

## THE EFFECT OF FEAR OF MISSING OUT (FOMO), LIVE STREAMING MARKETING, AND BRAND AUTHENTICITY ON IMPULSE BUYING AMONG TIKTOK USERS

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### Abstract

*The development of digital commerce through social media has changed consumer behavior, particularly through the presence of TikTok Shop, which integrates entertainment content, social interactions, and purchasing activities in one platform. This condition can encourage the emergence of impulse buying behavior, namely purchasing decisions made spontaneously without prior planning. This study aims to analyze the influence of Fear of Missing Out (FoMO), live streaming marketing, and brand authenticity on impulse buying among TikTok Shop users. This study uses a quantitative approach with a survey method. Research data was obtained by distributing questionnaires to TikTok Shop users who have made purchases through the platform. The data analysis technique used is multiple linear regression analysis to test the influence of each independent variable on impulse buying. The independent variables in this study consist of Fear of Missing Out (FoMO), live streaming marketing, and brand authenticity, while the dependent variable is impulse buying. The results of this study are expected to provide empirical evidence regarding psychological factors and digital marketing that drive impulsive buying behavior among TikTok Shop users. Practically, this research is expected to be a consideration for business actors in designing marketing strategies through the live streaming feature and building brand authenticity that can increase consumer engagement without ignoring aspects of marketing ethics.*

**Keywords:** *fear of missing out, live streaming marketing, brand authenticity, impulse buying*

### 1. INTRODUCTION

The rapid development of digital technology has brought significant changes in consumer behavior (Siregar, 2024), particularly in online shopping activities (Hartono, 2025). The emergence of e-commerce platforms integrated with social media (Andi et al., 2019), such as TikTok Shop, has created a more interactive (Purba et al., 2025), fast-paced, and engaging shopping experience (Siregar, 2023). Beyond serving as a means of entertainment, TikTok has now transformed into an effective marketing medium through various innovative features, such as live streaming, creative content, and direct interaction between sellers and consumers (Zulkarnaen & Hermawan, 2025). This has positioned TikTok Shop as one of the platforms capable of encouraging increased impulsive consumption behavior, particularly among younger generations (Zeta et al., 2025).

Impulsive buying, refers to the act of making a spontaneous purchase without considering its long-term consequences (Pandowo et al., 2025). This phenomenon has become increasingly prevalent alongside the development of social media, which can rapidly influence consumers' emotions and purchasing decisions (Victor et al., 2026). One of the factors influencing impulse buying is Fear of Missing Out (FoMO). FoMO is a psychological condition in which individuals feel anxious about missing out on trends or experiences that are currently popular (Hidayati & Nasution, 2025). In the context of TikTok Shop, FoMO

encourages consumers to immediately purchase products that are trending or viral so that they do not feel left behind by others. The preliminary survey results indicate that Fear of Missing Out (FoMO) may influence consumers' purchasing behavior on TikTok Shop. The survey showed that 75% of respondents were interested in purchasing products that were trending or going viral on TikTok, while 70% purchased products because they were afraid of missing out on trends. Furthermore, 68% of respondents felt the need to purchase products immediately before they sold out, and 60% worried that they would be considered out of touch with current trends if they did not buy viral products. These findings suggest that the fear of missing out on trends, product availability, and social perceptions may be relevant to consumers' purchasing decisions on TikTok Shop.

Based on the results of the preliminary survey, it can be seen that most respondents demonstrate a tendency toward FoMO in their purchasing behavior. As many as 70% of respondents stated that they purchase products because they are afraid of missing out on trends, 75% are interested in viral products, 68% feel that they need to make a purchase immediately before the products sell out, and 60% are concerned about being perceived as not following current trends. These findings indicate that FoMO is one of the strong psychological factors driving impulse buying among TikTok Shop users.

In addition to FoMO, another factor that influences impulse buying is live streaming marketing. Live streaming marketing is a marketing strategy conducted through live video broadcasts, allowing sellers to interact with consumers in real time. The live streaming feature on TikTok Shop enables sellers to demonstrate products, offer limited-time promotions, and create a sense of urgency that encourages consumers to make immediate purchases. The preliminary survey results indicate that live streaming marketing may influence consumers' purchasing behavior on TikTok Shop. The survey showed that 74% of respondents agreed that promotions during live streams encouraged them to purchase products without much consideration, while 72% expressed interest in purchasing products while watching TikTok live streams. Furthermore, 69% of respondents stated that direct interaction with sellers increased their confidence in making a purchase, and 65% admitted to frequently purchasing products spontaneously while a live stream was taking place. These findings suggest that promotional offers, real-time interaction with sellers, and the shopping experience during live streams may play a role in shaping consumers' purchasing decisions on TikTok Shop.

Based on the results of the preliminary survey, it can be seen that live streaming marketing has a considerable influence on impulse buying behavior. As many as 72% of respondents were interested in making purchases while watching a live stream, 74% were encouraged by promotions, 69% felt more confident due to direct interaction, and 65% frequently made spontaneous purchases while the live stream was taking place. These findings indicate that live streaming-based marketing strategies can create a shopping experience that encourages quick and impulsive purchasing decisions.

In addition, brand authenticity, or the authenticity of a brand, also contributes to impulse buying behavior (Hoki et al., 2025). Brand authenticity refers to the extent to which a brand is perceived by consumers as honest, genuine, and trustworthy (Fauzi & Kurniaty, 2024). In a digital environment such as TikTok Shop, consumers tend to be more attracted to brands that are perceived as transparent, have clear values, and consistently communicate their messages to their audiences (Victor & Selvia, 2023). The preliminary survey results indicate that brand authenticity may influence consumers' purchasing decisions on TikTok Shop. The survey showed that 76% of respondents were more interested in purchasing products from brands that appeared genuine and honest, while 73% trusted brands that were transparent in explaining their products. Furthermore, 70% of respondents stated that brand authenticity increased their confidence in making a purchase, and 68% tended to purchase

products from brands with a positive image. These findings suggest that honesty, transparency, and a positive brand image may be important considerations in shaping consumers' purchasing decisions on TikTok Shop.

Based on the results of the preliminary survey, it can be seen that *brand authenticity* also plays an important role in influencing consumers' purchasing decisions. As many as 76% of respondents were more interested in brands perceived as genuine and honest, 73% trusted transparent brands, 70% felt more confident about making a purchase, and 68% tended to choose brands with a positive image. These findings indicate that trust in a brand can strengthen the motivation to purchase, including impulsive purchases.

This phenomenon indicates that impulse buying among TikTok Shop users is influenced not only by emotional factors such as FoMO, but also by interactive marketing strategies such as live streaming, as well as perceptions of brand authenticity. However, this condition also presents a problem, as consumers tend to make purchases without careful consideration, potentially leading to post-purchase regret. In addition, for business practitioners, the challenge lies in maintaining a balance between aggressive marketing strategies and building consumer trust through brand authenticity. Therefore, this study aims to analyze the effects of Fear of Missing Out (FoMO), live streaming marketing, and brand authenticity on impulse buying among TikTok Shop users. The findings are expected to provide a better understanding of the factors driving consumers' impulsive purchasing behavior and offer insights for businesses in developing effective marketing strategies while maintaining consumer trust.

## 2. METHOD

This study employs a quantitative approach with a descriptive research design to examine the effects of Fear of Missing Out (FoMO), live streaming marketing, and brand authenticity on impulse buying among TikTok Shop users in Medan, Indonesia. Quantitative research involves collecting and analyzing numerical data using statistical methods (Sugiyono, 2020).

Population refers to the entire set of research objects, consisting of humans, objects, animals, plants, phenomena, test scores, or events that serve as sources of data and possess certain characteristics within a study (Hardani et al., 2020). The population of this study consists of TikTok Shop users residing in Medan, Indonesia. The exact population size is unknown because the number of active users fluctuates and no verified population figure is available. The sampling technique used in this study is *non-probability sampling* with a purposive sampling approach, in which respondents are selected based on predetermined criteria. The criteria include individuals who reside in Medan, have used TikTok Shop, and have watched TikTok Shop live streams or purchased products through the platform.

A sample is a portion of the population selected using a sampling technique (Hardani et al., 2020). Since the population size is unknown, the sample size is determined using the Lemeshow formula with a 95% confidence level, a maximum estimated proportion of 0.5, and a margin of error of 5%. Based on these parameters, the minimum required sample size is 384.16 respondents, which is rounded up to 385 respondents. Therefore, this study targets a minimum of 385 respondents who meet the established criteria.

The research instrument is a structured questionnaire consisting of statements measured using a Likert scale. The questionnaire is designed to measure four variables: Fear of Missing Out (FoMO) ( $X_1$ ), live streaming marketing ( $X_2$ ), brand authenticity ( $X_3$ ), and impulse buying ( $Y$ ). Each statement uses a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data are collected through an online questionnaire distributed to eligible TikTok Shop users in Medan. The questionnaire serves as the primary data collection instrument, allowing respondents to provide answers based on their experiences and perceptions of TikTok Shop. Before analysis, the collected data are checked for completeness and suitability for further statistical testing.

The data are analyzed using descriptive statistics and inferential statistical techniques. Descriptive statistics are used to summarize respondents' characteristics and responses to the research variables. Multiple linear regression analysis is used to examine the effects of FoMO, live streaming marketing, and brand authenticity on impulse buying. The analysis includes the coefficient of determination ( $R^2$ ), the F-test to evaluate the simultaneous effects of the independent variables, and the t-test to assess the partial effect of each independent variable on the dependent variable. Statistical analysis is conducted using statistical software, with a significance level of 5% (0.05).

### 3. RESULTS DAN DISCUSSION

#### Descriptive analysis results

Descriptive statistical analysis of the research was conducted to provide an overview of the variables used in the research which describe the respondents' perceptions or opinions regarding the questions or statements asked without drawing conclusions.

**Table 1.** Descriptive Analysis Results

|                    | N   | Descriptive Statistics |         |         |                |
|--------------------|-----|------------------------|---------|---------|----------------|
|                    |     | Minimum                | Maximum | Mean    | Std. Deviation |
| X <sub>1</sub>     | 385 | 12,00                  | 30,00   | 26,8286 | 2,57931        |
| X <sub>2</sub>     | 385 | 30,00                  | 50,00   | 43,8364 | 3,75510        |
| X <sub>3</sub>     | 385 | 24,00                  | 40,00   | 34,4208 | 3,13575        |
| Y                  | 385 | 19,00                  | 40,00   | 33,1636 | 4,08334        |
| Valid N (listwise) | 385 |                        |         |         |                |

The descriptive statistical results show that Fear of Missing Out (FoMO) (X<sub>1</sub>) has a minimum value of 12.00, a maximum value of 30.00, a mean of 26.8286, and a standard deviation of 2.57931. Live Streaming Marketing (X<sub>2</sub>) has a minimum value of 30.00, a maximum value of 50.00, a mean of 43.8364, and a standard deviation of 3.75510. Brand Authenticity (X<sub>3</sub>) records a minimum value of 24.00, a maximum value of 40.00, a mean of 34.4208, and a standard deviation of 3.13575. Meanwhile, Impulse Buying (Y) has a minimum value of 19.00, a maximum value of 40.00, a mean of 33.1636, and a standard deviation of 4.08334. All four variables have mean values greater than their respective standard deviations, indicating that the average scores are higher than the degree of variation in the responses. Among the four variables, FoMO has the lowest standard deviation, while Impulse Buying has the highest, indicating that responses regarding impulse buying exhibit the greatest variability among the variables studied.

#### Normality test results

The normality test was carried out using the Kolmogorov-Smirnov Monte Carlo approach, which can be seen in the following table.

**Table 2.** Normality Test Results

| One-Sample Kolmogorov-Smirnov Test |                         |             |                         |
|------------------------------------|-------------------------|-------------|-------------------------|
|                                    |                         |             | Unstandardized Residual |
| N                                  |                         |             | 385                     |
| Normal Parameters <sup>a,b</sup>   | Mean                    |             |                         |
|                                    | Std. Deviation          |             |                         |
| Most Extreme Differences           | Absolute                |             |                         |
|                                    | Positive                |             |                         |
|                                    | Negative                |             |                         |
| Test Statistic                     |                         |             | ,068                    |
| Asymp. Sig. (2-tailed)             |                         |             | ,000 <sup>c</sup>       |
| Monte Carlo Sig. (2-tailed)        | Say.                    |             |                         |
|                                    | 99% Confidence Interval | Lower Bound | ,051                    |
|                                    |                         | Upper Bound | ,063                    |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

In the table above, it can be seen that the Assympy.Sig (2-tailed) value of 0.57 is greater than the significance level of 0.05 or 5%, so the data is declared to be normally distributed.

### Multicollienarity test results

Multicollinearity testing can be performed by examining the VIF (Variance Inflation Factor) and Tolerance values. The test results can be seen in the following table.

**Table 3.** Multicollinearity Test Results

| Coefficients <sup>a</sup> |            |                         |       |
|---------------------------|------------|-------------------------|-------|
|                           | Model      | Collinearity Statistics |       |
|                           |            | Tolerance               | VIF   |
| 1                         | (Constant) |                         |       |
|                           | X1         | ,535                    | 1,868 |
|                           | X2         | ,168                    | 5,945 |
|                           | X3         | ,196                    | 5,115 |

a. Dependent Variable: Y

From Table 3, it can be seen that the tolerance value of the independent variables, namely  $X_1 = 0.535$ ,  $X_2 = 0.168$ ,  $X_3 = 0.196$ , is greater than 0.1, while the VIF value of the independent variables, namely  $X_1 = 1.868$ ,  $X_2 = 5.945$ ,  $X_3 = 5.115$ , is less than 10, so the data used in this study is declared free from multicollinearity.

### Heteroscedasticity test results

The test used the Glejser method. The test results can be seen in the following table.

**Table 4.** Heteroscedasticity Test Results

| Coefficients <sup>a</sup> |            |        |      |
|---------------------------|------------|--------|------|
|                           | Model      | t      | Sig. |
| 1                         | (Constant) | 3,199  | ,001 |
|                           | X1         | -1,778 | ,076 |
|                           | X2         | ,455   | ,650 |
|                           | X3         | -,010  | ,992 |

a. Dependent Variable: ABS\_RES

Based on the table above, the results of the heteroscedasticity test using the Glejser method obtained a significance value of the price variable ( $X_1$ ) of 0.076, which is greater than 0.05. Therefore, it can be concluded that the data on the Fear of Missing Out (FoMO) variable ( $X_1$ ) does not have a heteroscedasticity problem. The Live Streaming Marketing variable ( $X_2$ ) is 0.650, which is greater than 0.05. Therefore, it can be concluded that the data on the promotion variable ( $X_2$ ) does not have a heteroscedasticity problem. The Brand Authenticity variable ( $X_3$ ) is 0.992, which is greater than 0.05. Therefore, it can be concluded that the data on the promotion variable ( $X_3$ ) does not have a heteroscedasticity problem.

#### Multiple linear regression analysis results

The data analysis method used was Multiple Linear Regression. The results of the Multiple Linear Regression analysis can be seen in the following table.

**Table 5.** Multiple Linear Regression Analysis Results

| Coefficients <sup>a</sup> |            |                             |            |                           |
|---------------------------|------------|-----------------------------|------------|---------------------------|
|                           | Model      | Unstandardized Coefficients |            | Standardized Coefficients |
|                           |            | B                           | Std. Error | Beta                      |
| 1                         | (Constant) | ,663                        | 1,939      |                           |
|                           | X1         | ,400                        | ,084       | ,252                      |
|                           | X2         | ,337                        | ,103       | ,309                      |
|                           | X3         | ,204                        | ,114       | ,157                      |

a. Dependent Variable: Y

Based on the table above, the following values can be identified:

$$\alpha = 0.663$$

$$\beta_1 = 0.400$$

$$\beta_2 = 0.337$$

$$\beta_3 = 0.204$$

So the Multiple Linear Regression equation in this study is:

$$Y = 0.663 + 0.400 X_1 + 0.337 X_2 + 0.204 X_3 + \epsilon$$

Based on this equation it can be described as follows:

The constant value ( $\alpha$ ) of 0.663 indicates that if the variables Fear of Missing Out (FoMO), Live Streaming Marketing, and Brand Authenticity are considered constant or have a value of zero, then the Impulse Buying value is 0.663 units.

The Fear of Missing Out (FoMO) variable ( $X_1$ ) has a regression coefficient of 0.400 and is positive. This indicates that every one-unit increase in Fear of Missing Out (FoMO)

will increase Impulse Buying by 0.400 units, assuming the Live Streaming Marketing and Brand Authenticity variables remain constant.

The Live Streaming Marketing variable ( $X_2$ ) has a positive regression coefficient of 0.337. This indicates that every one-unit increase in Live Streaming Marketing will increase Impulse Buying by 0.337 units, assuming the Fear of Missing Out (FoMO) and Brand Authenticity variables remain constant.

The Brand Authenticity variable ( $X_3$ ) has a positive regression coefficient of 0.204. This indicates that every one-unit increase in Brand Authenticity will increase Impulse Buying by 0.204 units, assuming the Fear of Missing Out (FoMO) and Live Streaming Marketing variables remain constant.

### F-test results

The F-test is conducted to test the significance of the influence of the dimensions of the independent variables simultaneously on the dependent variable.

**Table 6.** F-test Results

| ANOVA <sup>a</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 2729,253       | 3   | 909,751     | 94,357 | ,000 <sup>b</sup> |
|                    | Residual   | 3673,438       | 381 | 9,642       |        |                   |
|                    | Total      | 6402,691       | 384 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Based on the table above, it can be seen that the F-count value is 94.357, which is greater than the F-table value of 2.63 with a Sig. of  $0.000 < 0.05$ . This indicates that  $H_0$  is rejected and  $H_1$  is accepted. This means that the variables Fear of Missing Out ( $X_1$ ), Live Streaming Marketing ( $X_2$ ), and Brand Authenticity ( $X_3$ ) have a positive and significant effect simultaneously on Impulse Buying (Y) among TikTok Shop users.

### T-test results

The t-test is carried out to determine the significant influence of the dimensions of the independent variable partially on the dependent variable. This can be done using the t-test.

**Table 7.** t-test Results

| Coefficients <sup>a</sup> |            |       |      |
|---------------------------|------------|-------|------|
|                           | Model      | t     | Sig. |
| 1                         | (Constant) | ,342  | ,733 |
|                           | X1         | 4,760 | ,000 |
|                           | X2         | 3,271 | ,001 |
|                           | X3         | 1,787 | ,075 |

a. Dependent Variable: Y

Based on the table above, it can be seen that the Fear of Missing Out variable has a t count of 4.760 and a t table value of 1.966, so the t count value ( $4.760 > 1.966$ ) with a significant value of 0.000 less than 0.05, so the results of the study reject  $H_0$  and accept  $H_1$ .

Thus, it can be concluded that the Fear of Missing Out variable ( $X_1$ ) has a positive and significant partial effect on Impulse Buying (Y) in TikTok Shop users.

The Live Streaming Marketing variable has a t count of 3.271 and a t table value of 1.966, so the t count value ( $3.271 > t \text{ table } (1.966)$ ) with a significant value of 0.000 smaller than 0.05, so the results of the study reject  $H_0$  and accept  $H_1$ . Thus, it can be concluded that the Live Streaming Marketing variable ( $X_2$ ) has a positive and significant partial effect on Impulse Buying (Y) on TikTok Shop users.

The Brand Authenticity variable has a t count of 1.787 and a t table value of 1.966, so the t count value ( $1.787 < t \text{ table } (1.966)$ ) with a significant value of 0.075 greater than 0.05, so the results of the study reject  $H_1$  and accept  $H_0$ . Thus, it can be concluded that the Brand Authenticity variable ( $X_3$ ) partially has no significant effect on Impulse Buying (Y) in TikTok Shop users.

### Coefficient of determination results

The coefficient of determination denoted by  $R^2$  is used to measure how much influence Fear of Missing Out ( $X_1$ ), Live Streaming Marketing ( $X_2$ ) and Brand Authenticity ( $X_3$ ) have on Impulse Buying among TikTok Shop users.

**Table 8.** Coefficient of Determination Results

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .653 <sup>a</sup> | .426     | .422              | 3,10509                    |

a. Predictors: (Constant),  $X_3$ ,  $X_1$ ,  $X_2$

b. Dependent Variable: Y

Based on table above, it can be seen that the R Square ( $R^2$ ) value is 0.426 or 42.6%. This indicates that the variables Fear of Missing Out (FoMO) ( $X_1$ ), Live Streaming Marketing ( $X_2$ ), and Brand Authenticity ( $X_3$ ) are able to explain the variation in the Impulse Buying (Y) variable by 42.6%, while the remaining 57.4% is influenced by other variables outside the research model that were not examined.

Furthermore, the Adjusted R Square value of 0.422 or 42.2% indicates that after adjusting for the number of independent variables and the number of samples, the model's ability to explain the variation in Impulse Buying is 42.2%. The small difference between the R Square and Adjusted R Square values indicates that the regression model used is quite good and does not experience a significant decrease in predictive ability after adjusting for the number of variables in the model.

The R value of 0.653 indicates that the relationship between the variables Fear of Missing Out (FoMO), Live Streaming Marketing, and Brand Authenticity with Impulse Buying is in the strong category because it is in the range of 0.60–0.799. Thus, the regression model used has a fairly good ability to explain the relationship between the independent variables and the dependent variable.

## DISCUSSIONS

### The effect of fear of missing out ( $x_1$ ) on impulse buying

The partial t-test results indicate that Fear of Missing Out (FoMO) has a positive and significant effect on impulse buying among TikTok Shop users, with a t-value of 4.760, exceeding the t-table value of 1.966, and a significance value of 0.000 ( $p < 0.05$ ). The regression coefficient of 0.400 further indicates a positive relationship between FoMO and impulse buying. This finding is consistent with the research conducted by Pramudita and

Rufaidah (2026), which found that FoMO significantly influences impulsive buying behavior among TikTok Shop consumers during Twin Date sales events. Similarly, Aresti et al. (2026) (2026) found that FoMO significantly increases impulse buying among Generation Z skincare consumers on TikTok Shop in Jakarta. The consistency between these previous studies and the present findings suggests that consumers' fear of missing trends or promotional opportunities may encourage spontaneous purchasing decisions. In the context of TikTok Shop, consumers may experience this fear when exposed to trending products, limited-time promotions, and other shopping stimuli that create a sense of urgency. Therefore, the findings support previous empirical evidence that FoMO is an important factor influencing impulse buying behavior in social commerce.

### **The effect of live streaming marketing ( $x_2$ ) on impulse buying**

The partial t-test results indicate that Live Streaming Marketing has a positive and significant effect on impulse buying, with a t-value of 3.271, exceeding the t-table value of 1.966, and a significance value of 0.001 ( $p < 0.05$ ). The regression coefficient of 0.337 further indicates a positive relationship between live streaming marketing and impulse buying. These findings are consistent with the research conducted by Sinurat and Salqaura (2025), which found that live streaming has a positive and significant effect on impulse buying among TikTok Shop users in Medan. Similarly, Azzahra et al. (2026) examined the influence of live streaming and price discounts on impulse buying among TikTok Shop users, including the role of positive emotion as an intervening variable. The consistency with previous research suggests that interactive live streaming features, product demonstrations, and promotional offers may encourage consumers to make spontaneous purchasing decisions. Through real-time communication, sellers can provide product information, respond to questions, and create engaging shopping experiences that reduce consumers' hesitation to purchase. Therefore, the findings reinforce previous empirical evidence that live streaming marketing is an important factor influencing impulse buying behavior on TikTok Shop.

### **The effect of brand authenticity ( $x_3$ ) on impulse buying**

Based on the partial t-test, Brand Authenticity obtained a t-value of 1.787, which is lower than the t-table value of 1.966, with a significance value of 0.075 ( $p > 0.05$ ). Therefore,  $H_0$  is not rejected, indicating that Brand Authenticity does not have a statistically significant effect on Impulse Buying. Although the regression coefficient is positive at 0.204, the relationship is not statistically significant. This finding differs from the qualitative study conducted by Agustina and Hapsari (2026), which found that perceived authenticity could strengthen consumer trust and reduce psychological barriers to spontaneous purchases among TikTok Shop users. However, their study explored consumers' experiences through qualitative interviews rather than testing the statistical significance of a direct relationship. Related evidence from Zafar et al. (2021) also found that the moderating effect of celebrity post authenticity on the relationship between social media celebrity-related factors and the urge to buy impulsively was not significant. Although this finding concerns a different form of authenticity, it provides a relevant perspective on why authenticity-related factors may not consistently translate into impulsive purchasing behavior. In the present study, consumers' perceptions of brand genuineness and transparency may contribute to trust without necessarily triggering immediate purchases. Impulse buying may depend more strongly on immediate emotional responses and situational stimuli, such as discounts, limited-time promotions, and live streaming activities. Therefore, brand authenticity may be more relevant to building consumer trust and purchase intention than directly stimulating impulse buying in the context examined.

### **The effect of of fear of missing out ( $x_1$ ), live streaming marketing ( $x_2$ ), and brand authenticity ( $x_3$ ) on impulse buying**

Based on the simultaneous test (F-test), the F-value is 94.357, which is greater than the F-table value of 2.63, with a significance value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted, indicating that FoMO, Live Streaming Marketing, and Brand Authenticity simultaneously have a significant effect on Impulse Buying among TikTok Shop users. The coefficient of determination ( $R^2$ ) of 0.426 indicates that these three variables jointly explain 42.6% of the variation in Impulse Buying, while the remaining 57.4% is explained by other factors not examined in this study. These factors may include price, sales promotions, product quality, consumer trust, electronic word of mouth, lifestyle, and hedonic shopping motivation. Overall, the findings demonstrate that impulsive purchasing behavior on TikTok Shop is influenced by a combination of psychological factors, interactive digital marketing strategies, and consumer perceptions of brands. Among the variables examined, FoMO shows the strongest contribution, followed by Live Streaming Marketing, while Brand Authenticity does not have a significant partial effect.

## **4. CONCLUSION AND SUGGESTIONS**

Based on the results of the study on the effects of Fear of Missing Out (FoMO), Live Streaming Marketing, and Brand Authenticity on Impulse Buying among TikTok Shop users, it can be concluded that FoMO and Live Streaming Marketing have a positive and significant effect on Impulse Buying. In contrast, Brand Authenticity does not have a significant effect on Impulse Buying. Simultaneously, FoMO, Live Streaming Marketing, and Brand Authenticity have a positive and significant effect on Impulse Buying among TikTok Shop users.

Based on the findings, TikTok Shop sellers are encouraged to optimize Live Streaming Marketing through engaging, interactive, and informative content, supported by attractive promotions. Sellers should also use FoMO-based strategies ethically, such as limited-time offers and limited-edition products, while maintaining honesty and transparency. Although Brand Authenticity does not significantly affect Impulse Buying, maintaining brand authenticity and product quality remains important for building consumer trust and long-term loyalty. Future researchers are encouraged to examine other factors, such as hedonic shopping motivation, e-WOM, consumer trust, price, and product quality, and to expand the research to other social commerce platforms.

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