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The Effect of Hedonic Shopping Motivation and Fear of Missing Out (FOMO) on Impulsive Buying Behavior: A Study of Tiktok Shop Twin Date Sales

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A B S T R A C T

This study explores how hedonic shopping motivation and fear of missing out influence impulsive buying during the Twin Date TikTok Shop event in Indonesia. Using the adapted dimensions of hedonic shopping motivation and fear of missing out (FOMO), this study examines the behavior of TikTok Shop consumers in Indonesia upon encountering this promotional event. The primary objective is to examine and analyze consumer hedonic shopping motivation and fear of missing out and their impact on impulsive buying during the Twin Date TikTok Shop Indonesia promotion, using a set of indicators adapted from previous research. Data were collected through a survey administered to 114 TikTok Shop consumers participating in the Twin Date event. This study used Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that fear of missing out significantly influences impulsive buying, while hedonic shopping motivation influences the effect, albeit in the opposite direction. However, a limitation of this study is its focus solely on hedonic shopping motivation and fear of missing out on impulsive buying. This study ignores other potential influencing variables, such as price, product quality, and consumer preferences. Therefore, this study shows that Hedonic Shopping Motivation and FOMO contribute to Impulsive Buying during the Twin Date event on TikTok Shop in Indonesia.

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INTRODUCTION

The commerce sector has undergone substantial transformation due to the rapid development of the digital era, in part because e-commerce platforms allow people to shop without having to visit physical stores. The Covid-19 outbreak is a major driver (Parameswara et al., 2021). Consumer behavior has shifted significantly as a result of advances in digital technology and increased internet usage. Previously dominated by brick-and-mortar stores, shopping has now shifted to internet platforms, particularly social media sites with e-commerce elements. The social commerce phenomenon is a type of digital innovation that integrates social contact, entertainment, and buying and selling activities into a single ecosystem, thus influencing consumer decision-making patterns in more complex ways (Yuwono et al., 2025). As a social commerce platform, TikTok Shop has grown rapidly, primarily due to marketing tactics centered on live broadcasts and short videos. Beyond being a transactional tool, the platform also serves as a form of entertainment that can evoke emotions and encourage customer interaction. TikTok Shop offers a highly engaging shopping experience that can encourage impulse purchases due to its combination of captivating graphics, creator suggestions, and real-time engagement (Yuwono et al., 2025).

Hedonistic shopping motives are one of the psychological elements that significantly influence this behavior. Customers are driven by hedonic incentives to purchase for pleasure, entertainment, and pleasurable emotional experiences, in addition to utilitarian needs. Customers' hedonic impulses are reinforced by the significant entertainment component of TikTok Shop through innovative content and live shopping, which increases their tendency to make impulse purchases in addition to hedonic impulses (Thonak et al., 2025). FOMO (fear of missing out) is also increasingly important in the digital age. FOMO occurs when people worry about missing out on a highly sought-after opportunity, trend, or event. Information regarding time constraints, limited product availability, and high levels of user engagement increase FOMO in online purchasing activities, especially on social media platforms, encouraging customers to make purchases immediately (Ulfa, 2024). During special promotional events like Twin Date Sales (e.g., 11.11, 12.12), which offer steep discounts, flash sales, and exclusive, limited-time offers, the fear of missing out (FOMO) phenomenon becomes more pronounced (Fahsya & Juanidi, 2025). TikTok Shop capitalizes on this momentum by using influencers, aggressive advertising, and interactive elements that instill a sense of urgency. Customers may feel more psychologically pressured to make rash purchases to avoid regretting missed opportunities. The term "impulse buying behavior" refers to unplanned, impulsive purchases triggered by situational and emotional cues (Anam & Fasa, 2024). In the context of social commerce, platform design, advertising tactics, and social interactions all impact impulse buying. Therefore, to create ethical and successful marketing tactics, it is crucial for businesses and academics to understand the elements that drive this behavior.

Although numerous studies have been conducted on impulse buying in the e-commerce context, few studies have explicitly integrated hedonic shopping incentives and FOMO on social commerce platforms like TikTok Shop, particularly during the Twin Date Sale. This is true even though TikTok Shop's features, which combine community, entertainment, and limited-time promotions, have different dynamics than traditional e-commerce platforms. Based on this description, the purpose of this study is to examine how FOMO and hedonic shopping incentives influence impulse buying behavior among TikTok Shop customers during the Twin Date Sale event. These findings are expected to have practical implications for companies in creating more successful and lasting digital marketing strategies, as well as theoretical contributions to the advancement of consumer behavior research in the social commerce era.

While much previous research on impulse buying has been conducted on homogenous digital platforms, there remains a gap in understanding how real-time urgency and social interaction in live commerce can alter consumer motivation.

LITERATURE REVIEW

The anxiety that arises from the worry of being left behind or missing out on opportunities for social interaction in certain situations is known as FOMO (Fear of Missing Out). In other words, anxiety plays

a major role in FOMO (Chen et al., 2025). Although everyone has some degree of "fear of missing out" (FOMO), it is a universal emotion. FOMO is a state variable that represents an individual's anxiety, which is also influenced by their environment and social interactions (Wan & Zhou, 2025). According to research on FOMO (Fear of Missing Out), anxiety disorders and the fear of being cut off or left out of shared or communal experiences are psychological causes of this phenomenon. According to Banerjee et al., (2025), FOMO (Fear of Missing Out) is anxiety caused by feelings of loneliness after a positive event and the failure to fulfill a fundamental desire for social connection. The feeling of anxiety due to the fear of missing out on opportunities to experience something is known as fear of missing out (FOMO), and it has been the focus of much research. However, most research has focused on social media, and its relevance to current consumer behavior is somewhat limited (Vardikou et al., 2024). The persistent worry caused by the perception that others are having valuable experiences that we cannot participate in is known as the fear of missing out, or FOMO. Furthermore, a strong need to constantly observe and engage with the diverse activities of others is another characteristic of FOMO (Juanim et al., 2024). FOMO, or the fear of missing out, is a phenomenon in marketing. This phrase can be understood as a feeling of unease or worry that one will miss out on valuable or enjoyable experiences shared by others (Djamhari et al., 2024).

The product usage experience, which combines multisensory, imaginative, and emotional aspects of consumer behavior, is associated with hedonic consumption (Coelho et al., 2023). Impulse buying behavior has been shown to be highly correlated with hedonic motivation. Previous studies have repeatedly demonstrated the importance of pleasure-focused impulses in causing impulse purchases (Permadi, 2025). A person's sense of pleasure or satisfaction from using a particular technology is closely linked to hedonic motivation (Noerman et al., 2025). Product usage features that elicit sensory, emotional, and creative experiences are referred to as hedonic consumption. The engaging and entertaining features of online shopping channels have encouraged purchasing habits that can lead to the emergence of obsessive-compulsive buying (Hoo et al., 2025). This occurs as a result of consumers with obsessive tendencies who are always engrossed in shopping and spending money, using purchasing as a coping mechanism for their worries (Ibrahim & Ali, 2024). The drive that leads people to seek pleasure, happiness, or emotional fulfillment during the consumer decision-making process is known as hedonic motivation (Juanim et al., 2024). Unique emotions that stimulate consumers' desire for exploration are known as hedonic buying motivation (Mashilo et al., 2025). The feelings of pleasure and joy resulting from using new technologies are known as hedonic motivation (Zhou et al., 2025).

The term "impulse buying" refers to a sudden, strong, and unplanned desire to make a purchase. It is comparable to impulsive buying. Impulse buying is traditionally defined as unplanned and spontaneous buying behavior triggered by external stimuli (Xia et al., 2025). Impulse buying is characterized as hasty and unplanned purchases. Because it is motivated by a person's inner struggle and emotional turmoil, it is considered unreasonable (Ramadhani et al., 2025). One aspect of consumer behavior that differs from planned buying is impulsive buying (Zhang et al., 2024). One definition of impulsive buying is unexpected behavior. This behavior is caused by an urge, or sudden desire, that develops when a person is exposed to a stimulus (Djamhari et al., 2024). Hedonistic, hasty, unplanned, and sudden purchases are referred to as impulsive buying (Indriastuti et al., 2024). One way to understand impulsive buying is as a limited approach to problem solving. This is due to the fact that consumers in this situation often ignore important stages in the decision-making process, especially the stages of information search and evaluation of options (Ahmadova & Nabiyeva, 2023).

This study uses the S-O-R theory. The stimulus used in this study was the Twin Date TikTok Shop event. The organism in this study is the consumer's internal state, namely Hedonic Shopping Motivation and Fear of Missing Out (FOMO). The response that occurs is Impulsive Buying.

RESEARCH METHOD

These three factors should be the primary focus of e-commerce marketing strategies to enhance user

experience and sales, according to an analysis of FOMO, Hedonic Buying Motivation, and Impulse Buying in online shopping, particularly e-commerce. This study used the FOMO dimensions of FOMO (FOMO condition) and FOMO features, using 12 indicator items developed by Wegmann et al. (2017), which are appropriate for the FOMO examined in this study. The researchers used four indicator items for hedonic shopping motivation (adventure seeking), three indicator items for shopping ideas, and three indicator items for social shopping, modified from a study (Ibrahim & Ali, 2024). Ten indicator items were used in the impulse buying assessment, modified from a study (Sun & Bao, 2023). This study used cognitive and affective impulse buying.

This study used primary data on FOMO, hedonic buying motivation, and impulse buying from 114 TikTok Shop customers who made transactions during a twin dating event in Indonesia. In this study, high- and low-order components were analyzed as complementary constructs using PLS-SEM. To provide more accurate test results, low-order constructs were used. This method allows for the identification of direct and indirect influences and the establishment of complex interactions between variables. Composite reliability was calculated, and average variance was extracted using loading indicators, namely the correlation between high- and low-order components.

In this study, two theories were examined:

H1: Fear of Missing Out has a significant effect on Impulse Buying.

H2: Hedonic Shopping Motivation has a significant effect on Impulse Buying.

The resulting questionnaire consisted of five indicators for trait FOMO, seven indicators for state FOMO, five indicators for cognitive impulse buying, and five indicators for affective impulse buying. A five-point Likert scale was used to measure each indicator, ranging from "1 = Strongly Disagree" to "5 = Strongly Agree."

As shown in Figure 1 below, this study developed a reflective construct framework to investigate how FOMO influences impulse buying behavior among Tiktok Shop users. The reflective construct model was used in this study, where the relationship between constructs and their indicators flows from construct to indicator. The conceptual indicators and the indicators assessed are quite similar within the reflective research framework. Furthermore, this reflective construct method assumes that there are hidden factors that influence how indicators are assessed. These latent variables influence the corresponding indicators in the reflective model (Hamid & Anwar, 2019).

This study used PLS-SEM because the goal was to develop a predictive theory and the model had many indicators, but a relatively small sample size. The purposive sampling technique used the following respondent criteria: 1. Active Indonesian TikTok users, 2. Having made at least one transaction during the Twin Date event.

RESEARCH AND DISCUSSION

Table 1. Construct Reliability Result

Items	Symbols	Outer Loading	AVE	CR
Trait Of FOMO			0.816	0.957
I'm worried that other people have had a more satisfying shopping experience on TikTok Shop than I have.	TOF1	0.934		
I'm worried that my friends have a more satisfying shopping experience on TikTok Shop than I do.	TOF2	0.931		

Items	Symbols	Outer Loading	AVE	CR
I feel anxious when I know my friends are happy because they got a special offer and I am not.	TOF3	0.905		
I feel anxious when I don't know what my friends are doing during the TikTok Shop twin date event.	TOF4	0.871		
When I missed the TikTok Shop twin date event, it bothered me.	TOF5	0.873		
State Of FOMO			0.801	0.966
I constantly open the TikTok Shop app so I don't miss any deals.	SOF1	0.894		
It is important for me to share my opinion about the latest offers on my social networks.	SOF2	0.912		
I'm afraid of not being up-to-date on the TikTok app during the twin date event.	SOF3	0.874		
I constantly check my phone so as not to miss any offers.	SOF4	0.908		
When I get excited about a great offer, I make sure to post the details online.	SOF5	0.904		
It's important for me to know what the latest brands my friends are using are.	SOF6	0.881		
When I have a busy day, I still pay attention to what my friends are doing during the twin date event.	SOF7	0.892		
Adventure Shopping			0.620	0.830
I feel that shopping at TikTok Shop is stimulating.	ASHM1	0.807		
For me, shopping at TikTok Shop is an adventure	ASHM2	0.786		
Shopping at TikTok Shop makes me feel like I'm in my own world.	ASHM4	0.769		
Idea Shopping			0.748	0.856
I shop at TikTok Shop to keep up with trends	ISHM1	0.889		
I shop at TikTok Shop to keep up with new fashions or styles.	ISHM4	0.840		
Social Shopping			0.732	0.845
I shop on TikTok Shop with friends or family to socialize (e.g., watching live shows together)	SSHM1	0.863		

Items	Symbols	Outer Loading	AVE	CR
I enjoy socializing with other people while I shop.	SSHM2	0.849		
Cognitive Impulsive Buying			0.834	0.962
Before I buy something, I always carefully consider whether I need it.	CIB1	0.930		
I usually only buy things that I already intend to buy.	CIB2	0.912		
I like to compare different brands before I buy them	CIB3	0.910		
I usually think carefully before buying something.	CIB4	0.891		
I only buy things that I really need.	CIB5	0.922		
Affective Impulsive Buying			0.826	0.960
Sometimes I can't resist the urge to buy something.	AIB1	0.946		
Sometimes I buy something because I like the process of buying it, not because I need it.	AIB2	0.913		
Sometimes I can't resist the urge to buy something.	AIB3	0.897		
I can get very excited if I see something I want to buy.	AIB4	0.857		
Sometimes I can't resist the urge to buy something.	AIB5	0.930		

Sumber: Laporan PLS-SEM, 2025

Statistical metrics including mean, standard deviation, skewness, and kurtosis were used in the descriptive analysis of this study. The standard deviation indicates the degree of variation or dispersion of data from the mean, while the mean describes the average respondent's response to each indicator. The degree of skewness of the data distribution, i.e., whether the data tends to spread to the left or right side of the distribution, is evaluated using skewness. A skewness level between -2 and 2 is considered acceptable. Kurtosis, on the other hand, is used to evaluate how flat or steep the data distribution is. The data distribution is neither too steep nor too flat and still meets the requirements for statistical feasibility when the kurtosis value is between -7 ≤ kurtosis ≤ 7.

Two FOMO characteristics, Trait of FOMO (TOF) and State of FOMO (SOF), were measured in this study. Additionally, two aspects of impulse buying behavior, Cognitive Impulse Buying (CIB) and Affective Impulse Buying (AIB), were examined as dependent variables. Adventure shopping, idea shopping, and social shopping are some of the dimensions used to measure hedonic buying motivation. These dimensions represent the shopping experience as a fun activity, a way to follow trends, and a way to socialize. All dimensions used in this study showed statistical values within acceptable thresholds, according to the results of the descriptive analysis. The skewness and kurtosis values of each construct were within the recommended range, indicating that the data were univariately normally distributed and suitable for additional PLS-SEM

research. Consequently, the findings of the descriptive statistical tests of this study were considered satisfactory and met the criteria for further examination.

According to the questionnaire findings, respondents generally agreed with the "agree" group when discussing the Trait of FOMO, State of FOMO, Adventure Shopping, Idea Shopping, Social Shopping, and Cognitive and Affective Impulse Buying aspects. This indicates that TikTok Shop customers' impulsive buying behavior is largely driven by FOMO and hedonic shopping incentives, particularly during the Twin Date Sale period. All indicators in this study had good outer loading values, according to Table 2. If the outer loading value is higher than 0.7, the indicator can be considered to meet the requirements for convergent validity (Prasetiyo, 2025). The outer loading values for the indicators in the Trait of FOMO construct ranged from 0.871 to 0.934, while those in the State of FOMO construct ranged from 0.874 to 0.912. The hedonic shopping motivation dimensions of Adventure Shopping, Idea Shopping, and Social Shopping also showed adequate outer loading values, exceeding 0.7.

Furthermore, the Average Variance Extracted (AVE) values for all constructs exceed the minimum requirement of 0.5, indicating that the latent variables can explain more than half of the variance in their indicators. All constructs have Composite Reliability (CR) values above 0.7, indicating excellent internal consistency. Therefore, it can be concluded that the measurement model used in this study meets the validity and reliability requirements, making it suitable for testing the relationships between variables in the structural model.

Table 2. Descriptive Statistic Test Result

No.	Name	N	Mean	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness
1	TOF1	111	3.423	1.000	5.000	1.305	-1.170	-0.434
2	TOF2	111	3.333	1.000	5.000	1.479	-1.293	-0.457
3	TOF3	111	3.108	1.000	5.000	1.410	-1.233	-0.312
4	TOF4	111	3.063	1.000	5.000	1.403	-1.251	-0.153
5	TOF5	111	3.423	1.000	5.000	1.468	-1.395	-0.315
6	SOF1	111	3.468	1.000	5.000	1.368	-1.122	-0.447
7	SOF2	111	3.333	1.000	5.000	1.429	-1.237	-0.419
8	SOF3	111	3.252	1.000	5.000	1.219	-0.966	-0.376
9	SOF4	111	3.486	1.000	5.000	1.506	-1.315	-0.487
10	SOF5	111	3.351	1.000	5.000	1.468	-1.293	-0.404
11	SOF6	111	3.144	1.000	5.000	1.279	-1.097	-0.327
12	SOF7	111	3.279	1.000	5.000	1.484	-1.364	-0.274
13	ASHM1	111	4.333	2.000	5.000	0.715	1.314	-1.046
14	ASHM2	111	4.189	1.000	5.000	0.777	2.339	-1.164

No.	Name	N	Mean	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness
15	ASHM4	111	4.036	2.000	5.000	0.879	-0.308	-0.635
16	ISHM1	111	4.045	1.000	5.000	0.904	1.983	-1.201
17	ISHM4	111	4.000	1.000	5.000	0.838	1.843	-1.023
18	SSHM1	111	4.171	1.000	5.000	0.967	2.470	-1.504
19	SSHM2	111	4.225	1.000	5.000	0.897	1.006	-1.146
20	CIB1	111	2.739	1.000	5.000	1.320	-1.500	0.018
21	CIB2	111	2.874	1.000	5.000	1.267	-1.216	-0.002
22	CIB3	111	2.829	1.000	5.000	1.536	-1.535	0.126
23	CIB4	111	2.721	1.000	5.000	1.531	-1.529	0.146
24	CIB5	111	2.874	1.000	5.000	1.525	-1.566	0.062
25	AIB1	111	3.694	1.000	5.000	1.413	-0.992	-0.703
26	AIB2	111	3.342	1.000	5.000	1.332	-0.999	-0.582
27	AIB3	111	3.378	1.000	5.000	1.329	-1.011	-0.516
28	AIB4	111	3.730	1.000	5.000	1.322	-0.704	-0.770
29	AIB5	111	3.559	1.000	5.000	1.462	-1.214	-0.546

Sumber: Laporan PLS-SEM, 2025

Tabel 3. Construct Validity and Reliability First Model

Items	Outer Loading	Cronbach'c Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
TOF1	0.934	0.943	0.944	0.957	0.816
TOF2	0.931				
TOF3	0.905				
TOF4	0.871				
TOF5	0.873				
SOF1	0.894	0.959	0.959	0.966	0.801
SOF2	0.912				

Items	Outer Loading	Cronbach'c Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
SOF3	0.874				
SOF4	0.908				
SOF5	0.904				
SOF6	0.881				
SOF7	0.892				
ASHM1	0.807	0.694	0.696	0.830	0.620
ASHM2	0.786				
ASHM4	0.769				
ISHM1	0.889	0.666	0.679	0.856	0.748
ISHM4	0.840				
SSHM1	0.863	0.634	0.635	0.845	0.732
SSHM2	0.849				
CIB1	0.930	0.950	0.950	0.962	0.834
CIB2	0.912				
CIB3	0.910				
CIB4	0.891				
CIB5	0.922				
AIB1	0.946	0.947	0.950	0.960	0.826
AIB2	0.913				
AIB3	0.897				
AIB4	0.857				
AIB5	0.930				

Sumber: Laporan PLS-SEM, 2025

Table 4. Hypothesis Testing Result

Direct Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stadev)	T Statistic (Jo/ST Dev)	P Values	Result
Fomo -> Impulsive Buying	0.882	0.883	0.024	36.051	0.000	Signifikan
Hedonic Shopping Motivation -> Impulsive Buying	-0.155	-0.154	0.058	2.677	0.007	Signifikan

Sumber: Laporan PLS-SEM, 2025

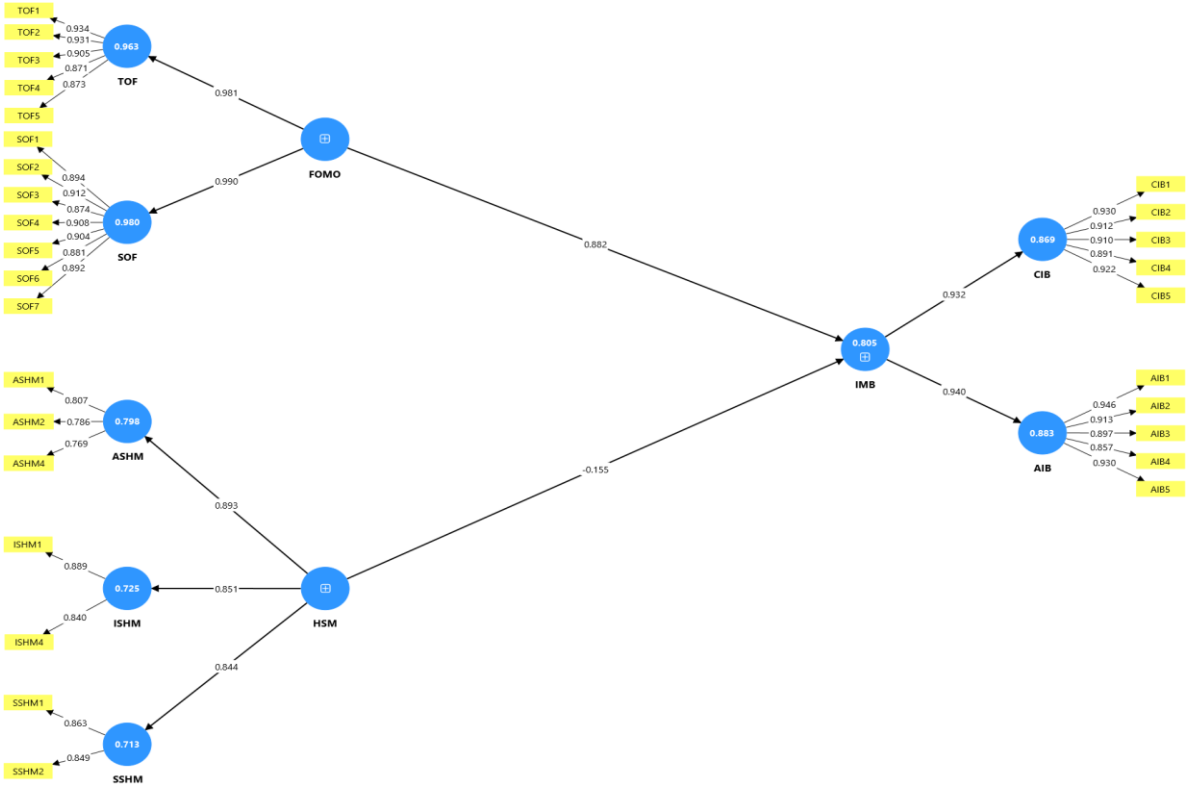

Figure 1. Research Model
Sumber: Laporan PLS-SEM, 2025

Internal consistency in this study was met, according to the findings of the measurement model testing. Composite reliability and Cronbach's alpha values for all main constructs, which frequently exceeded the minimum criterion of 0.7, demonstrated this. This indicates that the research instrument's reliability is good and acceptable. Consequently, each indicator reliably measures the desired construct.

Convergent validity was also met. Each indicator had an external loading value greater than 0.7, and the Average Variance Extracted (AVE) value for each construct was greater than 0.5. This indicates that the indicators for each construct adequately explain the variability within that construct. Furthermore, each indicator had a maximum loading value on the corresponding construct compared to other constructs, indicating that each construct is distinct and valid, according to discriminant validity testing using a cross-loading approach.

The results of the descriptive statistical analysis

showed that the respondents' average scores were in the moderate to high range, with skewness and kurtosis values remaining within the recommended tolerance range. This indicates that the data were univariately normally distributed and suitable for PLS-SEM analysis. Statements about FOMO, hedonistic shopping incentives, and impulse buying behavior were generally accepted by respondents.

Fear of Missing Out (FOMO) had a significant positive impact on impulse buying, while hedonistic shopping incentives also had a significant impact on impulse buying, albeit in opposite directions, according to the results of the hypothesis testing. Consequently, each construct in this study proved valid and reliable, and the independent factors significantly influenced the dependent variable. These findings support the notion that impulse buying behavior among TikTok Shop customers during the Twin Date Sales period was largely driven by FOMO and hedonistic shopping incentives.

CONCLUSION

Fear of Missing Out (FOMO) was identified as the most significant factor driving consumer impulse buying behavior on TikTok Shop, particularly during the Twin Date Sales campaign. The State of FOMO indicator, representing consumer behavior of constantly monitoring offers to prevent missing out, had the highest outer loading value, according to the outer loading study. These results indicate that consumer impulse buying behavior is significantly influenced by the FOMO situation that arises during promotional events. Conversely, although the Trait of FOMO had a relatively high average respondent response value, several indicators had lower outer loading values compared to other constructs, suggesting that this dimension could be further explored in future research.

All hypotheses proposed in this study were accepted based on the hypothesis testing findings, as the t-statistic was greater than 1.96 and the p-value was below the significance threshold of 0.05. This indicates that hedonic buying incentives and FOMO have a significant impact on impulsive spending among TikTok Shop customers. Therefore, the findings of this study support the notion that customer psychological and emotional aspects play a significant role in influencing impulsive buying behavior on social media-based e-commerce platforms.

Furthermore, all dimensions in this study, both independent and dependent variables, met validity and reliability requirements, according to the results of the measurement model analysis. The majority of respondents tended to agree with the claims about FOMO, hedonic purchasing incentives, and impulsive buying behavior, according to descriptive statistical tests. This suggests that TikTok Shop customers typically feel anxious about missing out on offers or information during the Twin Date Sale, which motivates them to stay engaged and connected throughout the promotion.

Consumers have the capacity to make impulse purchases both affectively and intellectually, according to research on the subject. While some respondents still consider their needs before making a purchase, there is also a tendency for purchases to be driven by feelings such as happiness, excitement, and emotional satisfaction when they find an attractive offer. This suggests that strong emotional motivations, in addition to rational ones, motivate impulsive buying behavior on TikTok Shop.

The findings of this study have significant practical and scientific implications. From a public policy perspective, these results can form the basis for advocating for more ethical digital marketing laws that protect consumers from deceptive advertising tactics. Academically, this study adds to the growing body of research on digital consumer behavior, particularly regarding the relationship between impulse buying on social commerce platforms, hedonic purchasing incentives, and FOMO (Fear of Missing Out).

Here are some suggestions based on the research findings:

1. Suggestions for Additional Research:
   a. Examine how customer behavior on the TikTok Shop Twin Date Sale compares to other marketing campaigns or other online retailers.
   b. Conduct a study with broader respondent characteristics or geographic coverage.
   c. Take a closer look at the relationship between FOMO and impulse buying.
   d. Create a theoretical model that incorporates additional external variables with the affective and cognitive components of impulse buying.
   e. Formulate hypotheses about digital consumer behavior using the dimensions identified in this study as the primary variables.
2. Suggestions for TikTok Shop and Business Owners:
   a. Leverage FOMO (Fear of Missing Out)-based marketing tactics by using exclusive offers and limited-time promotions.
   b. Use interactive marketing and live streaming elements to increase customer engagement and social interaction.
   c. Create marketing materials that evoke positive morale in customers.
   d. To maintain customer interest and avoid burnout, provide a variety of tailored materials, offers, and promotions.

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