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The Influence of Brand Trust, Live Commerce, and Flash Sale on Impulse Buying Mediated by FOMO on Sattka's TikTok Account

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Abstract: This study aims to analyze the influence of brand trust, live commerce, and flash sales on impulse buying, FOMO as a mediating variable among Sattka's TikTok consumers. This research adopts a quantitative approach focusing on active social media users who follow Sattka's official TikTok account, watch its live streams, and purchase Sattka's products. Primary data were gathered via online questionnaires using purposive sampling with 130 respondents. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) via SmartPLS 4. Results prove that brand trust, live commerce, and flash sales positively and significantly affect impulse buying directly. Additionally, brand trust and flash sales significantly increase consumer FMOO, whereas live commerce does not. Furthermore, FOMO positively and significantly influences impulse buying. Mediation analysis confirms that FOMO significantly mediates the effects of brand trust and flash sales on impulse buying. Conversely, FOMO fails to mediate the effect of live commerce on impulse buying, as live commerce drives impulsive purchases directly through visual appeal and interactivity rather than FOMO anxiety. These findings highlight distinct direct and indirect mechanisms driving digital social commerce impulse buying.

Keywords: Brand Trust; Flash Sale; FOMO; Impulse Buying; Live Commerce

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1. Introduction

The continuous transformation of e-commerce in Indonesia has shifted consumer behavior toward digital efficiency, supported by ongoing adjustments to electronic commerce regulations (BPS, 2025). Amid intense competition among digital platforms, TikTok has successfully established its dominance in the national market as one of the most widely accessed social commerce platforms, with a penetration rate reaching 31.8% (Rendanianti, 2026). This shift marks a fundamental change in how Indonesian consumers interact with brands, where entertainment and digital transactions merge seamlessly into a single interactive ecosystem.

Driven by this high intensity of public engagement on TikTok, the platform's functionality has transformed from a mere entertainment medium into a digital economic transaction hub powered by live commerce features (Shodiqi, 2025). This real-time live streaming feature provides an interactive shopping experience through visual product demonstrations and authentic two-way communication, the effectiveness of which is frequently optimized using flash sale strategies offering substantial price discounts within limited durations and stock quantities (Zakiyah et al., 2025). The combination of live interaction and urgent promotional offers acts as a powerful catalyst that establishes a foundation of brand trust, namely consumer confidence in a brand's ability to fulfill its promises when transacting without direct physical product inspection (Prawira & Warmika, 2025)

However, amid the dynamic nature of live streams, this brand trust intersects with internal psychological drives, specifically the Fear of Missing Out (FOMO)—a social anxiety wherein consumers fear being left out as they observe other audience members competing to secure trending products (Anwar, 2025). The synergy among brand trust, aggressive promotional stimuli, and the psychological pressure of FOMO ultimately triggers impulse buying behavior, leading to spontaneous, unplanned purchasing actions driven by emotional dominance and immediate gratification (Shodiqi, 2025). Facilitated by seamless transaction features on TikTok Shop, consumers tend to bypass logical considerations in pursuit of entertainment value or ongoing promotions (Shodiqi, 2025).

This social commerce marketing phenomenon is clearly exemplified by the official TikTok account of Sattka (@sattka.basic), a local modest fashion brand specializing in ciput (hijab inner scarves) and pashminas. Sattka consistently leverages daily, hours-long live streams combined with flash discounts and promotional campaigns such as "Mega WAR" to build brand reputation and drive massive sales volumes. However, in practice, these intensive marketing strategies do not guarantee consistent spontaneous purchasing decisions, presenting a critical disparity in marketing management. Empirically, recent research by Febrianty et al., (2026) demonstrates that flash sale strategies have no direct significant effect on impulse buying, contradicting general assumptions regarding promotional efficacy. This finding is corroborated by Gulo and Tanjung, (2025), who report that brand trust does not exert a significant partial effect on consumers' impulsive buying decisions within the fashion sector. Furthermore, while Shodiqi, (2025) identifies live commerce as a primary driver of impulse buying, the focus remains limited to technical interactive features, leaving room to examine consumers' internal psychological variables. Theoretical gaps regarding Fear of Missing Out (FOMO) were highlighted by Anwar, (2025) however that study was restricted to the Food and Beverage (FnB) industry and did not explore the dynamics of the modest fashion sector. These contradictory empirical results (empirical gap) and contextual differences across industries (contextual gap) underscore the necessity of re-evaluating these relationships in a comprehensive framework.

These conflicting empirical findings establish a strong urgency to re-examine this behavioral model among Sattka's consumers, validating whether external stimuli effectively drive transactional responses in a fast-paced digital marketplace. As a novelty, this study integrates a psychological mediator, namely Fear of Missing Out (FOMO), into a unified analytical model to bridge the theoretical gaps identified in prior literature, specifically analyzing FOMO's mediating mechanism on impulse buying among Sattka's TikTok audience. Through this approach, the study aims to offer theoretical contributions to the digital marketing management literature and practical insights for business practitioners like Sattka in designing persuasive promotional schemes without compromising long-term brand reputation. Specifically, this research aims to empirically test and validate the direct effects of brand trust, live commerce, and flash sales on impulse buying, as well as the mediating role of FOMO in these relationships.

2. Materials and Methods

This study employs a quantitative approach with a causal research design to objectively and empirically test the direct effects of Brand Trust, Live Commerce, and Flash Sales on Impulse Buying, as well as the mediating role of Fear of Missing Out (FOMO). The following methodological steps outline the data collection procedures and variable operationalization:

2.1. Data Collection

1. Research Object and Subject: The object of this study focuses on consumer digital transaction behavior through Sattka's official TikTok account (@sattka.basic). The subjects of this research are active consumers who interact during Sattka's live commerce sessions.
2. Population and Sample: The target population in this study is an infinite population. Sampling was conducted using a non-probability sampling technique, specifically purposive sampling, with the following inclusion criteria: (1) individuals who own an active TikTok account and follow either Sattka's official account, (2) respondents who have watched Sattka's live commerce streaming sessions, and (3) respondents who have purchased Sattka products, either during live promotional streams or directly via TikTok Shop. A total of 130 valid responses were collected and processed, meeting the minimum sample size requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM).
3. Data Collection Technique: This study collected data through an online survey using a self-administered questionnaire created on Google Forms and distributed via social media platforms. The

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questionnaire was structured into two main sections: screening questions to filter respondents based on the established criteria, and statement items to measure the research variables. Each statement item was evaluated using a 5-point Likert scale, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree").

2.2. Operational Definition and Conceptual Framework

The operational definitions of each variable along with their measurement indicators in this study are synthesized from relevant academic literature, as presented below:

Table 1. Operational Definition

Variable	Operational Definition of Variables	Indicators
Brand Trust (X1)	The level of consumer trust, confidence, and sense of security regarding the reputation and product quality of Sattka marketed on TikTok (Kasiha et al., 2023).	1. Trust 2. Reliance 3. Honesty 4. Safety
Live Commerce (X2)	Interactive live streaming features on TikTok utilized by the Sattka brand to demonstrate products in real time and interact directly with consumers (Shodiqi, 2025)..	1. Interactivity 2. Content Quality 3. Social Experience 4. Emotional Appeal 5. Special Offer 6. Host Trustworthiness 7. Presentation Duration
Flash Sale (X3)	A promotional strategy involving discounted product price offers by Sattka on TikTok with strict time limits and restricted stock quotas (Fatmalasari, 2024).	1. Discount 2. Frequency 3. Duration 4. Availability 5. Promotion
Fear of Missing Out [FOMO] (Z)	A state of consumer psychological anxiety involving the fear of missing out on trends or losing valuable promotional opportunities for Sattka products on TikTok (Setiawan, 2025).	1. Fear 2. Anxiety 3. Irritability 4. Sense of Deprivation 5. Low Self-Confidence
Impulse Buying (Y)	Consumer purchasing behavior of Sattka products on TikTok executed spontaneously, abruptly, and without prior deliberation (Gunawan, 2024).	1. Spontaneity 2. Force and Intensity 3. Excitement and Urge 4. Disregard for Consequences

Source: Processed by the author from literature sources, 2026.

The structural relationships among the research variables, encompassing the direct effects of Brand Trust, Live Commerce, and Flash Sales on Impulse Buying, as well as the mediating role of Fear of Missing Out (FOMO), are illustrated in the following Conceptual Framework:

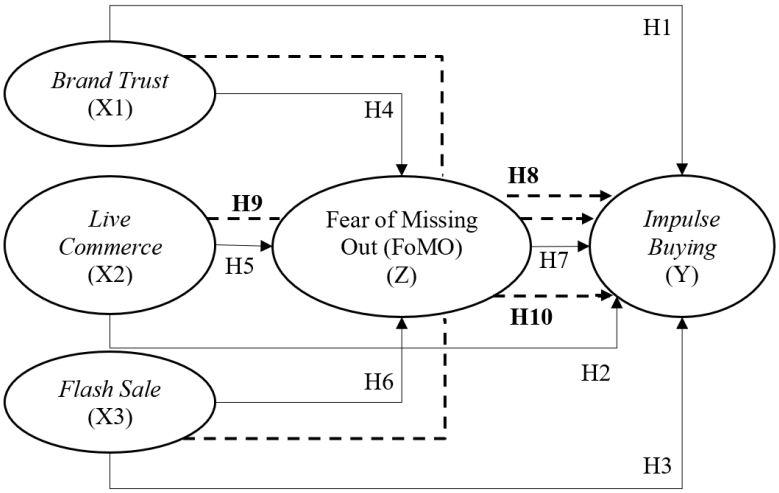


Figure 1. Conceptual Framework of the Research
Source: Processed Primary Data, 2026.

3. Results

3.1. Overview of Research Objects and Respondent Profile

This study evaluated a total of 130 respondents who are consumers and followers of the Sattka TikTok account. The demographic characteristics and behavioral profiles of the respondents are presented in Table 2 below.

Table 2. Overview of Research Objects and Respondent Profile

Questions	Category	Frequency	Percentage (%)
Gender	Female	129	99.2%
	Male	1	0.8%
Age	<18 years	14	10.8%
	18-24 years	81	62.3%
	>25 years	35	26.9%
Daily Live Streaming Viewer	Yes	111	85.4%
	No	19	14.6%
Purchase Interest During Live Stream	Yes	126	96.9%
	No	4	3.1%
Purchase Frequency in the Last Month	1 Time	69	53.1%
	More than 1 Time	61	46.9%

Source: Processed Primary Data, 2026.

The sample is overwhelmingly dominated by females (99.2% = 129) aged 18–24 years (62.3% =81), aligning with Sattka's primary market as a modest fashion brand specializing in women's hijab inner scarves (ciput) and pashminas. Behaviorally, 85.4% of respondents regularly watch Sattka's daily live streams, 96.9% express purchasing interest during these sessions, and 46.9% engaged in repeat purchases (more than once in the past month), confirming live streaming as a highly effective conversion channel.

3.2. Descriptive Analysis of Variables

A descriptive analysis was performed to evaluate the mean scores, standard deviations, and overall categorization of each research variable, as summarized in Table 3.

Table 3. Descriptive Statistics of Variable

Variable	Number of Items	Mean	Standard Deviation	Category
Brand Trust (X1)	4	4.07	0.72	High
Live Commerce (X2)	7	4.19	0.71	Very High
Flash Sale (X3)	5	4.10	0.70	High

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Variable	Number of Items	Mean	Standard Deviation	Category
Fear of Missing Out (Z)	5	4.12	0.72	High
Impulse Buying (Y)	4	4.10	0.75	High

Source: Processed Primary Data, 2026.

As shown in Table 3, all variables recorded high to very high mean scores. Live Commerce achieved the highest mean of 4.19 (SD = 0.71, Very High category), emphasizing the strong impact of real-time interactions. Additionally, Fear of Missing Out, Flash Sale, Impulse Buying, and Brand Trust were all categorized as High, with mean values of 4.12 (SD = 0.72), 4.10 (SD = 0.70), 4.10 (SD = 0.75), and 4.07 (SD = 0.72), respectively, proving that urgent promotional stimuli and strong trust successfully drive psychological urgency and spontaneous buying decisions.

3.3. Evaluation of Measurement Model

The structural and measurement models were executed using SmartPLS version 4. Figure 2. illustrates the visual representation of the SmartPLS PLS-Algorithm model result.

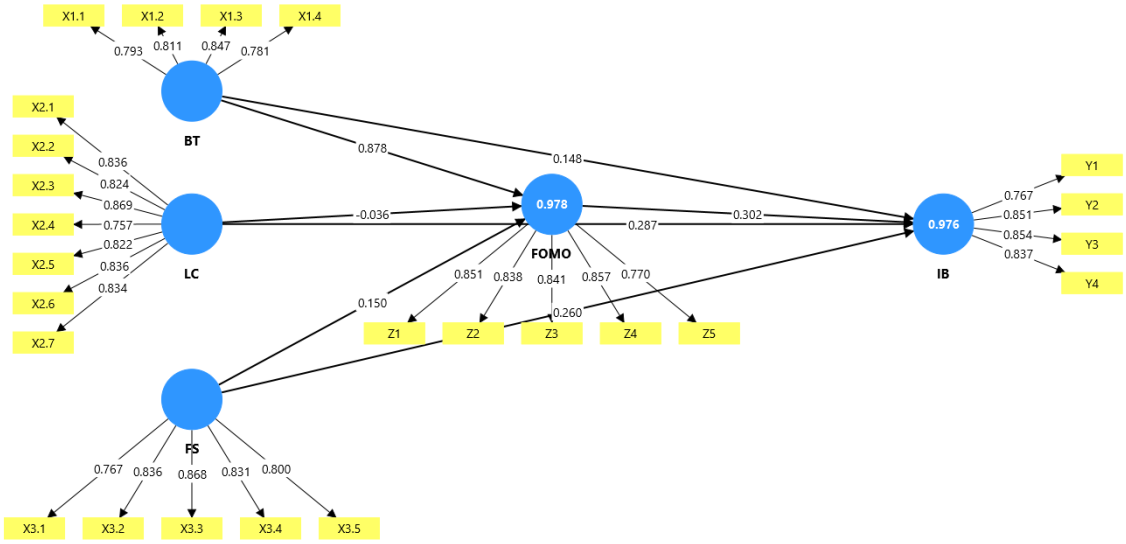


Figure 2. SmartPLS Measurement Model
Source: Processed Data using SmartPLS 4 (2026)

3.3.1. Convergent Validity & Reliability Test

Convergent validity evaluates the degree to which an indicator positively correlates with alternative indicators of the same construct. An indicator satisfies convergent validity if its outer loading exceeds the threshold of 0.70, although values between 0.50 and 0.60 are acceptable in exploratory studies (Hair et al., 2021). To reinforce convergent validity, the Average Variance Extracted (AVE) for each construct must exceed 0.50. Furthermore, internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability, with a minimum required threshold of > 0.70 (Hair et al., 2021).

Table 4. Measurement Model Evaluation

Variable	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Brand Trust (X1)	BT 1	0.793	0.823	0.883	0.654
	BT 2	0.811			
	BT 3	0.847			
	BT 4	0.781			
Live Commerce (X2)	LC 1	0.836	0.922	0.938	0.682
	LC 2	0.824			
	LC 3	0.869			
	LC 4	0.757			
	LC 5	0.822			

Variable	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
	LC 6	0.836			
	LC 7	0.834			
Flash Sale (X3)	FS 1	0.767	0.879	0.912	0.674
	FS 2	0.836			
	FS 3	0.868			
	FS 4	0.831			
	FS 5	0.800			
Fear of Missing	FOMO 1	0.851	0.889	0.918	0.692
Out (Z)	FOMO 2	0.838			
	FOMO 3	0.841			
	FOMO 4	0.857			
	FOMO 5	0.770			
Impulse Buying	IB 1	0.767	0.846	0.897	0.685
(Y)	IB 2	0.851			
	IB 3	0.854			
	IB 4	0.837			

Source: Processed Data using SmartPLS 4 (2026)

As detailed in Table 4, all outer loading values across all indicators range from 0.757 to 0.869, strictly surpassing the standard threshold of 0.70. Furthermore, the AVE values for all constructs exceed the 0.50 cutoff, ranging between 0.654 (Brand Trust) and 0.692 (Fear of Missing Out), thereby confirming robust convergent validity. In terms of reliability, all constructs demonstrated high internal consistency, with Cronbach's Alpha values ranging from 0.823 to 0.922 and Composite Reliability values ranging from 0.883 to 0.938, both well above the 0.70 requirement. These results validate that all indicators and constructs in this study possess strong validity and reliability for structural model testing.

3.3.2. Discriminant Validity

Table 5. Fornell-Larcker Criterion

Construct	Brand Trust	Live Commerce	Flash Sale	FOMO	Impulse Buying
Brand Trust (X1)	0,808				
Live Commerce (X2)	0,976	0,826			
Flash Sale (X3)	0,974	0,970	0,821		
Fear of Missing Out (Z)	0,988	0,966	0,970	0,832	
Impulse Buying (Y)	0,981	0,977	0,976	0,979	0,828

Source: Processed Data using SmartPLS 4 (2026)

Discriminant validity was evaluated using the Fornell-Larcker criterion, as presented in Table 5. The square roots of AVE for Brand Trust (0.808), Live Commerce (0.826), Flash Sale (0.821), FOMO (0.832), and Impulse Buying (0.828) are lower than their inter-construct correlations (e.g., BT-LC at 0.976; LC-IB at 0.977), indicating high inter-variable correlation. Nevertheless, the model was retained for structural analysis without removing items. As noted by Henseler et al. (2015) and Voorhees et al., (2016) as cited in (Afthanorhan et al., 2021), the Fornell-Larcker criterion exhibits inherent limitations and insensitivity in PLS-SEM models, often producing overestimated conclusions. In TikTok's live commerce environment, Brand Trust, Flash Sales, and Live Commerce naturally intertwin as a unified consumer experience. Since all items previously passed convergent validity tests (outer loadings > 0.70 and AVE > 0.50), the measurement model remains valid for hypothesis testing.

3.4. Structural Model Evaluation and Hypothesis Testing

Evaluation of the structural model was conducted to examine the explanatory power, predictive relevance, and relationship significance among constructs. Figure 3. illustrates the bootstrapping and structural model analysis generated using SmartPLS 4.

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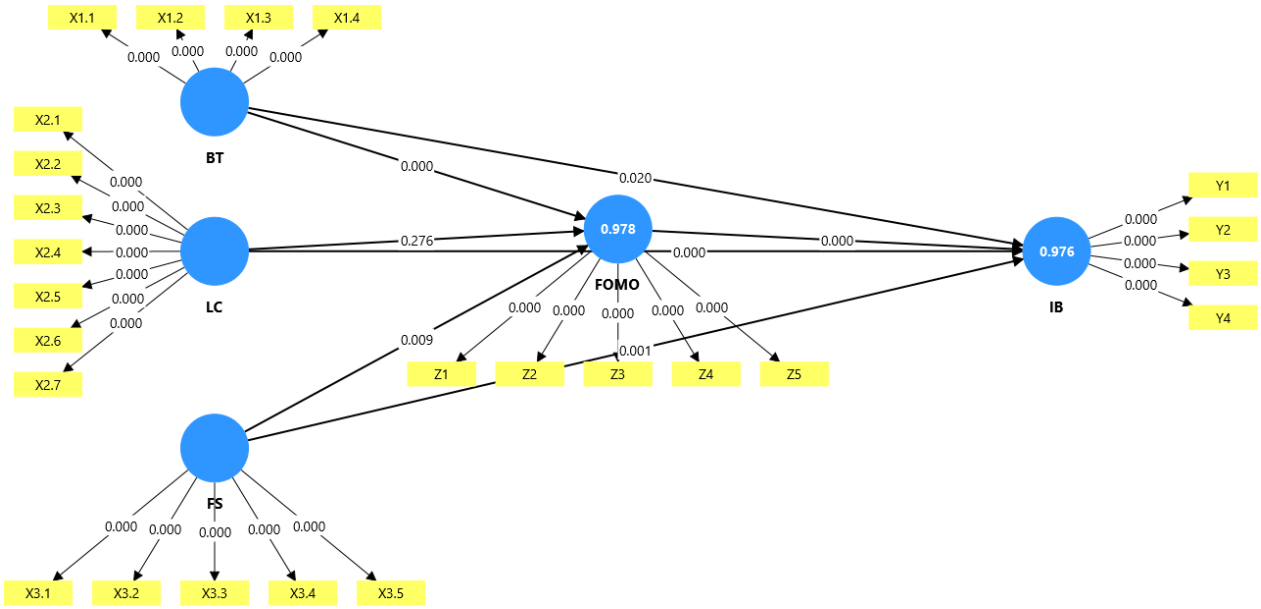


Figure 3. SmartPLS Structural Model Evaluation
Source: Processed Data using SmartPLS 4 (2026)

3.4.1. Model Fit, Predictive Relevance, and Effect Size (R2, Q2 and f2)

Prior to hypothesis testing, the structural model was evaluated using the Coefficient of Determination (R^2), Stone-Geisser's predictive relevance (Q^2), and Cohen's effect size (f^2). R^2 serves as the primary parameter to measure the combined ability of independent variables in explaining variations in dependent variables, where values of 0.67, 0.33, and 0.19 indicate strong, moderate, and weak models, respectively. Furthermore, predictive relevance is confirmed if $Q^2 > 0$. Meanwhile, f^2 evaluates the relative impact of individual predictor variables, with values of 0.02, 0.15, and 0.35 categorized as small, medium, and large effect sizes, respectively (Sihombing et al., 2024).

Table 6. Coefficient of Determination (R2) Results

Variable	R-Square	Interpretation
Fear of Missing Out (Z)	0.978	Strong
Impulse Buying (Y)	0.976	Strong

Source: Processed Data using SmartPLS 4 (2026)

As presented in Table 6, the $\boldsymbol{R^2}$ values for FOMO and Impulse Buying are 0.978 and 0.976, respectively. This demonstrates that 97.8% of the variance in FOMO and 97.6% of the variance in Impulse Buying are explained by the predictor constructs, indicating exceptionally strong explanatory power.

Table 7. PLS Predict (Q2_predict) Assessment

Variable	Indicator	Q^2_predict	Predictive Relevance
Fear of Missing Out (Z)	FOMO 1	0.734	High
	FOMO 2	0.720	High
	FOMO 3	0.682	High
	FOMO 4	0.671	High
	FOMO 5	0.556	High
Impulse Buying (Y)	IB 1	0.612	High
	IB 2	0.682	High
	IB 3	0.650	High
	IB 4	0.703	High

Source: Processed Data using SmartPLS 4 (2026)

To evaluate the out-of-sample predictive power, the PLS Predict procedure was performed. As shown in Table 3.6, all indicators yielded Q^2_predict values substantially greater than zero (Q^2_predict >0), ranging from 0.556 to 0.734. These results confirm that the measurement items possess strong predictive relevance for both target constructs.

Table 8. Effect Size (f2) Results

Variable	f^2 Value	Description
BT (X1) → IB (Y)	0.014	No Effect
BT (X1) → FOMO (Z)	1.221	Large Effect
LC (X2) → IB (Y)	0.135	Small Effect
LC (X2) → FOMO (Z)	0.002	No Effect
FS (X3) → IB (Y)	0.119	Small Effect
FS (X3) → FOMO (Z)	0.045	Small Effect
FOMO (Z) → IB (Y)	0.084	Small Effect

Source: Processed Data using SmartPLS 4 (2026)

As presented in Table 8, Brand Trust demonstrates a dominant and substantial contribution to FOMO with a large effect size (f^2= 1.221). Conversely, Flash Sale (f^2 = 0.045) has a small effect on FOMO, whereas Live Commerce (f^2 = 0.002) shows no structural effect size on FOMO. Regarding Impulse Buying, both Live Commerce (f^2 = 0.135) and Flash Sale (f^2= 0.119) exhibit small effect sizes, alongside FOMO (f^2 = 0.084). Meanwhile, Brand Trust shows no direct effect size on Impulse Buying (f^2 = 0.014), indicating that its impact on impulse buying relies primarily on the mediating mechanism rather than a direct contribution.

3.4.2. Hypothesis Testing (Direct and Mediating Effects)

Hypotheses were tested by examining the standardized path coefficients, t-statistics, and p-values generated via bootstrapping. Based on Hair et al., (2021) at a 5% significance level, a hypothesis is accepted if the t-statistic exceeds 1.64 (t > 1.64) and the p-value is less than 0.05 (p < 0.05).

Table 9. Direct Effect Hypothesis Testing Results

Hypothesis	Variable	Path Coefficient	T-Statistics	P-Values	Decision
H1	BT → IB	0.148	2.045	0.020	Significant
H2	BT → FOMO	0.878	11.214	0.000	Significant
H3	LC → IB	0.287	4.256	0.000	Significant
H4	LC → FOMO	-0.036	0.594	0.276	Not Significant
H5	FS → IB	0.260	3.190	0.001	Significant
H6	FS → FOMO	0.150	2.367	0.009	Significant
H7	FOMO → IB	0.302	3.797	0.000	Significant

Source: Processed Data using SmartPLS 4 (2026)

Based on Table 9, the empirical results confirm that Flash Sale has a significant direct contribution to both FOMO and Impulse Buying. Similarly, Live Commerce and FOMO are proven to significantly trigger an increase in Impulse Buying. A similar finding applies to Brand Trust, which exerts a significant direct influence on both FOMO and Impulse Buying. Conversely, the interactive appeal of Live Commerce alone does not have a significant direct impact on driving consumer FOMO without the presence of other triggering factors.

Table 10. Mediating Effect Hypothesis Testing Results

Hypothesis	Variable	Path Coefficient	T-Statistics	P-Values	Decision
H8	BT → FOMO → IB	0.266	3.812	0.000	Significant
H9	LC → FOMO → IB	-0.011	0.588	0.278	Not Significant
H10	FS → FOMO → IB	0.045	1.976	0.024	Significant

Source: Processed Data using SmartPLS 4 (2026)

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Based on Table 10, FOMO is proven to positively and significantly mediate the effects of both Brand Trust (H8) and Flash Sales (H10) on Impulse Buying. Since both their direct and indirect paths are statistically significant, FOMO functions as a partial mediator in these relationships, indicating that higher brand trust and aggressive flash sales intensify consumer FOMO, which ultimately drives spontaneous purchasing behavior. Conversely, FOMO fails to mediate the link between Live Commerce and Impulse Buying (H9) due to the non-significant effect of live streaming engagement on triggering consumer FOMO, demonstrating that live commerce directly influences impulse buying without requiring FOMO as an intervening mechanism.

4. Discussion

The Effect of Brand Trust on Impulse Buying

Based on the empirical analysis, Hypothesis 1 (H1) is supported. This result indicates that the level of consumer trust in a fashion brand on TikTok serves as a primary driver of spontaneous purchasing behavior (impulse buying). In practice, this significant influence occurs because brand trust effectively minimizes consumer hesitation when viewing digital showcases. When consumers maintain strong confidence in a brand's reputation and quality, they feel secure and do not hesitate to proceed with immediate checkout as soon as visual stimuli or promotional offers appear.

This finding aligns with and supports previous research by Gunawan, (2024). This consistency underscores that trust remains the primary foundation in online retail environments. Even though purchases are made spontaneously, Gen Z consumers on TikTok still require a fundamental sense of security that the items they purchase rapidly are guaranteed in quality and match the brand's reputation, thereby mitigating post-purchase regret.

H1: Brand Trust has a positive and significant effect on Impulse Buying (Supported).

The Effect of Live Commerce on Impulse Buying

The empirical results confirm that Hypothesis 2 (H2) is supported, indicating that the intensity and prevalence of live streaming fashion sales on TikTok directly drive consumer impulse buying. The significance of this direct effect is driven by the high interactivity and real-time social proof provided by live commerce features on TikTok. Direct interactions with hosts, dynamic product visual representations, and a lively shopping atmosphere stimulate consumer emotional engagement, thereby prompting immediate purchasing decisions without deliberate prior planning.

This outcome aligns with earlier studies by Jalantina and Minarsih, (2024), Zakiyah et al., (2025), and Shodiqi, (2025). This convergence proves that integrating entertainment and commerce (shoppertainment) in live commerce effectively bypasses consumers' logical decision-making pathways. Instant two-way communication between sellers and buyers replicates the physical store atmosphere in a digital format, effectively triggering psychological impulses to immediately acquire the featured fashion items.

H2: Live Commerce has a positive and significant effect on Impulse Buying (Supported).

The Effect of Flash Sale on Impulse Buying

The analysis indicates that Hypothesis 3 (H3) is supported, proving that flash sale promotional programs significantly increase impulse buying behavior for fashion products on TikTok. Psychologically, flash sales successfully induce time urgency and perceived product scarcity. Striking discount labels and narrow time windows exert emotional pressure on consumers to capitalize on bottom-tier pricing, thereby overriding logical evaluation to avoid future regret.

This finding supports prior research by Ramadhan, (2024), which indicated that flash sales positively and significantly influence impulse buying. These time-sensitive promotions effectively exploit consumer price sensitivity, where strictly limited deal durations compel shoppers to execute instant checkouts without pre-purchase consideration.

H3: Flash Sale has a positive and significant effect on Impulse Buying (Supported).

The Effect of Brand Trust on Fear of Missing Out (FOMO)

The empirical results reveal that Hypothesis 4 (H4) is supported, confirming that brand trust significantly triggers Fear of Missing Out (FOMO) regarding fashion products on TikTok. A brand's strong credibility and positive image foster deep emotional attachment among consumers. When a trusted brand

releases a new collection or trends within the TikTok community, social anxiety emerges among consumers who fear being left behind or disconnected from trends involving that revered brand.

This outcome is consistent with research by Jamaludin et al., (2022). The rationale underlying this alignment is that brand trust in fashion has shifted from rational quality assessment to a symbol of social identity. When consumers place high trust in a trending brand, they experience heightened emotional anxiety (FOMO) if their social circle adopts the brand's products while they have yet to acquire them.

H4: Brand Trust has a positive and significant effect on Fear of Missing Out (FOMO) (Supported).

The Effect of Live Commerce on Fear of Missing Out (FOMO)

The empirical findings demonstrate that Hypothesis 5 (H5) is rejected (not supported), proving that fashion live commerce activities on TikTok do not significantly generate FOMO among viewers. In reality, watching live streams primarily functions as a cognitive and entertainment activity, or a channel for digital window shopping. Consumers tend to enjoy interactive sessions and live product try-ons rationally without feeling pressured by social anxiety.

While this result contrasts with Shodiqi, (2025), it strongly aligns with and supports the findings of (Qu et al., 2023). This discrepancy is attributed to evolving audience behaviors. As argued by Qu et al., (2023), FOMO is not inherently generated by the live commerce format itself, but rather by scarcity attributes. Live commerce loses its capacity to induce FOMO when it lacks integration with strict time-limited Flash Sales. Furthermore, high Brand Trust reassures consumers that products will remain available or be restocked, thereby dampening emotional panic (FOMO) and enabling calmer product evaluations during live streams.

H5: Live Commerce has a positive and significant effect on Fear of Missing Out (FOMO) (Not Supported).

The Effect of Flash Sale on Fear of Missing Out (FOMO)

The analysis confirms that Hypothesis 6 (H6) is supported, demonstrating that fashion flash sales on TikTok effectively induce FOMO. Flash sale strategies trigger digital anxiety through a "now or never" mechanism. Short promotional durations coupled with decreasing stock counters exert psychological pressure on consumers, compelling swift action to alleviate anxiety associated with missing out on price advantages. This finding is in agreement with Setiawan, (2025), who found that flash sales positively and significantly affect FOMO. It further reinforces the conceptual framework of Anwar, (2025), asserting that high-urgency marketing stimuli effectively trigger FOMO by leveraging temporal restrictions to evoke anxiety over missed promotional opportunities.

H6: Flash Sale has a positive and significant effect on Fear of Missing Out (FOMO) (Supported).

The Effect of Fear of Missing Out (FOMO) on Impulse Buying

Hypothesis 7 (H7) is supported, confirming that FOMO significantly drives impulse buying behavior among consumers. The fear of missing out on social trends creates psychological distress and social discomfort. Consumers subsequently relieve this tension through reactive shopping actions to maintain social relevance and peer group belonging.

This outcome supports previous research by Paramadina, (2025) showing that FOMO exerts a positive and significant impact on impulse buying. Consumers exhibiting high FOMO levels are markedly more susceptible and responsive to social media shopping stimuli, prompting unbudgeted transactions to soothe social anxiety.

H7: Fear of Missing Out (FOMO) has a positive and significant effect on Impulse Buying (Supported).

The Mediating Role of FOMO between Brand Trust and Impulse Buying

Path coefficient analysis reveals that Hypothesis 8 (H8) is supported, proving that FOMO significantly mediates the impact of Brand Trust on Impulse Buying. Because both the direct and indirect paths are statistically significant, this relationship represents Partial Mediation. This mediation confirms a chain reaction: trust in a fashion brand fosters a fear of missing out when new collections launch, ultimately prompting spontaneous purchases.

This result aligns with findings by Gulo and Tanjung, (2025) and Febrianty et al., (2026) confirming a robust psychological sequence among TikTok fashion consumers. Long-term brand trust does not remain a passive assessment; rather, it converts into an active emotional catalyst. Trust breeds social anxiety (FOMO) regarding brand consumption leadership, which is ultimately expressed through reactive, unplanned purchasing actions.

H8: FOMO mediates the effect of Brand Trust on Impulse Buying (Supported).

The Mediating Role of FOMO between Live Commerce and Impulse Buying

The statistical analysis indicates that Hypothesis 9 (H9) is rejected (not supported), proving that FOMO does not significantly mediate the effect of Live Commerce on Impulse Buying. The failure of this indirect pathway occurs because live commerce broadcasts do not initially generate significant social anxiety or FOMO among viewers. Impulsive buying driven by live commerce is directly stimulated by visual presentation, host persuasion, and real-time interactivity, rather than through an indirect emotional chain bridged by FOMO.

Although this contradicts Febrianty et al., (2026), it supports the empirical framework of (Li & Liu, 2024), who noted that emotional mediating pathways like FOMO are frequently absent without mediation in live stream commerce. The stimulus response mechanism in TikTok live shopping operates via a direct shortcut. The absence of FOMO mediation emphasizes that promotional time constraints such as Flash Sales, rather than live broadcasts alone, are required to translate anxiety into impulsive buying. Furthermore, high Brand Trust encourages objective product evaluation during live streams, resulting in transactions rooted in trust rather than FOMO driven emotional distress.

H9: FOMO mediates the effect of Live Commerce on Impulse Buying (Not Supported).

The Mediating Role of FOMO between Flash Sale and Impulse Buying

The findings confirm that Hypothesis 10 (H10) is supported, demonstrating that FOMO significantly mediates the effect of Flash Sale on Impulse Buying. Flash sale programs for TikTok fashion items not only influence purchasing decisions directly, but also operate indirectly by evoking an emotional FOMO response prior to triggering impulsive buying. Strictly enforced quotas and time limits create a perceived scarcity effect; this heightened FOMO leads consumers to bypass rational evaluation to secure promotional deals before expiration.

This mediating pathway aligns with Febrianty et al., (2026), confirming that sales restriction programs indirectly strengthen impulse buying by leveraging emotional FOMO responses. Consequently, within the TikTok fashion ecosystem, FOMO acts as a critical intervening variable transmitting promotional time urgency into unplanned purchase actions.

H10: FOMO mediates the effect of Flash Sale on Impulse Buying (Supported).

5. Conclusions

This study investigated the structural impacts of Brand Trust, Live Commerce, and Flash Sales on Impulse Buying, with Fear of Missing Out (FOMO) operating as a mediating variable among TikTok fashion consumers. The empirical findings demonstrate that Brand Trust, Live Commerce, and Flash Sales directly and significantly drive impulse buying behavior. Specifically, brand credibility establishes foundational psychological safety, live stream interactivity fosters a dynamic shopping environment, and limited-time flash sales exert temporal urgency that compels immediate purchasing actions. Furthermore, Brand Trust and Flash Sales significantly provoke emotional anxiety in the form of FOMO, whereas Live Commerce alone fails to generate social anxiety, as consumers predominantly perceive live broadcasts as platforms for entertainment (shoppertainment) or rational product evaluation.

Additionally, the mediation analysis reveals that FOMO significantly mediates the relationships between Brand Trust and Impulse Buying, as well as between Flash Sales and Impulse Buying. This underscores a sequential psychological chain wherein strong brand reputation and time-bound discounts evoke social anxiety regarding missed product drops, which is ultimately resolved through reactive purchasing decisions. Conversely, FOMO fails to mediate the link between Live Commerce and Impulse Buying. Impulsive buying during live broadcasts operates via a direct shortcut driven by visual presentation, real-time interactivity, and host persuasion, rather than through an indirect emotional chain anchored in social anxiety.

Based on these empirical insights, practical implications for TikTok fashion brand managers emphasize the necessity of strengthening brand credibility through transparent customer feedback to provide essential purchasing reassurance. Furthermore, marketers should systematically integrate live streaming sessions with flash sale events featuring real-time declining stock counters to sustain psychological urgency and maximize FOMO triggers. For future academic endeavors, researchers are encouraged to validate this structural model across non-fashion sectors, such as cosmetics or consumer electronics, and explore alternative emotional or cognitive mediators tailored to live-stream dynamics, including Perceived Enjoyment, Social Presence, or Parasocial Interaction with stream hosts.

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