

The Influence of Fear of Missing Out, Live Streaming Selling, and Influencer Marketing on Impulse Buying Behavior for Glad2glow Products on TikTok Shop

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Abstract

This study aims to examine the influence of FoMO, Live Streaming Selling, and Influencer Marketing on impulse purchases. A total of 154 respondents residing in CIAYUMAJAKUNING were selected as the study sample using an incidental non-probability sampling technique. The study population was the CIAYUMAJAKUNING community who had purchased Glad2glow products from TikTok Shop. The data was analysed with the help of SmartPLS 4.0 and structural equation modelling using PLS-SEM. With outer loadings > 0.70, AVE > 0.50, and composite reliability values > 0.70, all indicators satisfied the validity and reliability standards, according to the evaluation of the measurement model. There is a positive and statistically significant relationship between impulse buys and factors like FoMO, Live Streaming Selling (LSS), and Influencer Marketing (IM). To be more precise, impulse buying is positively and significantly impacted by FoMO ($\beta = 0.396$, $t = 5.990$, $p = 0.000$), Influencer Marketing ($\beta = 0.378$, $t = 3.981$, $p = 0.000$), and Live Streaming Selling ($\beta = 0.157$, $t = 2.180$, $p = 0.029$), the least significant of the three. Simultaneously, the structural model demonstrates strong explanatory power, as the three independent variables together account for 63.2% ($R^2 = 0.632$) of the variation in impulse buying behavior, while the remaining 36.8% is influenced by other factors outside the study

Keywords: Fear Of Missing Out (FoMO), Live Stream Selling, Influencer Marketing, Impulse Buying

INTRODUCTION

As digital technology develops, it has significantly supported changes in consumer behavior. In real life, impulse buying is a major challenge in today's consumer consumption patterns. The increased use of social media and online shopping platforms like *TikTok Shop*, *Shopee Live*, and *Instagram Shop* has exposed consumers to a variety of emotionally and visually appealing digital marketing tactics. As a result, many consumers make purchases without rational thought or a clear need (Lutviari et al., 2024). International studies such as those conducted by Zhang et al. (2024) feelings of marginalization and neglect by the social environment influence individuals' tendencies to make impulsive purchases, especially when individuals feel unappreciated or lack the attention they expect, they tend to buy something that is considered to make them feel satisfied, accepted, or appreciated by others.

One of the fundamental problems is the decline in consumer self-control due to sudden emotional impulses, such as the desire to chase trends, fear of missing out on promotions, or being tempted by advice from *influencers*. This condition leads to increased personal financial waste, post-purchase regret, and dissatisfaction with purchased products (Wang et al., 2025).

This can be seen from various surveys on impulsive buying behavior in Indonesia, namely referring to the Populix survey involving 1,086 respondents, the results showed that more than 70% of respondents continued to shop online and offline, and half of these respondents continued to make impulsive purchases because they had the opportunity to buy the product for a limited period as a form of self-appreciation. According to Goodstats, 12% of Indonesian consumers tend to shop impulsively.



Figure 1. TikTok Shop Sales Revenue Share in Southeast Asia
 Source: TMO Group (2025)

According to TMO Group research, Indonesia was the second-largest TikTok Shop market in Southeast Asia after Thailand in April 2025, accounting for approximately 62% of ByteDance's total platform sales. TMO Group also showed that beauty and personal care products were the top-selling category in the region, accounting for approximately 38% of total sales and holding the largest share among the top 10 categories. This phenomenon is also evident in local skincare brand *Glad Glow*, which actively utilizes livestreams and *influencer promotions* on *TikTok Shop* to attract consumers. This interactive and emotional marketing strategy is believed to have contributed to an increase in consumer impulse buying behavior.

This strategy not only increases brand exposure, but also effectively supports consumers with high levels of FoMO. According to Shofaranti et al. (2024), “*FOMO* is an emotional fear of missing out. This feeling is a condition that affects daily life and is felt subconsciously”. For example, if we watch a *live stream* on TikTok and find a discounted product, we fear missing out on the opportunity to purchase it. *The live stream selling strategy on TikTok Shop* can effectively capitalize on this phenomenon.

According to Rolando & Angelica (2024), *live streaming selling* is direct selling that connects social media and commercial activities. Interaction can be created through the streamer's presentation of the product, detailed description of its functions, and response to questions via chat platforms, so customers feel actively involved.

Furthermore, *influencer marketing* also plays a crucial role in supporting impulse purchases. Collaborating with popular *influencers*, such as brands, can reach a large audience, build trust, and provide product recommendations that feel personal and authentic. According to Agrawal (2016) in (Mishra & Ashfaq, 2023), “*influencer marketing* is a marketing strategy in which a brand uses *influencers* or online celebrities to promote products to its followers, with the aim of increasing consumer awareness and attention to the brand.”

The integration of *livestream selling*, the *FOMO phenomenon*, and *influencer marketing* has made TikTok an effective digital ecosystem for driving quick and impulsive purchasing decisions. *Livestream selling* creates daily interactions between sellers and buyers, where *influencers* can demonstrate products live, creating a sense of urgency through live commentary and attractive, limited-time offers. Meanwhile, *FOMO*, the fear of missing out, is amplified by TikTok's algorithm, which promotes viral content, making users feel compelled to buy immediately to avoid missing out on trends. *Influencer marketing* with its wide reach and loyal followers, as well as by providing authentic testimonials and attractive aesthetics, can enable spontaneous and sudden purchases.

Several previous studies have discussed “*The Influence of Social Media Influencers on Impulse Buying Through Content Marketing as a Mediating Variable on Cosmetic Users in Indonesia*” The findings show that the Pearson correlation test has a positive and significant impact on impulsive purchases for Skintific products, indicated by a t-statistic value > 1.96 or p-value < 0.05 (Kholidah et al., 2024). In addition, research by Riadi & Septiani (2025) entitled “*The Influence of Discount, Live Shopping and Fear of Missing Out on Gen Z Impulse Buying in Bandar Lampung on Shopee E-Commerce*”. The results revealed that attractive discounts can trigger impulsive purchases among Gen Z in Bandar Lampung via the Shopee platform.

In addition, Pangastuti & Kusumaningtyas (2025), in their study titled “*The Influence of Fear of Missing Out (FoMO), Flash Sales, and Live-Streamed Shopping on Impulsive Purchases of Lip Products on TikTok Shop,*” discovered that live-streamed shopping and FoMO significantly impact customers' impulsive buying behaviour, suggesting that people often buy things on the spur of the moment because they don't want to miss out on limited-time deals and the interactive shopping experience provided by TikTok Shop.

Likewise, Putri et al. (2024), in their study entitled “*The Influence of Live Streaming, E-WOM, and Discounts on Impulsive Buying of Skincare Products at TikTok Shop,*” discovered that viewers' propensity to make impulsive purchases is positively and significantly affected by live broadcasting. According to the research, live streaming allows for instantaneous two-way communication between vendors and viewers, which can increase consumers' purchase interest and encourage spontaneous buying decisions.

Furthermore, Pandiangan et al. (2024), in their study entitled “*The Influence of Product Quality, Lifestyle, and Influencer Marketing on Impulse Purchases of Skintific Products in TikTok Stores Among Generation Z,*” reported that Skintific items were significantly and positively impacted by influencer marketing in TikTok Stores, leading to spontaneous sales. Their research shows that customers are more likely to make impulsive buys when they trust influencers and see promotional content.

Based on previous studies, there are still gaps that have not been widely explored, according to Kholidah et al. (2024) who showed “*that social media influencers have a positive effect on impulsive purchases of cosmetic products through content marketing, but have not considered the role of FoMO and Live streaming selling*” which are now rampant on video-based platforms such as *TikTok Shop*. Meanwhile, research by Riadi & Septiani (2025) discounts, live shopping, and *FoMO* influence Gen Z impulsive purchases on *Shopee*, but have not examined the role of *Influencer marketing* and the context of *Live streaming* as an interactive marketing strategy on *TikTok*. Therefore, there is still a research gap in learning how *TikTok Shop's* impulsive skincare product purchases are impacted by *FOMO*, *Live Streaming Sales*, and *Influencer Marketing* all at once, which has unique characteristics in the form of integration between entertainment and live shopping activities.

These results are intended to broaden the understanding of consumer behavior in the digital marketing era and serve as a foundation for business actors when developing effective and ethical marketing strategies on social media platforms.

RESEARCH METHODS

Statistical associative approaches are used in this research. In this case, we examine the variables X_1 , X_2 , X_3 , and Y under both partial and simultaneous impacts. Additionally, multiple linear regression was used to analyse the data. According to Sugiyono (2019) in (Riadi & Septiani, 2025), quantitative research techniques are scientific investigations that adhere to certain rules, are methodical, measurable, and objective and emphasize statistical processing of numerical data. “This study applies a non-probability sampling method through incidental

techniques, namely the process of selecting samples based on chance encounters, where individuals who are met accidentally can become samples if they are deemed to be in line with the data source” (Sugiyono, 2017).

People who have bought Glad2Glow items and are still using the TikTok app make up the demographic in this survey. “A non-probability sampling methodology was used to choose the sample, which means that not every person of the population had an equal chance of being chosen” (Sugiyono, 2021). This study applied incidental sampling, namely the selection of respondents based on chance encounters, so individuals who were met accidentally could be used as samples if they were considered suitable as data sources. The subject criteria included consumers in the Ciayumajakuning area who had purchased Glad2Glow products through TikTok. Referring to J. F. Jr. Hair et al. (2014), “5-10 times the number of indicators is the minimum sample size required for PLS-SEM analysis”. The researchers decided on a sample size of 154 participants as their analysis included 22 factors.

This research makes use of both primary and secondary sources for its data. Questionnaires were disseminated online via Google Forms and shared through social media channels like WhatsApp and different online communities in order to gather primary data. At the same time, papers, publications, and prior studies pertinent to the subject were consulted for secondary data. Primary data was collected using a Google Forms survey that was sent out to anyone who were qualified to participate. A Likert scale (1–5) was used to measure each variable, and the questions were arranged according to their indications to assess respondents' responses to FoMO, *Livestream* Selling, Influencer Marketing, and impulsive buying behavior, with five answer options: SS, S, CS, TS, and STS.

Using SmartPLS 4.0, the data were analysed using multiple linear regression and the PLS-SEM technique. This approach was used to test the partial and simultaneous effects of independent variables (FoMO, *Live Streaming* , and Influencer Marketing) on the dependent variable, namely Impulse Buying Behavior of skincare products in TikTok Shop. PLS-SEM was chosen because it can produce a high level of analytical accuracy, especially for latent variable-based models with a relatively limited sample size.

RESULTS AND DISCUSSION

RESULT

The data analysis method used in this study was PLS, with the help of the Smart PLS 4.0 software. The PLS model under evaluation is illustrated by the following diagram:

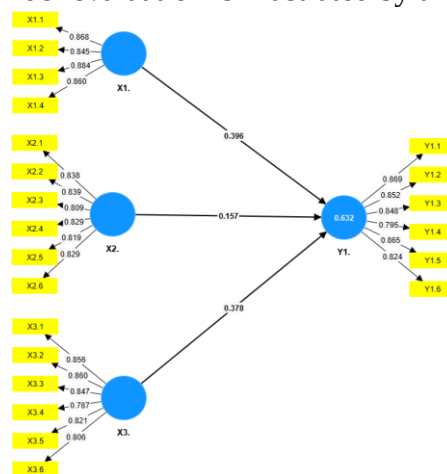


Figure 2. Outer Model

Source: SmartPLS 2026 Data Processing Results

Correlation specifications between latent variables and their component indicators are examined in the outer model test. Among the tests conducted here are those for reliability, validity, and multicollinearity.

Convergent Validity Test

This test helps detect whether an indicator accurately reflects the latent construct it measures. Convergent validity, therefore, provides an assessment of the extent to which indicators are strongly related and consistently measure similar concepts.

Outer Loading

“A high outer loading value (>70) indicates that an indicator has excellent convergent validity, this value indicates that the indicator is able to provide a strong representation of the construct” (Ghozali & Kusumadewi, 2023). The outer loading value of each indicator is displayed below.

Table 1. Outer Loading Value

<i>Variables</i>	<i>Indicator</i>	<i>Outer Loading</i>
<i>Fear of missing out (X1)</i>	X1.1	0.868
	X1.2	0.845
	X1.3	0.884
	X1.4	0.860
<i>Live streaming selling</i>	X2.1	0.838
	X2.2	0.839
	X2.3	0.809
	X2.4	0.829
	X2.5	0.819
<i>Influencer marketing</i>	X2.6	0.829
	X3.1	0.856
	X3.2	0.860
	X3.3	0.847
	X3.4	0.787
	X3.5	0.821
<i>Impulse Buying</i>	X3.6	0.806
	Y.1	0.869
	Y.2	0.852
	Y.3	0.848
	Y.4	0.795
	Y.5	0.865
	Y.6	0.824

Source: SmartPLS 2026 Data Processing Results

According to the data in the table, every single indicator yields an outer loading value > 0.70 . This result indicates that there are no indicators with outer loading values lower than the specified limit. So that all indicators are considered valid and suitable for further analysis.

Average Variance Extracted

Table 2. Average Variance Extracted (AVE) Value

<i>Variables</i>	<i>AVE (Average Variance Extracted)</i>	<i>Information</i>
<i>fomo (X1)</i>	0.747	<i>Valid</i>
<i>Live streaming selling (X2)</i>	0.684	<i>Valid</i>

Influencer marketing (X3)	0.688	Valid
Impulse Buying (Y)	0.710	Valid

Source: SmartPls 2026 Data Processing Results

Every single one of the variables in the table has an AVE > 0.5. The AVE value of each variable, namely *Fear of missing out*, is 0.747, *Live streaming selling* 0.684, *influencer marketing* 0.688, and *impulsive buying* 0.710. This means that all variables have met the convergent validity criteria and are claimed to be valid.

Discriminant Validity Test

This test aims to confirm the differences between constructs in the model being studied. Good validity indicates that each latent variable is able to explain indicators more strongly than other constructs.

Table 3. Validity Test

Item	FOMO	Live streaming selling	Influencer marketing	Impulse Buying
P1	0.868	0.276	0.603	0.578
P2	0.845	0.203	0.547	0.572
P3	0.884	0.337	0.568	0.650
P4	0.860	0.158	0.465	0.543
P5	0.289	0.838	0.529	0.445
P6	0.240	0.839	0.583	0.489
P7	0.256	0.809	0.588	0.484
P8	0.247	0.829	0.610	0.416
P9	0.194	0.819	0.528	0.415
P10	0.184	0.829	0.577	0.387
P11	0.574	0.563	0.856	0.632
P12	0.559	0.632	0.860	0.669
P13	0.579	0.571	0.847	0.620
P14	0.404	0.543	0.787	0.575
P15	0.518	0.579	0.821	0.604
P16	0.509	0.603	0.806	0.570
P17	0.600	0.507	0.670	0.869
P18	0.578	0.453	0.635	0.852
P19	0.551	0.384	0.583	0.848
P20	0.528	0.532	0.625	0.795
P21	0.619	0.416	0.598	0.865
P22	0.558	0.405	0.617	0.824

Source: SmartPLS 2026 Data Processing Results

When compared to other constructs, the cross-loading values within the construct are the greatest for all indicators (Table 3). According to this criterion, there is one indication that can reflect the target variable better than the others. J. F. Hair et al. (2021) “backs this up by saying that an indicator is suitable for discriminant validity if its cross-loading in the starting concept is greater than its correlation with other constructs.” This indicates that the PLS model's constructs are all discriminant valid

Reliability Test

Reliability is a measure of whether respondents' answers are consistent and not random. “The level of reliability can be assessed from the *Cronbach's alpha* and *composite reliability*

values, where values above 0.70 indicate that the instrument is considered reliable or consistent” (Ghozali & Kusumadewi, 2023).

Table 4. Reliability Test Results

Variables	Cronbach's alpha	Composite Reliability	Information
<i>Fear of missing out</i>	0.887	0.922	<i>Reliable</i>
<i>Live streaming selling</i>	0.908	0.929	<i>Reliable</i>
<i>Influencer marketing</i>	0.909	0.930	<i>Reliable</i>
<i>Impulse Buying</i>	0.918	0.936	<i>Reliable</i>

Source: SmartPLS 2026 Data Processing Results

Referring to the table above, The reliability values of all variables are > 0.70 . Every variable's composite reliability value is for *Fear of missing out* 0.922, *Live streaming selling* 0.929, *influencer marketing* 0.930, and impulsive buying 0.936. It is clear from these findings that the variables have fulfilled the requirements for composite reliability, indicating that their combined dependability is rather high. Additionally, all variables provide values > 0.7 , as seen in the Cronbach's alpha table up there. This means that if the Cronbach's alpha value is in accordance with the established criteria, which makes the entire construct reliable.

Structural Model (Inner Model)

The purpose of this test is to examine the relationship between the variables under investigation. Finding out how much the independent factors explain the dependent variable is the goal of this evaluation.

R-Square

The R-Square value for each variable reflects the level of accuracy or capability of the structural model tested using SmartPls (Ghozali & Kusumadewi, 2023).

Table 5. R-Square

Variables	R-Square
<i>Impulse Buying</i>	0.632

Source: SmartPLS 2026 Data Processing Results

The value for impulsive purchasing is 0.632, as seen in Table 4. The combined effects of FOMO, live streaming sales, and influencer marketing account for 63.2% of the variance in impulsive purchases, whereas other variables account for the remaining 36.8%.

F-Square

To find out how much each independent variable contributed to the dependent variable, the F-square test is helpful. According to J. F. Hair et al. (2021) “*F-square* values are categorized as small (0.02), medium (0.15), and large (0.35)”. The results of the *F-square test* are shown in the table below:

Table 6. F Square Test Results

Connection	Impulse Buying
<i>fomo -> Impulse buying</i>	0.234
<i>Live streaming selling -> Impulse Buying</i>	0.031

*Influencer marketing->
impulse buying* 0.118

Source: SmartPLS 2026 Data Processing Results

According to the data in the table, there is a moderate link between FoMO and impulsive purchases (f-squared = 0.234), which is higher than the threshold of 0.15 but lower than the threshold of 0.35. An f-squared score of 0.234. 0.031 indicates a correlation between live streaming sales and impulse purchases. This value is above $0.02 < 0.15$, so it can be categorized as influencing spontaneous purchases to a lesser extent. The f-square value for the correlation between influencer marketing and impulsive purchases is 0.118. This value is above 0.02 and close to the 0.15 limit, so it can be categorized as having **a small to moderate effect** on impulse buying.

Hypothesis Testing

To find the t-statistic or p-value (critical ratio) and the initial sample value, this test employs bootstrapping. “If the p-value < 0.05 , it means that the variables are influencing each other, and if the p-value is > 0.05 , it means that this impact is not direct. Assuming a 5% threshold of significance, the t-statistic gets 1.96. A t-statistic > 1.96 suggests a notable impact” (Ghozali & Kusumadewi, 2023). From the results of the tests, the path coefficient values are as follows.

Table 7. Path Coefficient (Direct Effect)

Variables	Hypothesis	Original Sample	t-statistics	p-values	Information
<i>Fear of missing out (X1) -> Impulsive Buying</i>	H1	0.396	5,990	0.000	Significant positive
<i>Live streaming selling -> Impulse Buying</i>	H2	0.157	2,180	0.029	Significant positive
<i>Influencer marketing -> Impulse Buying</i>	H3	0.378	3,981	0.000	Significant positive

Source: SmartPLS 2026 Data Processing Results

With a t-statistic of 5.990 and a p-value of 0.000, the test findings reveal that FOMO (X1) generates a path coefficient of 0.396. There is a positive and statistically significant relationship between FOMO and impulsive purchases (Y), as shown by these numbers. According to the results, impulsive purchases are more common when the FOMO level is high. Next, get a t-statistic of 2.180, a p-value of 0.029, and a path coefficient of 0.157 for live streaming sale (X2). Sales activities through live broadcasts would encourage customers to buy impulsively, according to these data, which show a positive and substantial effect between live streaming selling and impulsive buying behaviour (Y). There is a t-statistic of 3.981 and a p-value of 0.000 after the influencer marketing (X3), which has a path coefficient of 0.378. According to these findings, influencer marketing does, in fact, have a positive and statistically significant effect on impulsive purchases (Y), with the degree to which this effect increases according to the efficacy of the influencer marketing technique in question.

Discussion

As a basis for discussing the influence between variables, Table 7 below provides an overview of the path coefficient test findings.

Table 8. Summary of Path Coefficient Test Results

Variable Relationship	Coefficien t	T-Stat	P- Value
<i>fomo</i> -> Impulse Buying	0.396	5,990	0.000
<i>Live streaming</i> -> Impulse Buying	0.157	2,180	0.029
<i>Influencer marketing</i> -> Impulse Buying	0.378	3,981	0.000

Source: SmartPLS 2026 Data Processing Results

The Influence of *FOMO* on Impulse Purchases of *Glad2glow* Products in *TikTok* Shop

Referring to the test results, H1 is stated to be supported. This proves that *fomo* significantly influences people to buy things on impulse. With a t-statistic value of $5.990 > 1.96$ and a P-value of $0.000 < 0.05$ and a coefficient of 0.396, it is clear that this is the case, indicating that the alternative hypothesis H1 is accepted and H0 is rejected. These findings suggest that if consumers experience high levels of *FOMO*, such as fear of missing out on trends, limited promotional duration, or viral recommendations, then their tendency to buy impulsively will also be high.

This is supported by the SOR theory where *stimuli* in the form of digital marketing content on *TikTok* Shop such as *live streaming*, limited-time promotions, and the popularity of *Glad2glow* products trigger an internal consumer response in the form of *FOMO* as a psychological condition (*organism*). This emotional condition then drives a behavioral response in the form of impulsive buying. The results are confirmed by Saibaba (2024), Widodo (2024), Riadi & Septiani (2025) who obtained similar results, where *FOMO* was proven to produce a positive and significant influence on impulsive buying behavior.

The Influence of *Live Streaming* Selling on Impulse Purchases of *Glad2glow* Products on *TikTok*

The test findings supported the acceptance of H2. This proves that *TikTok* Shop's live streaming selling significantly and positively affects customers' propensity to make impulsive purchases of *Glad2glow* items. The resulting t-statistic value of $2.180 > 1.96$, p-value of $0.029 < 0.05$, and coefficient of 0.157 clearly demonstrate this. The findings indicate that consumers are more likely to make impulsive purchases when live streaming sales are intense and engaging.

The SOR hypothesis, which proposes that live streaming sales serve as a potent external stimulant, lends credence to the findings of this research. *This stimulus* impacts the consumer's internal psychology (*organism*), such as increasing levels of positive emotions, trust, and urgency to purchase. Furthermore, this emotional state exhibits a reaction through impulsive purchasing habits. The presence of a limited time element, a high number of viewers, and direct comments from other users during *the live streaming* also strengthen consumers' emotional urge to immediately purchase the product. Referring to Lo et al. (2022), Vidayat & Arkansyah (2023), and Budianto & Kusuma (2024) “*Live streaming selling* has a positive and significant impact on impulse buying”.

The Influence of *Influencer Marketing* on Impulse Buying Behavior of *Glad2glow* Products on *TikTok* Shop

Referring to the accepted H3 test results, The impact of influencer marketing on impulsive purchases of *Glad2glow* items in *TikTok* Shop is well-known to be favourable and

substantial. The resulting t-statistic value of $3.981 > 1.96$, p-value of $0.000 < 0.05$, and effect coefficient of 0.378 all point to this. Hence, accept H3 and reject H0. According to these results, customers are more likely to buy things on the spur of the moment because of the powerful function of influencer marketing.

From the perspective of **SOR theory**, *influencer marketing* functions as **a stimulus (S)** through promotional content delivered by *influencers*, such as product reviews, user testimonials, and the delivery of communicative and authentic information on *TikTok Shop*. This *stimulus* influences **the organism (O)**. in the form of increased consumer trust, interest and positive emotions towards *Glad2glow products*. A Response (R) manifesting as impulsive purchases follows this mental state, where consumers are moved to immediately purchase *Glad2glow products* spontaneously. These results are supported by Kholidah et al. (2024), Fadhillah & Saputra (2023), and Salsabila & Vania (2025) *Influencer marketing* produces a positive influence on impulse purchases.

The Influence of Fomo, Live Streaming Selling , and Influencer Marketing on Impulse Buying Behavior of Glad2glow Products on TikTok Shop

Table 9. R-Square Results

Variables	R-Square
Impulse Buying	0.632

Source: SmartPLS 2026 Data Processing Results

The R^2 value for Impulse Buying is 0.632, according to the structural model analysis findings. This value shows that *fomo*, *Live streaming selling*, and *Influencer marketing* simultaneously explain 63.2 % of the variation in impulsive buying behavior for *Glad2glow products* in *TikTok Shop*, additional factors that were not examined account for 36.8%. Overall, the three independent variables have a significant impact on promoting impulsive purchases in *TikTok Shop*, indicating that the constructed model has great explanatory power.

CONCLUSION

There is a moderate yet beneficial influence of FOMO on impulsive purchasing, *Glad2glow management* needs to implement a marketing strategy that creates a sense of urgency and exclusivity in *TikTok Shop*. This strategy could include offering time-limited promotions, limited-edition product offerings, flash sale countdowns, and emphasizing “limited stock” or “product is going viral” messages. This approach can increase the perception of scarcity and encourage consumers to make spontaneous purchases.

Although *live streaming selling* has been shown to have a positive and significant impact, but with a relatively small effect on impulse purchases, *live streaming activities* still need to be optimized as a means of supporting purchasing decisions. Management can improve the quality of *live streaming* by strengthening two-way interactions between hosts and audiences, providing informative product demonstrations, and utilizing interactive features such as live-only vouchers, giveaways, and live Q&A sessions. With more engaging and consistent management, *live streaming* can increase consumer participation and increase the potential for impulse purchases.

In addition, *Influencer marketing* is considered to produce a positive and significant influence with a small to moderate effect, indicating that *influencer selection* is an important factor in driving impulse purchases. Therefore, *Glad2glow* is advised to collaborate with *influencers* with a high level of credibility, expertise relevant to beauty products, and an emotional connection with their followers. The use of authentic *influencers* who are able to convey product usage experiences honestly and persuasively can increase consumer trust, strengthen brand image, and influence impulse purchases on *TikTok Shop*

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