

The Effect of FOMO on Impulse Buying with Emotional Marketing as a Mediation Variable on TikTok Live

Amanda¹, Dewi Santika^{2*}

^{1,2*} Program Studi Manajemen, Widya Dharma Pontianak, Kota Pontianak, Provinsi Kalimantan Barat, Indonesia.

Corresponding Email: amandaayen14@gmail.com¹

Abstrak. Penelitian ini bertujuan menginvestigasi dampak Fear of Missing Out (FOMO) terhadap pembelian impulsif dengan pemasaran emosional sebagai variabel mediasi pada mahasiswa di Pontianak yang berbelanja via TikTok Live. Metode kuantitatif dengan desain eksplanatif digunakan. Data primer dikumpulkan melalui kuesioner kepada 150 mahasiswa yang dipilih secara purposive sampling, dengan kriteria pernah berbelanja daring, terpapar pemasaran emosional, dan minimal 17 tahun. Analisis data memakai SEM dengan AMOS. Hasil penelitian menunjukkan FOMO berpengaruh positif dan signifikan terhadap pembelian impulsif. FOMO juga berpengaruh positif dan signifikan terhadap pemasaran emosional. Selain itu, pemasaran emosional berpengaruh positif dan signifikan terhadap pembelian impulsif. Uji Sobel mengkonfirmasi bahwa pemasaran emosional secara signifikan memediasi pengaruh FOMO terhadap pembelian impulsif. Temuan ini mengindikasikan bahwa peningkatan perilaku pembelian impulsif di kalangan mahasiswa Pontianak di TikTok Live lebih dipengaruhi oleh rasa takut ketinggalan tren, yang diperkuat melalui strategi pemasaran emosional seperti urgensi, eksklusivitas, dan validasi sosial. Penelitian ini menyarankan pelaku usaha perlu mengadopsi dan menerapkan strategi pemasaran emosional secara efektif untuk memperkuat dampak FOMO terhadap keputusan pembelian spontan konsumen.

Kata kunci: FOMO; Impulse Buying; Emotional Marketing; Buying Decision.

Abstract. This study investigates the impact of Fear of Missing Out (FOMO) on impulsive purchases, with emotional marketing as a mediating variable, among students in Pontianak who shop via TikTok Live. A quantitative method with an explanatory design was applied. Primary data were collected via a questionnaire distributed to 150 students selected through purposive sampling based on having shopped online, being exposed to emotional marketing, and being at least 17 years old. Data analysis used structural equation modeling (SEM) with AMOS. The findings reveal that FOMO has a positive and significant impact on impulsive buying. FOMO also has a positive and significant impact on emotional marketing. Furthermore, emotional marketing was found to have a positive and significant influence on impulsive buying. Sobel test results confirm that emotional marketing significantly mediates the influence of FOMO on impulsive buying. These findings suggest that the increase in impulsive purchasing behavior among students in Pontianak on TikTok Live is more influenced by the fear of missing out on trends, which is amplified through emotional marketing strategies such as urgency, exclusivity, and social validation. This study suggests that businesses need to effectively adopt and implement emotional marketing strategies to amplify FOMO's impact on consumers' spontaneous purchasing decisions.

Keywords: FOMO; Impulse Buying; Emotional Marketing; Buying Decision.

Introduction

The development of digitalization has brought significant changes to people's shopping behavior. Advances in information and communication technology have made it easier for people to search for product information and make purchases online. Currently, people tend to switch to e-commerce platforms because they are considered more practical and efficient, and offer a wider variety of products than offline purchases.

Table 1. E-commerce Platforms Most Frequently Accessed by Indonesians

Shopee	53.22%
TikTok	27.37%
Tokopedia	9.57%
Lazada	9.09%

Based on this data, Shopee was the most frequently used e-commerce platform among Indonesians in July 2025, with a 53.22% share. TikTok ranked second with a 27.37% share, followed by Tokopedia at 9.57% and Lazada at 9.09%. The high usage rates of Shopee and TikTok demonstrate the dominance of platforms that not only facilitate buying and selling transactions but also offer interactive features like live shopping, which effectively capture consumer attention. One of the rapidly growing forms of digital marketing is live shopping—a sales method enabling real-time, direct interaction between sellers and consumers via live streams. The concept of live shopping combines elements of entertainment, social interaction, and commerce, typically through social media platforms or *e-commerce* apps.

In Indonesia, the popularity of live shopping has surged alongside the high usage of platforms like TikTok Shop, Shopee Live, and Instagram Live, as well as post-pandemic shifts in consumer behavior, with people becoming increasingly accustomed to online shopping (Solikha & Putranto, 2025). The direct interaction between sellers and buyers during these TikTok Live shopping sessions has become the primary driver of impulsive purchases among students in Pontianak. FOMO, or the fear of missing out, is also a

major factor driving *impulse buying*. This occurs because people worry they'll miss out on something that's happening and is currently trending among the public (Christy, 2022). *Fear of missing out (FOMO)* is a key factor contributing to impulse buying by students during TikTok live shopping events (Riadi & Septiani, 2025). However, viral marketing and brand passion also play a very important role in influencing someone to make impulse purchases (Tondang & Dwita, 2025). Discount promotions are also a strong driving factor for someone to make impulse purchases during TikTok live shopping sessions (Widodo, 2024). Emotional marketing is a company's effort to build relationships with its customers so that they feel cared for and valued, which can encourage them to make unplanned purchases (Rahman & Sisilia, 2023). Implementing emotional marketing can influence consumers' moods, thereby supporting sales by fostering positive emotions that determine the intensity of their decision-making (Suripto *et al.*, 2025). However, hedonic shopping is a major reason why people engage in impulse buying; this stems from the desire to satisfy hedonistic needs (Christina, 2021). Additionally, brand image drives impulse buying when selecting products under time pressure or when there is no prior intention to purchase a product (Sigoro & Oktarisman, 2025). This study aims to analyze the influence of live shopping, fear of missing out (FOMO), and emotional marketing on impulse buying among college students in Pontianak during TikTok live shopping sessions. This study is designed to empirically examine how a combination of psychological factors and digital marketing strategies drives unplanned purchasing decisions.

Literature Review

The Relationship Between *FOMO* and *Impulse Buying*

Fear of missing out (FOMO) is an emotion that can influence purchasing behavior due to a person's fear of being left behind by a trend that is currently being widely followed by many people, which sometimes drives them to make unplanned purchases. People with high levels of FOMO constantly monitor current trends,

particularly among college students who are highly active on social media. Thus, the higher a person's FOMO level, the greater the likelihood they will engage in impulse buying (Widodo, 2024). In addition to FOMO, individuals with high levels of hedonism strongly prefer instant gratification and the pleasurable experience of purchasing a product, which drives them to make unplanned purchases for the sake of the satisfaction and enjoyment derived from consumption. These unplanned purchases stem from FOMO and hedonism; both factors act as drivers of impulse buying (Firmansyah & Fikriah, 2024). H1: FOMO has a positive effect on impulse buying

The Relationship Between FOMO and Emotional Marketing

Emotional marketing is a corporate strategy aimed at creating an emotional connection between a product and consumers by appealing to their feelings or psychological needs, which can trigger FOMO behavior in individuals. FOMO alone can already trigger impulse buying, but with the influence of emotional marketing, consumers' tendency to engage in impulse buying becomes even higher (Azalika *et al.*, 2025). Emotional marketing and engaging content trigger a fear of missing out or what we commonly refer to as FOMO which leads people to make unplanned purchases without giving it much thought (Septia & Surianto, 2024). H2: FOMO has a positive effect on emotional marketing.

The Relationship Between Emotional Marketing and Impulse Buying

Emotional marketing plays a crucial role in driving impulse buying. Effective emotional marketing enhances consumers' positive emotional experiences, thereby increasing the likelihood of unplanned purchases made without much deliberation. Emotional marketing is effective in building an emotional bond between a brand and consumers by appealing to consumers' feelings and evoking positive emotions that encourage them to make impulse purchases (Faris *et al.*, 2025). Emotional marketing is widely used today because it can help increase market share; companies often employ it, as emotions play a

key role in the purchasing decision process (Rahman & Sisilia, 2023). H3: Emotional marketing has a positive effect on impulse buying.

The Relationship Between FOMO and Impulse Buying via Emotional Marketing

Emotional marketing can trigger FOMO behavior in consumers through emotional stimuli that make them fear missing out; this fear of missing out drives consumers to engage in impulse buying. Consumers with a tendency toward impulse buying have a stronger purchasing drive because they are more influenced by emotional states, less influenced by their surroundings, and are motivated by self-reward, as well as higher levels of energy and engagement when purchasing products (Suripto *et al.*, 2025). Emotional marketing strategies are designed to evoke emotional responses in consumers, including the fear of missing out (FOMO). When FOMO arises, consumers are driven to make spontaneous purchases to avoid regret. Although impulse buying is also influenced by other factors, such as shopping lifestyle (Oskar *et al.*, 2024), emotional marketing can amplify FOMO's influence on impulse buying behavior. H4: FOMO has a positive effect on impulse buying through emotional marketing.

Research Methodology

This study employs a quantitative, explanatory research design to analyze the influence of fear of missing out (FOMO) on impulse buying, with emotional marketing serving as a mediating variable. The population in this study consists of students in Pontianak who have made online purchases. Sampling was conducted using purposive sampling, with criteria including respondents who have shopped online, been exposed to emotion-based promotions, and are at least 17 years old. The sample size for this study is 150 respondents. The sampling method used was stratified quota sampling, with 25 respondents selected from each subdistrict in the city of Pontianak (Pontianak City, North Pontianak, South Pontianak, East Pontianak, West Pontianak, and Southeast Pontianak). Data were

collected via a questionnaire using a five-point Likert scale. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS software to test the direct and indirect effects among the study variables.

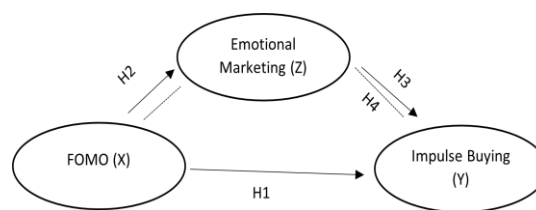


Figure 1. Research Framework

Table 2. Operational Definitions, Variables, and Indicators

Variable Name	Definition	Indicator
FOMO (X)	An emotion that can influence purchasing behavior, driven by a person’s fear of being left behind on a trend widely followed by many people, sometimes leading a person to make unplanned purchases.	<ul style="list-style-type: none"> ● Fear of missing out ● Urge to buy immediately ● Anxiety about not buying (Suripto <i>et al.</i>, 2025)
Emotional Marketing (Z)	A company’s strategy to create an emotional connection between its products and consumers by appealing to consumers’ emotions or psychological needs.	<ul style="list-style-type: none"> ● Emotional appeal ● Time constraints in making purchasing decisions ● Limitations of the product lineup (Rahman & Sisilia, 2023)
Impulse Buying (Y)	Unplanned or spontaneous purchasing behavior triggered by strong emotional impulses. Consumers with a tendency toward impulse buying are generally more responsive to companies' emotional stimuli.	<ul style="list-style-type: none"> ● Spontaneous purchasing ● A purchasing decision made immediately after seeing a product ● Not considering needs (Oskar <i>et al.</i>, 2024)

Results and Discussion

Results

The characteristics of respondents in this study were analyzed based on gender and education level. Based on gender, the majority of respondents were female, while the rest were male. Based on the data collected 20.3% of the respondents were male, while 79.9% were female. This, the majority of respondents in this study were female. This indicates that among college students in Pontianak who tend to make impulse purchases, e-commerce users are predominantly female. Based on the highest level of education, 22.4% of respondents held an associate’s degree, 63.6% held a bachelor’s degree, and 11.9% held a master’s degree. The majority of respondents were currently enrolled as students, with 63.6% currently pursuing a bachelor’s degree. The majority of respondents reported that they sometimes shop through TikTok Live, accounting for 42.7% of the total

respondents. Respondents who frequently shop through TikTok Live accounted for 38.5%. Meanwhile, respondents who rarely shop through TikTok Live represented 18.9% of the sample. This relatively homogeneous educational level indicates that respondents possess comparable cognitive abilities in understanding the questionnaire’s content and providing consistent answers regarding their shopping behavior.

Normality Test

The normality test results showed that all indicator variables had skewness values ranging from -0.684 to 0.187 and kurtosis values ranging from -0.831 to 0.730. All skewness values were within the range of -2 to 2 and all kurtosis values were within the range of -7 to 7, indicating that the data met the assumption of univariate normality. The multivariate normality test resulted in a multivariate kurtosis value of -6.493 with a critical ratio (c.r.) of -1.447. Since the absolute c.r. value (1.447) is less than 1.96,

the data were declared to meet the assumption of multivariate normality. With both univariate and multivariate normality assumptions satisfied, the parameter estimation using Maximum Likelihood Estimation (MLE) could proceed.

Validity and Reliability Test of Endogenous Constructs

Validity and reliability tests were conducted to ensure that the indicators used accurately and consistently represented the variables. Validity was measured using the *Average Variance Extracted* (AVE) value, while reliability was measured using *Construct Reliability* (CR). An indicator was deemed valid if it had a CR ≥ 0.70 and an AVE ≥ 0.50.

Table 3. Construct Reliability and Variance Extracted for Endogenous Constructs

Construct Item	Fomo			Emotional Marketing			Impulse Buying		
	Std. Loading	(Std. Loading) ²	Std. Error	Std. Loading	(Std. Loading) ²	Std. Error	Std. Loading	(Std. Loading) ²	Std. Error
F1	0,859	0,738	0,463						
F2	0,837	0,701	0,501						
F3	0,897	0,805	0,370						
F4	0,887	0,787	0,368						
F5	0,868	0,753	0,379						
F6	0,865	0,748	0,375						
EM1				0,853	0,728	0,521			
EM2				0,898	0,806	0,351			
EM3				0,856	0,733	0,381			
EM4				0,858	0,736	0,418			
EM5				0,823	0,677	0,496			
EM6				0,825	0,681	0,494			
IB1							0,842	0,709	0,426
IB2							0,796	0,634	0,643
IB3							0,843	0,711	0,469
IB4							0,851	0,724	0,442
IB5							0,874	0,764	0,366
IB6							0,874	0,764	0,379
Σλ	5,213			5,113			5,080		
(Σλ) ²	4,531			4,361			4,305		
Σεj	2,456			2,661			2,725		
(Σλ) ² + Σεj	7			7			7		
CR	0,917			0,907			0,904		
AVE	0,649			0,621			0,612		

Based on the results in the table above, it can be concluded that each indicator has been proven valid, as the Average Variance Extract (AVE) value is greater than the cutoff value of 0.5. Meanwhile, the Construct Reliability (CR) results indicate that each research indicator is reliable, as the calculated construct reliability values are greater than the cutoff value of 0.70.

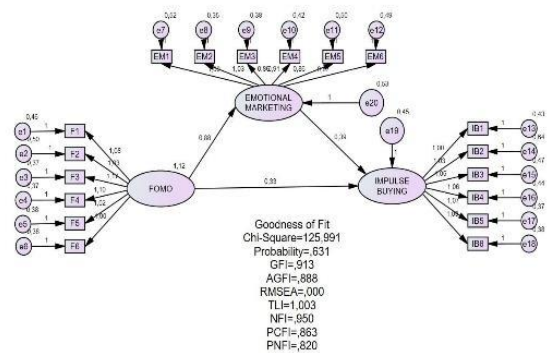


Figure 3. Goodness of Fit

Table 4. Goodness-of-Fit Index Test Results

Goodness of Fit Index	Research Result	Cut-off Value	Interpretation
Chi-Square	125.991	≤164.216	FIT
Probability	,631	≥0.05	
GFI	0.931	≥0.90	
AGFI	,900	≥ 0.90	
RMSEA	,000	≤0.08	
NFI	0.950	≥0.90	
PCFI	0.863	≥0.60	
PNFI	,820	≥0.60	

Based on the path diagram analysis, the model has a good overall fit. This is evident from the chi-square value, which falls within the acceptable range, as well as the RMSEA and NFI values, which indicate an excellent fit. Although the AGFI and GFI values are slightly below the critical values, both are still close to the acceptance thresholds, so the model can still be considered valid. Meanwhile, although the PCFI and PNFI values do not meet the ideal standard, they are still classified as good. Thus, overall, this model can be used based on the available goodness-of-fit indicators.

Hypothesis Test Results

This study tests hypotheses using regression values to determine the effects of variables. A hypothesis is accepted if the critical ratio (CR) is 1.658 or greater and the p-value is less than 0.05, indicating a significant relationship between the exogenous and endogenous variables. However, if the critical ratio (CR) is less than 1.658 and the p-value is greater than 0.05, the relationship between the variables is considered insignificant or ineffective.

Table 5. Hypothesis Test Results

Hypothesis	C.R	Cut-off Value	P-value	Significance Level
H1: FOMO influences <i>impulse buying</i>	6.436	≥1.658	***	≤0.05
H2: FOMO Influences <i>Emotional Marketing</i>	6,062	≥1,658	***	≤0.05
H3: <i>Emotional marketing</i> influences <i>impulse buying</i>	5.982	≥1.658	***	≤0.05

The table shows the results of hypothesis testing for each variable. All hypotheses were accepted with a p-value of 0.000.

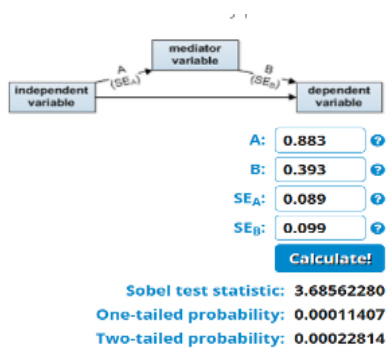


Figure 4. Sobel Test

Based on the results of the Sobel test above, FOMO influences impulse buying through emotional marketing as an intervening variable. The test value obtained was 3.68562280 with a significance of 0.00011407, indicating that mediation is accepted because the Z-value is greater than 1.96 and the significance value is less than 0.05. This indicates that FOMO can increase impulse buying through emotional marketing.

Discussion

FOMO has been shown to influence impulse buying significantly, evidenced by a C.R. value

of 6.436, which is ≥ 1.658. Additionally, a P-value of *** < 0.001 indicates strong significance, as it falls below the 0.05 critical threshold. This is because FOMO creates feelings of anxiety or worry stemming from the fear of missing out on enjoyable moments, experiences, or opportunities that others are currently experiencing. In the context of shopping, this impulse arises because consumers fear products will sell out quickly, fear missing out on special discounts, or want to immediately own items that are currently trending so they can experience the same things as others. It is this sense of urgency and anxiety that then triggers spontaneous purchasing decisions without careful planning (Soleha & Sagir, 2024; Astuti, 2025). When compared to other hypotheses in this study, the effect of FOMO on impulse buying had the highest C.R. value of 6.436 compared to the effect of FOMO on emotional marketing (C.R. = 6.062) and the effect of emotional marketing on impulse buying (C.R. = 5.982). This indicates that the relationship between FOMO and impulse buying is the strongest statistically significant relationship among all direct relationships tested in this study. In other words, among the student segment in Pontianak, the fear of missing out is the most significant trigger for impulsive purchasing

decisions. Furthermore, FOMO has been shown to influence emotional marketing significantly. Based on the hypothesis test results, a C.R. value of 6.062 was obtained, with a p-value of *** ($p < 0.05$), which is greater than the cutoff value of ≥ 1.658 . This C.R. score is the second highest after the influence of FOMO on impulse buying. This indicates that students experiencing FOMO are highly responsive to marketing messages that appeal to their emotions. Consumers who exhibit FOMO tendencies tend to have a strong urge not to miss opportunities they perceive as attractive or beneficial. Therefore, marketing messages that emphasize time-limited offers, product exclusivity, or current trends will be more effective in influencing consumer emotions (Solikha & Putranto, 2025; Sa'bani *et al.*, 2024). A key finding of this study is that FOMO not only directly drives impulsive purchases but also plays a role in increasing students' responsiveness to emotional marketing strategies. Emotional marketing has also been shown to influence impulse buying significantly, with a C.R. value of 5.982 obtained from the hypothesis test results and a p-value of *** ($p < 0.05$). This C.R. value is greater than the cut-off value of ≥ 1.658 . Although this C.R. value is the lowest among the three direct hypotheses tested, it remains above the established significance threshold.

These findings suggest that emotional marketing is a stronger driver of impulse buying than FOMO itself among college students in Pontianak. Thus, emotional marketing has been shown to influence impulse buying significantly, as marketing strategies that leverage emotional aspects can encourage consumers to make spontaneous purchases. Emotional marketing influences consumers' feelings and emotions, thereby increasing their interest in a product. When consumers feel emotionally engaged with a product or marketing message, they tend to make purchasing decisions quickly without going through a lengthy deliberation process (Suripto *et al.*, 2025; Agustin *et al.*, 2025). The practical implication of this finding is that businesses seeking to encourage impulse buying among college students still need to build an emotional

connection—for example, through friendly staff, warm language, or heartfelt storytelling—even though the effect is statistically slightly weaker than that of direct triggers based on FOMO. Moreover, the results of the Sobel test show a statistic of 3.68562280 with a p-value of 0.00022814 (< 0.05), proving that emotional marketing significantly mediates the effect of FOMO on impulse buying. The mediation status in this study is partial mediation because the direct effect of FOMO on impulse buying remains significant (C.R. = 6.436; $p < 0.001$), and the indirect effect via emotional marketing is also significant (Sobel test = 3.6856; $p < 0.001$). This means there are two pathways linking FOMO to impulse buying among college students in Pontianak. The first pathway is a direct one, in which FOMO directly triggers impulse buying without involving any other variables. The second pathway is an indirect one, in which FOMO first increases responsiveness to emotional marketing, which then drives impulse buying. The positive effect in this relationship stems from FOMO, which creates psychological anxiety and a fear of missing out on a moment, making consumers more responsive to emotional marketing stimuli, such as advertisements that evoke urgency, exclusivity, or social validation.

These resulting emotional responses then drive consumers to make impulse purchases as an attempt to alleviate anxiety, catch up, or gain social recognition, especially when reinforced by persuasive content on social media (Astuti & Pratiwi, 2024; Maghurof, 2025). These findings indicate that emotional marketing strategies delivered through live streaming, limited-time promotions, countdown flash sales, and real-time purchase reviews can heighten students' fear of missing out (FOMO), driving consumers to make impulse purchases due to emotional urges and the fear of missing out on trends currently trending on TikTok Shop Live. However, this study has several limitations that should be considered when interpreting the results. First, the study's scope is limited to students in Pontianak City; therefore, the findings may not be generalizable to a broader population or other geographic regions. Second, the sample size used in this study was 150 respondents. Although this sample size

meets the requirements for Structural Equation Modeling (SEM) analysis, a larger sample could yield more representative findings. Third, the data collection process in this study relied solely on questionnaires, which were not fully capable of probing respondents' motivations, perceptions, or subjective experiences regarding FOMO and impulse buying. Fourth, this study focuses solely on one live shopping platform, namely TikTok Live, and uses emotional marketing as the sole mediating variable, even though other factors could influence the relationship between FOMO and impulse buying. Given the limitations of this study as outlined above, future researchers are advised to expand the scope of their study population—not limiting it to students in a single city—but also including different age groups, backgrounds, or geographic regions, so that the findings can be more broadly generalized. Additionally, increasing the sample size is recommended to improve data representativeness and strengthen the study's findings. In addition, future researchers may consider examining other live shopping platforms, such as Shopee Live or Instagram Live, to explore differences in consumer behavior across platforms. The inclusion of additional mediating or moderating variables, such as shopping lifestyle, hedonic motivation, or brand trust, could also be explored to gain a broader understanding of the factors influencing impulsive purchasing behavior in the digital age.

Conclusion

This study demonstrates that Fear of Missing Out (FOMO) positively and significantly influences impulse buying among college students in Pontianak who shop via TikTok Live. These findings indicate that the greater the students' fear of missing out on trends or moments, the stronger their tendency to make spontaneous purchases. Furthermore, FOMO was also found to have a significant effect on emotional marketing, indicating that the fear of being left behind makes students more responsive to marketing strategies that emphasize emotional aspects. Additionally, emotional marketing was found to have a

positive, significant effect on impulse buying, suggesting that strategies that foster emotional engagement among consumers can increase the likelihood of unplanned purchases. Furthermore, the research findings indicate that emotional marketing significantly mediates the influence of FOMO on impulse buying. This suggests that FOMO not only directly drives impulsive purchasing behavior but also does so through emotional responses fostered by marketing strategies—such as a sense of urgency, exclusivity, and social validation—which frequently emerge during live streams on the TikTok Live platform.

References

- Agustin, S. K., Sugiarti, R., Hermawati, S., & Suhandi, A. P. (2025). Pengaruh hedonic shopping motivation terhadap impulse buying melalui positive emotion pada konsumen Sociolla di Tangerang. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(2). <https://doi.org/10.31004/riggs.v4i2.1203>.
- al Faris, G., Khotimah, K., & Fatimah, S. E. (2025). The influence of neuromarketing and emotional marketing on the purchase intention of the Cirebon community in the fashion industry. In *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)* (Vol. 8, Issue 2).
- Astuti, N. A., Program, A. P., Manajemen, S., Ekonomi, F., Slamet, U., & Surakarta, R. (2024). Pengaruh FOMO (fear of missing out), shopping lifestyle, dan positive emotion terhadap impulse buying (Survey pada mahasiswa konsumen e-commerce Shopee di Universitas Slamet Riyadi Surakarta). 2(1). <https://doi.org/10.62710/srsrw507>.
- Azalika, O. E., Iqbal, M., Susanti, Y., Syariah, M. B., Ekonomi, F., Islam, B., Islam, U., Raden, N., Lampung Email, I., Id, I. A., & Id, Y. A. (2025). Pengaruh FOMO dan konformitas teman sebaya terhadap pembelian impulsif pada e-commerce TikTok dengan emotional shopping

- sebagai variabel mediating dalam perspektif bisnis Islam (Studi pada Gen Z pengguna e-commerce TikTok di Bandar Lampung). *Maret*, 4(5).
- Christy, C. C. (2022). FoMo di media sosial dan e-WoM: Pertimbangan berbelanja daring pada marketplace. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 6(1). <https://doi.org/10.25139/jsk.v6i1.3742>.
- Dewi Widiyastutin Suripto, Ramli, S., & Ansir Launtu. (2025). Storytelling marketing, positive emotion dan impulse buying behavior terhadap buying decision pada ritel. *Jurnal E-Business Institut Teknologi Dan Bisnis Muhammadiyah Polewali Mandar*, 4(2). <https://doi.org/10.59903/ebusiness.v4i2.120>.
- Firmansyah, R. A., & Fikriah, N. L. (n.d.). Impulsif di era digital: Attitude sebagai mediasi pengaruh FOMO dan hedonisme terhadap impulse buying article information.
- Juliana Tondang, K., Dwita, V., Studi Manajemen, P., Ekonomi dan Bisnis, F., & Negeri Padang, U. (n.d.). The effect of fear of missing out (FOMO) and viral marketing on impulsive buying in TikTok Shop on generation Z in Padang City with brand passion mediation.
- Maghfuroh, Z., & Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. (2025). Pengaruh event twin date dan influencer marketing terhadap impulse buying melalui fear of missing out (FOMO) sebagai variabel intervening pada pengguna TikTok Shop di Kota Semarang. *Jurnal Penelitian Mahasiswa Ilmu Sosial, Ekonomi, dan Bisnis Islam (SOSEBI)*, 5(2). <https://doi.org/10.21274>.
- Mentari Septynaputri Widodo. (2024). Pengaruh impulse buying dan sales promotion terhadap impulse buying dengan gender sebagai variabel moderasi. *Jurnal Bisnis Terapan*, 8(1). <https://doi.org/10.24123/jbt.v8i1.6395>.
- Nurlinda, R., Christina, D., Arjuna Utara No, J., Kepa, D., Kb Jeruk, K., Jakarta Barat, K., & Khusus Ibukota Jakarta, D. (2020). Peran positive emotion sebagai mediator hedonic shopping dan shopping lifestyle terhadap impulse buying di Lazada. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNLAT*, 5(1).
- Riadi, M. T., & Septiani, M. (2025). Pengaruh discount, live shopping dan fear of missing out terhadap impulse buying Gen Z di Bandar Lampung pada e-commerce Shopee. *JAMBURA ECONOMIC EDUCATION JOURNAL*, 7(4).
- Sa'bani, P. S., Suci, L., Lestari, P., Ai, & Asyiah, K. (2024). The effect of fear of missing out (FOMO) and viral marketing on consumer Shopee purchasing decisions in generation Z in Tasikmalaya City. *JURNAL EMA*, 1(2).
- Septia, M. T., & Suriyanto, Moh. A. (2024). The impact of social media marketing, reviews and fear of missing out on purchase intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(6). <https://doi.org/10.37641/jimkes.v12i6.2985>.
- Sigiro, A. R., & Oktariswan, D. (2025). Pengaruh promosi, harga, dan citra merek terhadap impulsif buying kopi Jago. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3). <https://doi.org/10.31004/riggs.v4i3.1968>.
- Soleha, S. R., & Sagir, H. J. (2024). Pengaruh fear of missing out (FOMO) dan hedonic shopping motivation terhadap impulse buying di e-commerce (Studi pada generasi Z Lombok). <https://doi.org/10.29303/alexandria.v5iSpecialIssue.604>.
- Solikha, W., Putranto, A., Ekonomi, F., Islam, B., Sunan, U., & Surabaya, A. (2025). Pengaruh FOMO, shopping lifestyle, dan

positive emotion terhadap impulse buying pada pengguna TikTok Shop. *Journal of Business Economics and Management*, 02. <https://doi.org/10.62379/jbem.v2i2.871>.

Vandia Muhaimin, & Kristina Sisilia. (2023). Pengaruh emotional marketing terhadap proses keputusan pembelian motor Vespa di kalangan mahasiswa Universitas Telkom Bandung. *Jurnal Ekuilnomi*, 5(2). <https://doi.org/10.36985/ekuilnomi.v5i2.760>.