in this study were consumers who had shopped at least twice in the Tiktok application. The sample used in this study were 102 respondents. The sample collection technique in this study was non-probability sampling with the method used, namely purposive sampling. By using a quantitative approach. The data collection technique in this study used a questionnaire distribution instrument (questionnaire) . The data analysis used is statistical analysis in the form of SEM-PLS 4.0. The results in this study indicate that (1) Shopping Enjoyment has a positive and significant effect on FoMO, (2) Social Media Addict has a positive and significant effect on FoMO, (3) FoMO has a positive and insignificant effect on Impulse Buying, (4) Shopping Enjoyment has a positive and significant effect on Impulse Buying, (5) Social Media Addict has a positive and insignificant effect on Impulse Buying, (6) Shopping Enjoyment has a positive and insignificant effect on Impulse Buying through FoMO mediation, (7) Social Media Addict has a positive and insignificant effect on Impulse Buying through FoMO mediation.

1. INTRODUCTION

The rapid advancement of technology has made the internet an integral part of daily life, significantly transforming consumer behavior. Individuals are increasingly reliant on digital devices, leading to a surge in online activities, including shopping. According to Indarwati (2022), technological development has encouraged consumers to make purchases through mobile applications. Data from Sircolo (2021) indicates that approximately 17.5% of consumers in Indonesia have shifted from offline to online shopping, with online shoppers increasing from 11% to 25% in 2021. Furthermore, We Are Social (2022) reports that Indonesia has 191 million active social media users, highlighting the strong integration of digital technology and social interactions.

Social media platforms now serve as interactive spaces where consumers and businesses engage directly, prompting companies to innovate in marketing and sales strategies (Indarwati, 2022). This evolution has given rise to social commerce, a model that merges social media with e-commerce features (kompas.com, 2020). Social commerce

allows users to browse, interact with content, and make purchases directly within platforms such as Instagram, Facebook, and TikTok. A survey by Populix revealed that 86% of respondents had engaged in social commerce transactions, with TikTok Shop emerging as the most popular platform (45%), followed by WhatsApp (21%), Facebook Shop (10%), and Instagram Shop (10%).

TikTok, launched in 2016, has rapidly grown into a multifunctional platform combining entertainment, social networking, and commerce. Its e-commerce feature, TikTok Shop—introduced in April 2021—enables seamless shopping experiences, from product selection to payment and shipment tracking, without leaving the application (Kusumawardani, 2022). This convenience is complemented by interactive features such as live streaming, comment-based discussions, and product links (known as "yellow baskets"), which blur the lines between social engagement and online purchasing. With Indonesia ranking second globally in active TikTok users (99.1 million), spending an average of 23.1 hours per month on the platform (We Are Social, 2022), TikTok has become a significant driver of new consumer behavior trends, including impulse buying.

Impulse buying, characterized by spontaneous and unplanned purchases (Ritonga, 2023; Dwiridotjahjono, 2022), appears to be increasingly influenced by factors embedded within social commerce environments. For example, shopping enjoyment, or the pleasure derived from browsing and purchasing products, may increase consumers' likelihood of making unplanned purchases when they experience satisfaction during the shopping process (Putra & Adam, 2020). Similarly, social media addiction—a behavioral tendency toward excessive and compulsive use of social platforms—can heighten users' susceptibility to online stimuli, such as targeted advertisements or influencer promotions, which may trigger impulsive purchasing behaviors (Aprilia et al., 2020; Shamvique, 2020).

Another psychological factor relevant in this context is Fear of Missing Out (FoMO), defined as anxiety over missing out on rewarding experiences or trends. TikTok's algorithm often amplifies viral product content, leading users to feel compelled to purchase trending items or limited-time offers to avoid missing perceived opportunities (Sanica, 2023). In this environment, FoMO may function as a mediator that links consumers' enjoyment of shopping and their social media usage intensity to their impulse buying tendencies.

Given these dynamics, further investigation is warranted to understand how shopping enjoyment and social media addiction interact with FoMO to influence impulse buying behavior within the context of TikTok Shop. This study aims to address this research gap by examining these relationships, offering insights into the psychological mechanisms that underpin consumer decision-making in social commerce settings.

2. LITERATURE REVIEW

Self-determination Theory (SDT)

This theory posits that humans are inherently active, with naturally evolved tendencies toward assimilation, seeking and mastering challenges, and integrating new experiences. In SDT, the basic psychological process through which this occurs is termed organismic integration, which manifests as the proactive and synthetic human nature to become more differentiated and coherent in functioning. The theory acknowledges that, although these organizational processes are inherent to human nature, they do not fully develop or operate effectively without specific psychological nourishment. Specifically, effective organismic integration requires continuous satisfaction of basic psychological needs for competence, autonomy, and relatedness. Support for the satisfaction of these needs in social contexts (both mentally and situationally) facilitates growth, engagement, effectiveness, and well-being, whereas contexts that disrupt or thwart the satisfaction of these needs often catalyze defensiveness, rigidity, and various forms of discomfort and psychiatric issues (Ryan & Deci, 2016).

Impulse Buying

According to Bunaya (2023), impulse buying represents a condition where individuals experience a sudden, irresistible urge. The tendency to purchase spontaneously typically results in a purchase when consumers perceive such action as reasonable.

Sari et al. (2023) describe impulse buying as choices made in the moment due to strong positive feelings about an item. In other words, emotional factors constitute an "entry point" into an environment shared by individuals with similar passion for certain goods.

Wijaya and Oktarina (2019) note that impulse buying can occur anywhere and anytime, including when a seller offers a product to potential consumers who may not have previously considered purchasing such an item.

Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is defined as pervasive anxiety experienced when others have potentially more rewarding or valuable experiences, characterized by a compulsion to remain constantly connected with others. While FoMO fundamentally represents social anxiety, current technological and internet developments have intensified this condition (Azizah & Baharuddin, 2021). According to Riastyanto (2021), this feeling of being left behind relates to the FoMO

phenomenon—the fear that one will fall behind when one's social circle engages in or experiences something more enjoyable than what one is currently doing.

FoMO constitutes anxiety or apprehension about others having superior experiences compared to oneself (Wicaksono, 2019). FoMO is described as a social anxiety born from advances in technology, information, and the increasing presence of social media. Currently, various forms of information can be accessed through the internet, including social information, where the internet facilitates connections with one's social environment and enables communication without physical presence (Reangganis & Umam, 2021). Based on these descriptions, it can be concluded that Fear of Missing Out (FoMO) represents the fear of missing valuable moments experienced by other individuals or groups where one cannot be present, characterized by the desire to remain connected with others' activities through the internet or virtual world.

Social Media Addiction

According to Hafizhatul (2023), social media addiction constitutes excessive attention toward social media that compels individuals to engage in prolonged usage, interfering with various social activities such as work and studies, social relationships, and psychological health and well-being. The phenomenon of social media addiction can be categorized as behavioral addiction, wherein addicted individuals cannot control their social media usage and spend excessive time and effort accessing social media, thereby disrupting productivity.

Shopping Enjoyment

Shopping enjoyment refers to the positive experience consumers feel when engaging in shopping activities or interacting with products or services offered in stores or shopping centers. Firmansyah (2023) states that shopping enjoyment encompasses the positive experience felt by consumers while shopping and includes four dimensions: hedonic satisfaction, utilitarian satisfaction, brand attachment, and service quality. Shopping enjoyment derives from pleasurable shopping experiences rather than from the completion of shopping activities (Tambunan & Handayani, 2017). Shopping enjoyment refers to the pleasure obtained from the shopping process, in this context referring to shopping within malls or shopping centers (Setiobudi & Budi, 2023). Shopping enjoyment is defined as the pleasure derived from the shopping process (Budi, 2020). Consumers categorized as experiencing shopping enjoyment achieve their pleasure by spending time browsing desired products (Adam, 2020).

The Influence of Shopping Enjoyment on Fear of Missing Out (FoMO)

Shopping enjoyment refers to consumer attitudes or behaviors stemming from the pleasure derived from the shopping process when using certain systems (Febsri, as cited in Anissa El Helidy, 2022). According to Ratnaningsih DS and Halidy (2022), "Individuals enjoy shopping because they experience pleasure and perceive shopping as something interesting. Thus, this motivation is based on subjective or emotional thinking as it encompasses emotional responses, sensory pleasures, dreams, and aesthetic considerations." Shopping enjoyment refers to the positive experience consumers feel when shopping or interacting with products or services offered in stores or shopping centers. Conversely, FoMO refers to one's concern about missing opportunities or experiences deemed important or interesting. In a shopping context, shopping enjoyment can enhance consumer satisfaction levels and trigger more active and frequent shopping behaviors. However, when shopping enjoyment connects with FoMO, consumers may feel pressured or believe they must purchase certain products to avoid missing opportunities considered important or interesting. Based on the discussion above, the following hypothesis can be formulated:

H1: Shopping Enjoyment has a positive and significant influence on Fear of Missing Out (FoMO)

The Influence of Social Media Addiction on Fear of Missing Out (FoMO)

Fathadhika's (2018) research demonstrates a direct relationship between FoMO and social media addiction. According to Putri (2019, as cited in Pratiwi, 2020), a significant positive relationship exists between FoMO and social media addiction, meaning that stronger FoMO levels among university students correlate with higher tendencies to experience social media addiction. Consistent with research by Przybylski et al. (as cited in Rahardjo, 2020), FoMO is defined as the fear individuals experience when missing valuable moments from other individuals or groups through social media, characterized by the desire to remain continuously connected with others on social media to observe their activities. This creates anxiety and discomfort when individuals cannot access social media or view others' latest posts. Based on the discussion above, the following hypothesis can be formulated:

H2: Social Media Addiction has a positive and significant influence on Fear of Missing Out (FoMO)

The Influence of Fear of Missing Out on Impulse Buying

According to Işıl Karapınar Çelik, Oya Eru, and Ruziye Cop (as cited in Ratnaningsih, 2022), FoMO tends to influence

impulse buying, and impulse buying affects post-purchase regret. According to Kang et al. (as cited in D. Kamalia, 2022), FoMO represents an individual's mental condition of excessively imitating or following others. According to Aydin et al. (as cited in D. Kamalia, 2022), FoMO can trigger consumption by influencing consumer decisions that lead to impulse buying behavior. Therefore, the following hypothesis is derived:

H3: Fear of Missing Out (FoMO) has a positive and significant influence on Impulse Buying

The Influence of Shopping Enjoyment on Impulse Buying

Shopping enjoyment has become an important concept in retail. Shopping enjoyment refers to customer experiences of entertainment, recreation, excitement, pleasure, and other sensory stimulation that customers may experience during the shopping process (Shepard et al., as cited in Kharisma, 2018). According to Beatty and Ferrel (as cited in Darmaningrum, 2019), shopping enjoyment is a condition that promotes impulse buying; individuals who enjoy shopping demonstrate increased impulse buying. Based on the discussion above, the following hypothesis can be formulated:

H4: Shopping enjoyment has a positive and significant influence on impulse buying

The Influence of Social Media Addiction on Impulse Buying

Social Media Addiction is defined as a condition where individuals feel pleasure and comfort in being connected to the internet for extended periods and exhibit strong negative reactions when their connection is disrupted or terminated. Therefore, Social Media addiction can become a factor in impulse buying (Winatha & Sukaatmadja, as cited in Wahyuni, 2018). Currently, the growth of e-commerce and e-tailers has significantly increased online shopping, which can lead to addiction. People now prefer online shopping because they don't need to travel anywhere, and with just one click, products can be delivered to their doorstep, which can encourage consumers to make impulsive purchases.

This assertion is supported by Mueller et al. (as cited in Indrawati, 2021), who state that consumers with tendencies toward excessive impulse buying use the Internet. According to Wulandari (as cited in Indrawati, 2021), internet addiction has a positive and significant influence on online compulsive shopping behavior. Thus, individuals affected by internet addiction have greater potential for impulse buying.

H5: Social Media Addiction has a positive and significant influence on Impulse Buying

Fear of Missing Out (FoMO) Mediates the Influence of Shopping Enjoyment on Impulse Buying

Wahab et al. (as cited in Putra, 2021) conducted research on motivations affecting impulse buying from online clothing sellers. The results demonstrated that shopping enjoyment significantly influences impulse buying.

According to Aydin et al. (2019, as cited in D. Kamalia, 2022), FoMO can trigger consumption by influencing consumer decisions that lead to impulse buying behavior. Thus, FoMO can strengthen the urge to impulsively purchase items because individuals experiencing FoMO may feel they must meet expectations or follow current trends.

H6: Fear of Missing Out (FoMO) mediates the influence of Shopping Enjoyment on Impulse Buying

Fear of Missing Out Mediates the Influence of Social Media Addiction on Impulse Buying

According to Dossey (as cited in Pratiwi, 2021), the relationship between Fear Of Missing Out (FOMO) constitutes the driving force behind internet usage, particularly social media. The strongest FOMO levels are experienced by adolescents, as subjects experiencing FOMO and social media addiction in this study were in the adolescent age range. FOMO is often triggered by excessive social media use, as people can observe the enjoyable lives, achievements, or social events of others. Thus, FOMO can mediate the influence of social media addiction on impulse buying when individuals continuously open and view content displaying glamorous lifestyles or attractive products on social media; they may feel attracted and pressured to purchase those items. The urge to immediately satisfy desires or needs can increase the tendency toward impulse buying.

H7: Fear of Missing Out mediates the influence of Social Media Addiction on Impulse Buying

Based on the discussion above, a research framework is established.

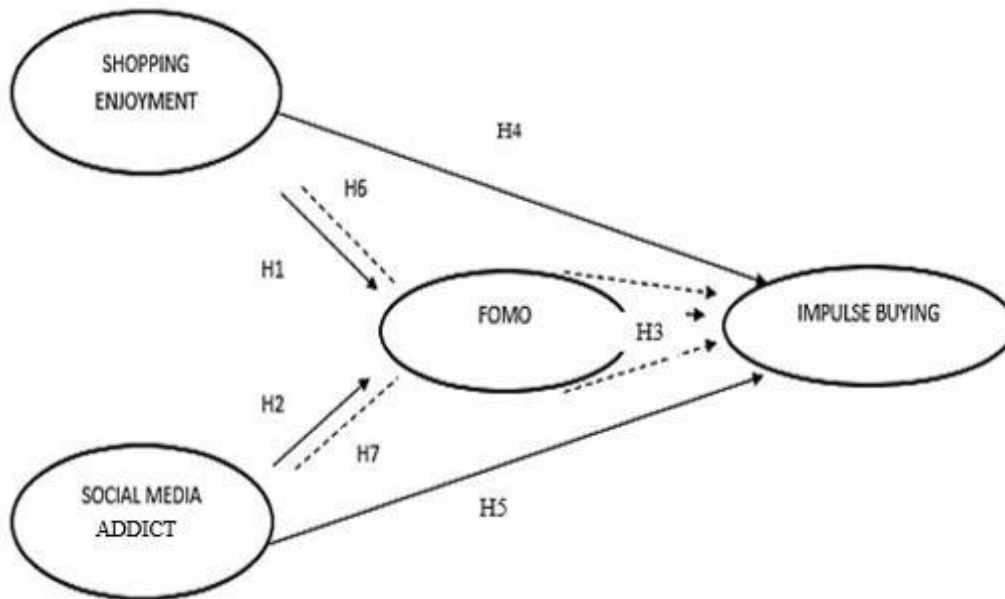


Figure 1 Research Framework

3. METHOD

Research Methodology

This study employs a quantitative research approach. Quantitative research represents a systematic investigation of phenomena or situations through the collection of measurable data using statistical, mathematical, or computational techniques (Hair et al., 2021). The hypotheses presented in this study are causal hypotheses used as the foundation for establishing cause-effect relationships between two or more variables. This causal method aims to determine whether relationships exist between the independent variables (Shopping Enjoyment and Social Media Addiction) and the dependent variable (Impulse Buying), with Fear of Missing Out (FoMO) functioning as a mediating variable.

Variable Operationalization

The study operationalizes key variables as follows:

- Impulse Buying: Unplanned shopping behavior characterized by a desire to obtain something pleasurable and make rapid purchasing decisions without considering potential consequences.
- Shopping Enjoyment: The emotional and psychological satisfaction experienced by individuals when engaging in shopping activities. This encompasses feelings of pleasure, joy, and satisfaction arising from the process of selecting, viewing, and purchasing goods or services.
- Social Media Addiction: A condition where individuals experience psychological dependence on social media usage. This is characterized by a strong and uncontrolled need to remain continuously connected to social media, neglecting important tasks, offline social interactions, and experiencing difficulty controlling or ceasing social media use.
- Fear of Missing Out (FoMO): The mediating variable in this study, defined as the anxiety or worry related to shopping activities. It refers to feelings of concern that if one does not purchase or engage in a particular purchase or offer, they will miss opportunities or experiences considered important or beneficial. Shopping-related FoMO can drive impulse buying behavior and lead to unplanned or excessive purchasing decisions.

According to Hair et al. (2021), a mediating effect occurs when a third construct intervenes between two other related constructs. In this research, FoMO (Z) serves as the mediating variable between the independent variables (Shopping Enjoyment and Social Media Addiction) and the dependent variable (Impulse Buying).

Population and Sampling

The study population comprises all consumers who have purchased items on TikTok Shop one or more times in DKI Jakarta, the exact number of which is currently unknown.

According to data from App Ginee's user behavior analysis on TikTok users in Indonesia (2021), Jakarta

residents constitute the largest percentage of TikTok users in Indonesia at 22%, followed by East Java at 18% and West Java at 13%. Consequently, DKI Jakarta was selected as the sampling location for this study. This research employs non-probability sampling techniques, specifically purposive sampling.

The purposive sampling approach aims to ensure that the sample criteria obtained align precisely with the research objectives. According to Hair et al. (2019), the minimum sample size should reach or exceed 100 participants. In this study, with 17 research indicators and a minimum sample requirement of 5 times the number of indicators, the calculated sample size is 119 respondents (17 variable indicators multiplied by 7). Therefore, this research utilizes a minimum sample of 119 participants.

Data Collection and Analysis

Data collection is conducted through questionnaires distributed via Google Forms. For data analysis, the study employs Structural Equation Modeling with Partial Least Squares (SEM-PLS) using SmartPLS 4.0 software to examine the relationships between variables and test the proposed hypotheses.

4. RESULT AND DISCUSSION

Result

Partial Least Square (PLS) represents a Component/Variance-Based Structural Equation Modeling analytical method, with data processing conducted using the Partial Least Square (Smart-PLS) version 4.0 software. Partial Least Square (PLS) is considered a robust analytical method as it does not assume data must conform to specific measurement scales, even with minimal sample sizes.

The primary objective of PLS is to assist researchers in confirming theoretical frameworks and explaining the presence or absence of relationships between latent variables. Although PLS can be employed for theory confirmation, it is equally applicable for elucidating whether relationships exist among latent variables. Partial Least Square (PLS) is recognized as a powerful analytical method because it is not predicated on numerous assumptions—data need not follow a multivariate normal distribution, and large sample sizes are not required. The following section outlines the testing procedures implemented:

1. Measurement Model Evaluation (Outer Model)

a. Convergent Validity

The assessment of Convergent Validity for each construct indicator was conducted. Discriminant validity operates on the principle that measurements of different constructs should not highly correlate with one another. The approach to testing discriminant validity with reflective indicators

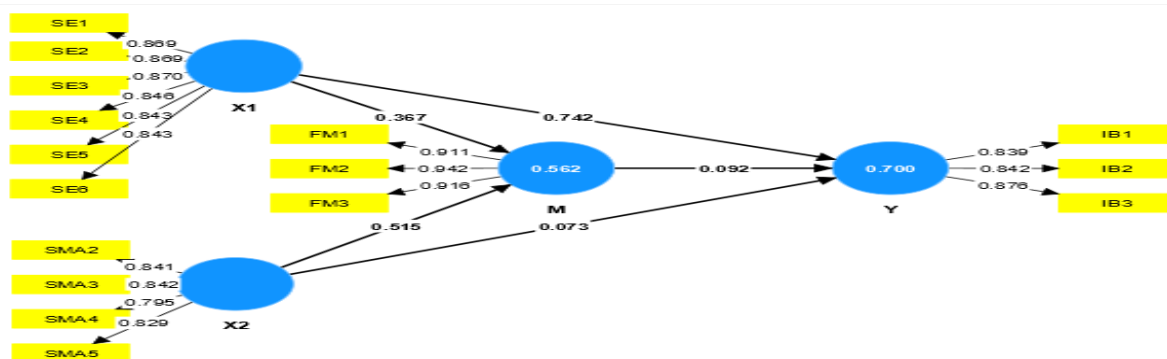


Figure 2. Measurement Model Final

involves examining cross-loading values for each variable, which should exceed 0.70. Based on this criterion, loading factors below 0.70 were eliminated from the model.

The results from the modifications shown in Figure 2 demonstrate that all indicators have satisfied the convergent validity requirements by exhibiting loading factor values above 0.70. Consequently, all modified indicators can be conclusively deemed valid.

Discriminant Validity

Discriminant validity assessment was conducted to verify that each concept from the respective latent variables remained distinct from other variables in the model. A construct demonstrates satisfactory discriminant validity when each loading factor value from every indicator of a latent variable exhibits its highest loading factor value in relation to its

corresponding construct, rather than to other latent variables. The discriminant validity test results derived from the PLS algorithm are presented as follows:

Table 1. Discriminant Validity (Fornell Larcker)

	Fear Of Missin g Out (Z)	Shopping Enjoyment (X1)	Social Media Addict (X2)	Impulse Buying (Y)
Fear Of Missing Out (Z)	0.923			
Shopping Enjoyment (X1)	0.588	0.857		
Social Media Addict (X2)	0.683	0.524	0.779	
Impulse Buying (Y)	0.577	0.827	0.542	0.852

Based on the data management presented in Table 1 above, several loading factor values for indicators across respective variables do not display their highest loading factor values when compared to loadings associated with other variables. This finding indicates that while each variable demonstrates acceptable discriminant validity, several variables still contain measures that exhibit high correlations with other constructs in the model. This suggests some overlap in measurement characteristics between certain constructs that warrants further examination in the analysis.

1. Construct Reliability and Validity

Table 2. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability	AVE
Fear Of Missing Out (M)	0.913	0.945	0.852
Shopping Enjoyment (X1)	0.928	0.943	0.734
Social Media Addict (X2)	0.837	0.885	0.607
Impulse Buying(Y)	0.813	0.889	0.727

Based on the data analysis presented in Table 2, the results of the composite reliability test indicate satisfactory outcomes. All variables are deemed reliable, as each latent variable demonstrates a composite reliability value greater than 0.70. This suggests that the constructs possess good reliability, and the questionnaire used as the research instrument is both dependable and consistent. Furthermore, the values of the Average Variance Extracted (AVE) exceed the correlations between constructs within the model. Therefore, the AVE values meet the required threshold, allowing for the continuation to the next stage of analysis.

2. Structural equation model (inner model)

The structural model represents a theoretical concept-based framework developed to analyze the relationships between exogenous and endogenous variables as outlined in the conceptual framework. The testing phase of the structural model (also known as the inner model) is carried out through the following steps:

a. R^2 square

The following presents the R-squared (R^2) test, as detailed below:

Table 3. (R^2)

Variable	R_{square}
Fear Of Missing Out (Z)	0.539
Impulse Buying (Y)	0.703

Based on the data presented in Table 3, it can be observed that the model for the repurchase intention variable has an R-squared (R^2) value of 0.407, indicating that it falls within the weak explanatory category. This means that repurchase intention can be explained by e-service quality, customer experience, and trust by 40.7%. Meanwhile, the variable trust has an R-squared value of 0.525, which falls within the moderate category, suggesting that 52.5% of the variance in trust can be explained by e-service quality and customer experience. The remaining variance in both variables is explained by other factors not examined in this study.

b. F_{square}

The results of the F-squared (F^2) test are presented in the table below:

Table 4. F_{square}

Variables	Fear Of Missing Out (Z)	Impulse Buying(Y)
Fear Of Missing Out (Z)		0.009
Shopping Enjoyment (X1)	0.158	0.108
Social Media Addict (X2)	0.420	0.021

Based on the F-squared (F^2) test results presented in Table 4, it can be concluded that the model for the e-service quality variable on repurchase intention shows a small effect size, while e-service quality on trust demonstrates a moderate effect size. Similarly, the customer experience variable on repurchase intention shows a small effect size, while customer experience on trust demonstrates a moderate effect size. Finally, the trust variable on repurchase intention also exhibits a moderate effect size.

c. Q_{square}

The results of the Q-squared (Q^2) test are presented in the table below:

Table 5. Q_{square}

Variable	$Q^2 (=1-SSE/SSO)$
Fear Of Missing Out (Z)	0.445
Impulse Buying (Y)	0.481

The calculation results above show that the Q-squared (Q^2) values for Fear of Missing Out (FOMO) and Impulse Buying are 0.445 and 0.481, respectively. Both values are greater than 0, indicating that the research model demonstrates predictive relevance since the values exceed 0.

1. Direct Effect

The path coefficient estimates in the structural model must exhibit statistical significance. Significance testing can be conducted using bootstrapping procedures, whereby the significance of the hypothesized relationships is evaluated based on the parameter coefficients and their corresponding t-values in the bootstrapping report. To

determine statistical significance, the computed t-statistic is compared against the critical t-value at a significance level of 0.05 (two-tailed), which corresponds to 1.96. A path is deemed statistically significant if the absolute value of its t-statistic exceeds this threshold.

Table 6. Direct effect

	β value	t value	p value	Result
Fear of missing out (Z) -> impulse buying (Y)	0.092	0.873	0.383	Rejected
Shopping enjoyment (X1) - > fear of missing out (Z)	0.367	4.334	0.000	Accepted
Shopping enjoyment (X1) -> impulse buying (Y)	0.742	9.581	0.000	Accepted
Social media addict (X2) - > fear of missing out (Z)	0.515	5.284	0.000	Accepted
Social media addict (X2) - > impulse buying (Y)	0.073	0.676	0.499	Rejected

The results of the direct hypothesis testing, as shown in Table 4.15, revealed that two hypothesized relationships were not statistically significant. Specifically, the path from fear of missing out to impulse buying was nonsignificant ($p = .383$), indicating that fear of missing out did not have a significant direct effect on impulse buying behavior in this model. Similarly, the relationship between social media addiction and impulse buying was also nonsignificant ($p = .676$), suggesting that social media addiction did not directly influence impulse buying tendencies. These findings demonstrate that, within the parameters of this study, neither fear of missing out nor social media addiction served as significant direct predictors of impulse buying. The lack of statistical significance for these paths suggests that other factors or mediated relationships may play a more substantial role in driving impulse buying behavior in the examined context.

Mediation Effect

The mediation hypothesis test in this study examined the indirect effect to assess the relationship between the independent and dependent variables through a mediating variable. Statistical significance was determined by comparing the calculated t-statistic (t-value) against the critical t-table value at an alpha level of 0.05 ($t = \pm 1.96$). In this research, Fear of Missing Out (FOMO) served as the mediating (intervening) variable between the independent and dependent variables. The analysis followed a bootstrapping procedure to evaluate whether the indirect pathway through the mediator was statistically significant, with results considered significant if the absolute t-value exceeded 1.96. This approach allows for rigorous testing of mediation effects while maintaining the conventional threshold for statistical significance in behavioral research.

Table 7. Indirect Effect

	β	t value	pvalue	Result	Category
Social Media Addict (X2) -> Fear Of Missing Out (M)->Impulse Buying (Y)	0.	0.873	0.383	Rejected	No Mediation

Shopping Enjoyment(X1) -> Fear Of Missing Out (M) -> Impulse Buying(Y)	0.	0.798	0.425	Rejected	No Mediation
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The mediation hypothesis test results presented in Table 4.7 indicate that Fear of Missing Out (FOMO) does not serve as a significant mediator in the relationship between variable X and variable Y. This conclusion is supported by the non-significant mediation effect observed in the analysis ($p > .05$), demonstrating that the indirect pathway through FOMO was not statistically meaningful in explaining the relationship between the independent and dependent variables.

Discussion

The findings of this study provide several important insights into the relationships among shopping enjoyment, social media addiction, FoMO, and impulse buying in the context of TikTok Shop. The results indicate that shopping enjoyment and social media addiction significantly influence FoMO, aligning with prior research and highlighting the psychological underpinnings of consumer behavior in social commerce environments. However, the lack of significant relationships between FoMO and impulse buying, as well as FoMO's mediating role, warrants a deeper discussion of these findings in light of both theory and practice.

The significant influence of shopping enjoyment on FoMO underscores the emotional component of online shopping experiences. When consumers derive pleasure from browsing and interacting with content on TikTok Shop, their heightened engagement appears to amplify sensitivity to trends, promotions, and social cues, consistent with El Halidy (2022). Similarly, the significant relationship between social media addiction and FoMO reflects how habitual platform use and constant exposure to curated content intensify anxiety over missing out, echoing Fathadhika's (2018) assertion that addictive behaviors within social media ecosystems reinforce FoMO-related tendencies.

This suggests that FoMO functions as a psychological response shaped by both hedonic and habitual factors. For TikTok Shop users, frequent interactions with immersive content and socially driven shopping features may heighten perceived social comparisons and urgency to participate in popular consumption trends, reinforcing FoMO's role as a mechanism linking platform engagement and consumer psychology.

Contrary to expectations and prior studies (e.g., Putra, 2021; Kamalia, 2022), FoMO did not significantly influence impulse buying. This deviation may be attributed to contextual differences between general social media use and TikTok's commerce specific environment. While FoMO has been shown to drive impulsive consumption in broader social settings, TikTok Shop's integrated shopping experience where users can seamlessly evaluate products, view reviews, and complete purchases may reduce impulsive tendencies by encouraging more deliberate decision-making.

Additionally, TikTok's algorithmic recommendations and shopping features might shift the impulse buying trigger from psychological factors such as FoMO toward platform-driven mechanisms, including persuasive product presentations, personalized suggestions, and limited-time promotions. This aligns with recent perspectives suggesting that structural platform elements may override individual psychological variables in shaping purchasing behavior within social commerce (Chiu et al., 2023).

The insignificant mediation effects of FoMO between shopping enjoyment, social media addiction, and impulse buying challenge the assumption that FoMO universally bridges engagement and consumption. This finding implies that FoMO's mediating role is context-dependent, particularly within integrated social commerce platforms where transactional ease and interactive shopping features may reduce reliance on social anxiety-driven purchases.

From a theoretical standpoint, this calls for a refinement of existing models that overemphasize FoMO as a predictor of impulsive consumption. Instead, future frameworks should incorporate platform design factors and consumer trust perceptions as potential moderators that shape how FoMO translates or fails to translate into purchasing behavior.

These results highlight that while fostering shopping enjoyment and increasing social media engagement can intensify FoMO, this alone may not directly convert into impulse purchases. Instead, TikTok Shop and similar platforms should focus on complementary drivers such as personalized

recommendations, gamified shopping features, and interactive live-stream sales to capitalize on users' enjoyment while guiding them toward purchase decisions.

Moreover, marketers should recognize that social media addiction and FoMO, while interconnected, may not guarantee impulsive transactions. Campaigns leveraging urgency (e.g., countdown deals) or scarcity tactics should be balanced with clear product information and user trust-building strategies, ensuring that enjoyment-driven engagement translates into sustained purchasing behavior rather than fleeting impulses.

5. CONCLUSION

This research is intended to identify the factors that influence impulse buying. Based on the data analysis and discussions presented in the previous chapters, several research conclusions can be drawn as follows:

1. The hypothesis testing revealed a positive and statistically significant relationship between Shopping Enjoyment and Fear of Missing Out (FoMO). These findings suggest that pleasurable shopping experiences within the TikTok Shop marketplace ecosystem are positively associated with consumers' apprehension about missing trend-related opportunities. The data supports the conclusion that when consumers experience heightened shopping enjoyment on the platform, they simultaneously develop increased susceptibility to FoMO, potentially driving their desire to remain current with emerging trends proliferating throughout the TikTok application environment.
2. Statistical analysis demonstrated a positive and significant relationship between Social Media Addiction and Fear of Missing Out (FoMO). This finding indicates that elevated levels of social media dependency are associated with increased concerns about missing social phenomena and consumption opportunities. The results substantiate the theoretical proposition that individuals exhibiting patterns of social media addiction demonstrate heightened sensitivity to potential exclusion from trend participation, consequently intensifying their propensity to monitor and engage with product trends on TikTok Shop.
3. The hypothesis testing identified a positive but non-significant relationship between Fear of Missing Out (FoMO) and Impulse Buying. While the directional relationship aligns with theoretical expectations, the absence of statistical significance suggests that FoMO alone may be insufficient to precipitate unplanned purchasing behaviors in the TikTok Shop context. This finding implies that TikTok Shop may need to enhance its trend-relevant product offerings and associated marketing communications to strengthen the connection between consumers' fear of missing out and subsequent impulse purchase decisions.
4. Analysis revealed a positive and statistically significant relationship between Shopping Enjoyment and Impulse Buying. This finding provides empirical support for the proposition that pleasurable shopping experiences characterized by engaging visual interfaces and entertaining content significantly predict impulsive purchasing behavior among TikTok Shop consumers. The results emphasize the importance of hedonic shopping value in driving unplanned consumption decisions within social commerce environments.
5. Statistical examination indicated a positive but non-significant relationship between Social Media Addiction and Impulse Buying. Contrary to theoretical expectations, the data suggests that elevated social media dependency does not directly translate into increased impulsive purchasing behavior on TikTok Shop. This finding challenges assumptions regarding the direct influence of social media addiction on consumption patterns and suggests that the relationship may be more complex than previously conceptualized in the literature.
6. Mediation analysis revealed a positive but non-significant mediating effect of Fear of Missing Out (FoMO) in the relationship between Shopping Enjoyment and Impulse Buying. While FoMO demonstrates some mediating capacity, the absence of significant pathways in parts of the mediation model indicates that FoMO does not function as a primary psychological mechanism linking shopping enjoyment to impulsive purchasing behavior. These results suggest that consumers' unplanned purchasing decisions on TikTok Shop are more directly influenced by the intrinsic pleasure of the shopping experience rather than through the intermediary effect of fear of exclusion from trends.
7. The hypothesis testing identified a positive but statistically non-significant mediating effect of Fear of Missing Out (FoMO) in the relationship between Social Media Addiction and Impulse Buying. The data does not support the theoretical proposition that FoMO functions as a significant

mediating variable through which social media addiction influences impulsive purchasing decisions. This finding challenges existing theoretical frameworks and suggests that feelings of anxiety and apprehension about missing opportunities do not substantially translate addiction-related behaviors into unplanned purchasing actions within the TikTok Shop environment.

Based on the research findings regarding consumer behavior on TikTok Shop, several important relationships between variables have been identified that provide comprehensive practical and theoretical implications. Shopping Enjoyment has been proven to have a positive and significant influence on Impulse Buying, indicating that TikTok Shop consumers greatly value entertaining and engaging shopping experiences. This highlights the importance for TikTok Shop managers to continuously improve visual displays, provide interactive content, and create seamless user experiences to encourage unplanned purchasing behavior.

Another interesting finding is the positive and significant relationship between Social Media Addiction and Fear of Missing Out (FoMO), yet there is no significant relationship between social media addiction and impulse buying. This suggests that although consumers who are addicted to social media tend to experience FoMO, this feeling does not necessarily drive them to make impulsive purchases. Therefore, marketers are advised not to solely rely on strategies that create urgency or fear of missing out, but to focus more on developing the intrinsic value of products and creating enjoyable shopping experiences.

Furthermore, the research results also indicate that FoMO does not play a significant role as a mediator between either Shopping Enjoyment or Social Media Addiction and Impulse Buying. This finding challenges existing theoretical assumptions that fear of missing out is a primary driver of impulse buying in social media-based e-commerce contexts. Therefore, a reconceptualization of FoMO theory in the context of TikTok Shop is needed, taking into consideration cultural aspects, user demographic characteristics, and the types of products offered.

For practical implementation, TikTok Shop is advised to simplify the checkout process, enhance the quality of flash sales, and optimize attractive visual merchandising. Marketing approaches should emphasize the hedonic value of shopping rather than exploiting social anxiety. The integration of social media content with a seamless shopping experience can maximize the potential for impulse buying without having to rely on FoMO.

From a theoretical perspective, this research highlights the need for developing a more comprehensive model that combines psychological aspects and consumer behavior in the context of social media-based e-commerce. Exploration of additional variables such as consumer value orientation, trust in the platform, and satisfaction with previous purchases can provide deeper insights into the dynamics of purchasing behavior on TikTok Shop.

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