The Effect of TikTok Live Shopping on Consumer Behavior in Surabaya Fashion Industry

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Abstract: The rapid growth of TikTok Live Shopping has transformed consumer behavior in Indonesia's fashion industry, particularly among young urban audiences. This study aims to examine the influence of interactive features, discount promotions, and fear of missing out (FOMO) on impulsive buying behavior in the Surabaya fashion market. Guided by the Stimulus–Organism–Response (SOR) framework, the research employs a quantitative approach with purposive sampling, targeting 384 respondents aged 18–28 who have shopping experience via TikTok Live. Data were collected through structured questionnaires and analyzed using multiple regression with SPSS. The findings demonstrate that all three independent variables: interactive features, discount promotions, and FOMO have a positive and significant effect on impulsive buying, with FOMO emerging as the most dominant factor. The simultaneous test further confirms that these predictors collectively exert a strong influence, explaining a substantial proportion of the variance in impulsive buying behavior. These results highlight the critical role of psychological triggers and interactive digital features in shaping consumer decision-making within livestream shopping contexts. The study contributes to the growing body of literature on digital commerce by emphasizing how emotional and technological drivers intersect to accelerate fashion consumption among Generation Z. Practically, the findings offer strategic insights for fashion retailers and marketers to design more engaging, urgency-driven, and socially interactive campaigns that foster consumer engagement and drive sales in competitive online marketplaces.

Keywords: Impulsive Buying, Interactive Features, Discount Promotion, Fear Of Missing Out (FOMO)

INTRODUCTION

The global fashion industry is undergoing significant transformation driven by interconnected phenomena such as globalization, sustainability pressures, and rapid technological innovation. Global brands now expand seamlessly across continents, blurring cultural boundaries through digital platforms, influencer marketing, and limited-edition product releases (Seth et al., 2023). Alongside environmental concerns raised by fast fashion,

the digitalization of commerce especially through live streaming has emerged as a powerful force reshaping consumer behavior. Platforms like TikTok are not only influencing fashion trends globally but also transforming the way consumers engage with brands, promoting real-time interaction, impulse buying, and new forms of social commerce. These developments reflect a shift where fashion consumption is no longer confined to physical stores but extends into dynamic, interactive digital spaces that demand closer academic scrutiny (Kaniati et al., 2024).
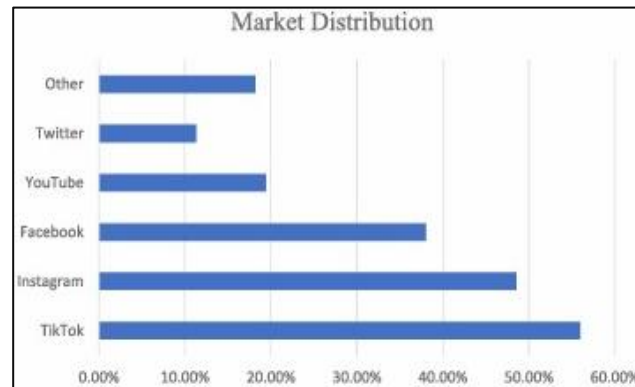

Figure 1. Live Streaming Platform in Indonesia
Source: (Zhang et al., 2024)

From Figure 1, shows the phenomenon of shopping through TikTok Live in Indonesia has shown rapid growth along with the increasing use of social media as a commerce channel. Since its launch in 2021, TikTok Shop Live has become popular among Indonesian consumers, who now spend an average of more than three hours per day on social media. Around 56% of TikTok users in Indonesia admitted to having shopped through this platform in the past 12 months, with attractive promotions and competitive prices being the main attractions. A study by Zhang et al. (2024) revealed that utilitarian, hedonic, and social values have a significant influence on consumer purchase intentions. Real-time interactions between sellers and consumers, clear product visual features, and a fun live broadcast atmosphere are drivers of impulsive purchases. Limited-time discount promotions and comments from other users also trigger the fear of missing out (FOMO) effect, increasing consumers' desire to buy immediately before the opportunity is lost.

Both China and Indonesia have experienced notable growth in livestreaming commerce, particularly through TikTok. In China, the use of live streaming platforms has surged significantly, with the number of users growing from 559.82 million in March 2020 to 815.66 million by December 2023, and the utilization ratio rising from 62.0% to 74.7% during the same period (CNNIC, 2024). This upward trend reflects a sharp digital shift in consumer behavior, particularly through the integration of livestreaming into e-commerce. Cities like Guangzhou, a leading hub for the fashion industry, have leveraged this trend by combining high-volume fashion production with real-time digital marketing strategies. In contrast, Indonesia's overall e-commerce penetration remained modest at around 5% by 2022. However, TikTok Live Shopping experienced rapid growth, with 56% of national users reporting purchases via the platform by 2024, indicating a similar shift toward interactive, influencer-driven online shopping experiences. In Jakarta, as the country's digital and commercial hub, user engagement is especially high, reflecting the national trend (OOSGA, 2023). However, little is known about whether similar patterns occur in other major cities such as Surabaya. Recent industry observations show that Surabaya Indonesia's second-largest commercial hub has experienced a steady rise in TikTok Live Shopping participation, particularly in the fashion segment. Local MSMEs and online fashion retailers increasingly utilize TikTok Live to

promote limited-time offers and interact with young consumers, especially those aged 18–28 who dominate the city's digital population (Dwi Yulian et al., 2022). Several Surabaya-based sellers have reported higher conversion rates during live sessions compared to conventional marketplace listings, indicating that live, interactive selling formats resonate strongly with the city's online shoppers. Despite these developments, empirical studies specifically examining consumer responses and impulsive buying behavior in Surabaya remain limite This study therefore aims to investigate the influence of TikTok Live Shopping features on impulsive buying behavior in Surabaya and assess whether the behavioral trends there align with, exceed, or lag behind those in Jakarta and China.

According to Dwi Yulian et al. (2022), Surabaya's fashion sector has embraced e-commerce trends, with businesses leveraging social media and live-streaming platforms especially TikTok as primary channels for marketing and sales. The popularity of TikTok among Generation Z and Millennials, who form a significant portion of the city's population, has transformed the platform into a highly effective medium for real-time promotions and interactive consumer engagement. The immediacy and entertainment value of TikTok Live Shopping not only attract impulsive purchases but also build a sense of community and brand loyalty. These developments make Surabaya a strategic location for analyzing impulsive buying behavior driven by digital stimuli. This study therefore aims to explore whether consumer responses in Surabaya align with broader trends observed in cities like Jakarta and in markets such as China, or whether unique, localized patterns emerge from Surabaya's digital economy (Auliarahman, 2025).
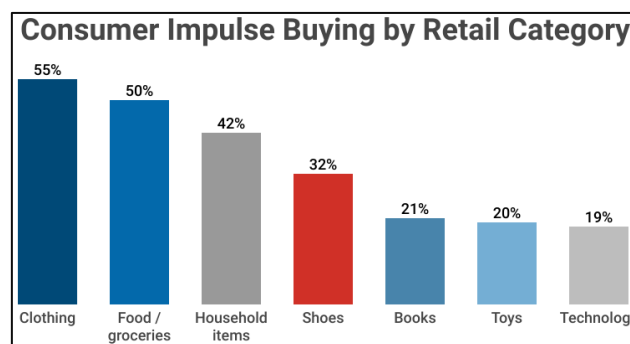

Figure 2. Impulse Buying Sales Statistics
Source: Capital One Shopping Research (2025)

Impulse buying, characterized by spontaneous and emotionally driven purchases, is a prominent feature of consumer behavior in the fashion industry, particularly in digital environments where visual appeal, trends, and peer influence intensify purchasing decisions (Rodrigues et al., 2021). In China, livestream e-commerce has become a major driver of impulse buying, with reports showing that more than 70% of livestream viewers have made unplanned purchases during live sessions, especially in fashion and beauty categories (CNNIC, 2024). TikTok (Douyin) users in China also exhibit a high conversion rate, with over 65% of fashion-related live purchases classified as impulsive due to limited-time deals and real-time interaction. In Indonesia, similar tendencies are emerging. National surveys indicate that 56% of TikTok users have purchased through TikTok Live, and a significant portion of these transactions are driven by impulse buying triggered by flash discounts and FOMO cues (Zhang et al., 2024). In Surabaya specifically, retailers have reported that live sessions generate higher spontaneous purchases compared to regular marketplace listings, particularly among consumers aged 18–28 who frequently respond to urgency-based promotions (Dwi Yulian et al., 2022). These data collectively illustrate that impulsive buying is a strong behavioral driver in both China and Surabaya, reinforcing the importance of examining how TikTok Live

Shopping integrates interactivity, promotional strategies, and psychological stimuli to influence consumer decisions

Given the rapid rise of TikTok Live Shopping in Indonesia and the limited academic focus beyond Jakarta, this study seeks to address gaps in understanding how interactive features, discount promotions, and fear of missing out (FOMO) influence impulsive buying behavior in Surabaya's fashion industry. By examining these psychological and technological drivers in a second-tier metropolitan context, the research aims to provide timely insights into shifting consumer decision-making patterns in digital retail. Accordingly, the study formulates the following research questions: (1) Do interactive features significantly influence impulsive buying behavior in TikTok Live Shopping? (2) Do discount promotions significantly influence impulsive buying behavior in TikTok Live Shopping? (3) Does FOMO significantly influence impulsive buying behavior in TikTok Live Shopping?

METHOD

This study employs a quantitative method to test hypotheses and examine relationships between variables in a structured manner (Creswell, 2018). Data were collected through purposive sampling of TikTok users in Surabaya with live shopping experience, and analyzed using multiple regression to assess the influence of interactive features, discount promotions, and FOMO on impulsive buying behavior. The population in this study comprises individuals aged 18–28 in Surabaya who have experience shopping via TikTok Live. The 18-year lower limit aligns with Indonesia's legal adult age requiring an ID card (KTP) for transactions, while the 28-year upper limit targets young adults active in social media shopping trends.

To determine the appropriate number of respondents, the researcher used the Lemeshow formula for unknown population size, which is suitable for behavioral studies involving proportions. Based on the calculation, the minimum sample size is approximately 384 respondents. This study uses primary data collected via an online questionnaire (Google Forms) distributed to TikTok Live shoppers in Surabaya, especially in the fashion category. The questionnaire, designed around variables of interactive features, discount promotions, FOMO, and impulsive buying, is structured from general to specific items. Responses are measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) and analyzed with SPSS to ensure validity, reliability, and meaningful interpretation (Creswell, 2018).

Table 1. Questionnaire Items

Variable	Questionnaire Items	Source
X1: Interactive Features	I find that TikTok Live provides relevant and detailed information.	Wijaya et al. (2024)
	I see that TikTok Live offers products at various prices.	
	I notice that TikTok Live offers a wide variety of brands.	
	I find that TikTok Live sells the latest items.	
	I find features in TikTok Live easy to learn.	
	I spend a lot of time on TikTok Live.	
X2: Discount Promotion	I think the duration of TikTok's live-streaming flash sale is relatively short.	Lucas & Ardansyah (2024)
	I believe that flash sales on TikTok live-streaming provide limited time to make purchase decisions.	
	The closer to the time limit of TikTok's live-streaming flash sale, the more it pushes me to buy as soon as possible.	
	I will continue to watch the TikTok live-streaming flash sale to receive additional discount coupons.	
	I am compelled to purchase on TikTok live-streaming flash sales because of the amount of discount.	
	I am triggered to purchase on TikTok's live-streaming flash sale because it is within the discount period.	
X3: Fear of Missing Out	I feel anxious if I miss TikTok's live sales.	
	I worry about missing TikTok live sales.	

	I feel upset when I miss a TikTok sale.	Adyantari et. Al (2025)
	I feel sad when I miss a TikTok sale.	
	I feel disappointed when products are out of stock.	
	I feel afraid of missing the chance to get the best price when I do not watch TikTok Live.	
Y: Impulsive Buying	I make quick purchase decisions in TikTok live sales	Lucas & Ardansyah (2024)
	I shop mindlessly during TikTok live sales	
	I sometimes regret buying products hastily on TikTok Live.	
	I buy products in TikTok live sales because they look attractive	
	I shop in TikTok live sales because it makes me feel part of a community	
	I buy products on TikTok Live because I am afraid of missing out on trends.	

Validity refers to the extent to which an instrument measures what it is intended to measure. In this study, validity was tested using the Pearson Product Moment, with items considered valid if the significance value was below 0.05. Reliability, on the other hand, concerns the consistency of an instrument. Cronbach's Alpha was employed to assess internal consistency, where values greater than 0.6 indicate acceptable reliability (Ghozali, 2021).

The data were analyzed using multiple linear regression to evaluate the influence of independent variables on the dependent variable, expressed through the regression equation. The model was further examined using statistical tests: the F-test for overall model significance, the t-test for individual variable effects, and the coefficient of determination (R^2) to measure explanatory power (Ghozali, 2021).

To ensure robustness, classical assumption tests were conducted. Normality was tested with the Kolmogorov–Smirnov method, multicollinearity with VIF and Tolerance values, heteroskedasticity through scatterplot patterns, and autocorrelation using the Durbin–Watson statistic, where values between 1.5 and 2.5 indicate no autocorrelation (Ghozali, 2021).

RESULTS AND DISCUSSION

The Stimulus–Organism–Response (SOR) theory Mehrabian and Russell (1974) explains how external stimuli shape internal psychological states that lead to observable behaviors. In consumer behavior, interactive features, discount promotions, and fear of missing out (FOMO) act as stimuli influencing emotional and cognitive processes, which in turn drive impulse buying (Ngoc Nguyen & Nguyen, 2025).Within live-streaming e-commerce, real-time interaction and promotional cues heighten excitement and urgency, intensifying FOMO and prompting spontaneous purchases (Li et al., 2025). Thus, the SOR framework offers a structured lens for understanding how such factors translate into impulsive buying behaviour.

Impulsive buying is spontaneous, emotionally driven purchasing that is prevalent in fashion retail through platforms like TikTok Live Shopping (Wijaya et al., 2024). It is stimulated by interactive features such as live chats and product demonstrations (Ma, 2023), intensified by time-limited discounts that create urgency (Hermawan & Rofiq, 2024), and amplified by fear of missing out (FOMO), which heightens emotional pressure. In this study, impulsive buying is measured through indicators of mindless, spontaneous, and unconsidered purchases, while interactive features, discount promotions, and FOMO are assessed through perceptions of informativeness, urgency, and emotional discomfort from missing out (Ghaniyah, 2024).

In TikTok Live Shopping, interactive features include live chat, product demonstrations, easy navigation, and visually appealing displays that create an informative, engaging, and personalized shopping experience (Nugraha & Otok, 2025). These elements foster trust, convenience, and emotional engagement, increasing the likelihood of impulsive buying, as consumers entertained and informed in real time are more prone to spontaneous purchases (Ngo et al., 2024). In this study, interactive features are measured through

perceptions of informativeness, pricing and brand variety, product novelty, visual appeal, ease of navigation, and user engagement (Wijaya et al., 2024).

Discount promotion refers to temporary price reductions or special deals, such as flash sales or time-limited offers, designed to trigger urgency and encourage immediate purchases during TikTok Live Shopping (Yuliono & Rochmaniah, 2025). These promotions heighten emotional responses and reduce rational decision-making, often leading to impulsive buying (Silalahi et al., 2025). In this study, discount promotion is measured through perceived time limitation, decision pressure, urgency, motivation to stay engaged, and the influence of discount value and timing on purchase behaviour (Erika Lucas & Ardansyah, 2024) .

Fear of Missing Out (FOMO) is a psychological state of anxiety caused by the perception of missing rewarding opportunities, especially in time-sensitive contexts like TikTok Live Shopping. It drives impulsive purchases by reducing rational deliberation and increasing urgency through triggers such as countdowns and stock alerts (Yaputri et al., 2022) . In this study, FOMO is measured through indicators of anxiety, nervousness, worry, sadness, and disappointment when missing live sales or out-of-stock products (Adyantari et al., 2025).

Previous studies on impulsive buying in digital commerce highlight the varying roles of marketing stimuli, interactivity, discounts, lifestyle, and psychological triggers. Nurul Ittaqullah et al. (2020) found that lifestyle significantly influenced impulsive buying among online marketplace users, while mobile marketing and discounts did not. Similarly, Yumi Sazuana and Jumai Jumai (2024) reported that shopping lifestyle and promotions had significant effects, whereas discounts showed no impact. In contrast, Desi Anggarwati et al. (2023) demonstrated that price discounts and promotions positively influenced impulse buying through hedonic motivation, underscoring the role of emotional gratification. Uswatun Khasanah and Arif Kuswanto (2023) emphasized that interactivity alone was insufficient, with perceived enjoyment mediating its effect on impulsive buying. Meanwhile, Shelvira Azka Afifah et al. (2025) showed that TikTok live-streaming features including interactivity, trustworthiness, and entertainment significantly boosted impulse buying in fashion retail. Finally, Ni Luh Debby Maharani Eka Putri et al. (2024) found that FOMO strongly predicted impulsive purchases, while discounts did not moderate this effect, highlighting the primacy of psychological triggers. Collectively, these studies reveal that impulsive buying in digital shopping is shaped not only by price-based incentives but also by emotional, lifestyle, and interactive factors, underscoring the need for further exploration in diverse contexts such as TikTok Live Shopping. Based on the phenomena and literature review, the proposed research model is as follows:
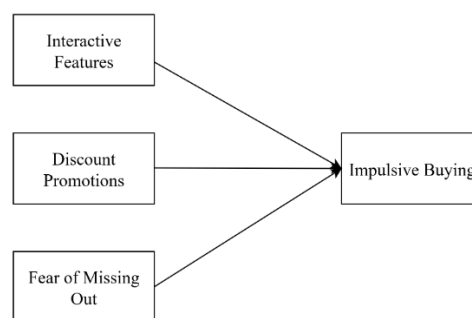

Figure 3. Conceptual Framework

Based on the theoretical framework and prior research, thus the hypotheses proposed in this study are as follows:
H1: Interactive features have a positive and significant effect on impulsive buying.
H2: Discount promotion has a positive and significant effect on impulsive buying.
H3: Fear of missing out (FOMO) has a positive and significant effect on impulsive buying.

Respondent Profile

The demographic characteristics of respondents are presented in Table 2, which provides an overview of age distribution, gender composition, occupational status, and frequency of viewing TikTok live streaming. These demographic insights are important for contextualizing the study, as variations in age, gender, and occupation may influence consumer behavior and engagement with TikTok live streaming. Furthermore, the frequency of viewing indicates the intensity of respondents' interaction with the platform, which is relevant in understanding their potential attitudes, preferences, and decision-making patterns.

Table 2. Characteristic of Respondent

Demographic Information	Particulars	Frequency	Percentage (%)
Age	<21	183	47%
	21-25	187	48%
	26-30	21	5%
Gender	Male	170	43%
	Female	221	57%
Occupation	Student	72	18%
	Undergraduate	176	45%
	Working	124	32%
	Jobless	19	5%
Frequency of viewing TikTok live streaming	Always	171	44%
	Often	183	47%
	Seldom	37	9%

Based on the table, the majority of respondents are between 21–25 years old (48%), followed closely by those under 21 years old (47%), indicating that the sample is largely composed of younger individuals. In terms of gender, female respondents (57%) outnumber male respondents (43%), suggesting a slightly higher engagement of women with TikTok live streaming. Regarding occupation, undergraduates make up the largest group (45%), followed by working individuals (32%), while students (18%) and jobless respondents (5%) represent smaller proportions. With respect to viewing frequency, most respondents watch TikTok live streaming either often (47%) or always (44%), whereas only a small portion (9%) reported seldom viewing it. These findings suggest that the respondents are predominantly young, female, and highly engaged with TikTok live streaming content.

Partial Test

Table 3. T-Test Partial Effect Hypothesis

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.147	.739		1.552	.121
Interactive Features	.196	.049	.176	4.004	.000
Discount Promotion	.314	.049	.289	6.404	.000
Fear of Missing Out	.433	.032	.495	13.704	.000
a. Dependent Variable: Impulsive Buying					

The results of the partial t-test presented in Table 3 show that all independent variables have a positive and significant effect on impulsive buying. Interactive Features has a coefficient value of 0.196 with a significance level of 0.000 (<0.05), indicating that interactive elements significantly encourage impulsive buying behavior. Discount Promotion shows a higher

coefficient of 0.314 with a significance level of 0.000 (<0.05), suggesting that promotional offers play an important role in driving impulsive purchases. Furthermore, Fear of Missing Out (FOMO) demonstrates the strongest effect, with the highest coefficient value of 0.433 and a significance level of 0.000 (<0.05), highlighting that the sense of urgency and social influence strongly stimulate impulsive buying tendencies. These findings imply that among the three factors, FOMO is the most dominant driver of impulsive buying behavior.

Simultaneous Test

Table 4. F-Test Simultaneous Effect Hypothesis

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6055.028	3	2018.343	397.223	.000ᵇ
Residual	1971.480	388	5.081		
Total	8026.508	391			

a. Dependent Variable: Impulsive Buying
b. Predictors: (Constant), Fear of Missing Out, Interactive Features, Discount Promotion

The results of the simultaneous F-test presented in Table 4 indicate that the independent variables, Interactive Features, Discount Promotion, and Fear of Missing Out, together have a significant effect on impulsive buying. This is evidenced by the F-value of 397.223 with a significance level of 0.000 (<0.05), which means the regression model is fit and the variables simultaneously influence impulsive buying behavior. Thus, it can be concluded that the combination of interactive features, discount promotions, and FOMO effectively explains the variations in impulsive buying among respondents.

Coefficient of Determination

Table 5. Coefficient of Determination

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869ª	.754	.752	2.25414

a. Predictors: (Constant), Fear of Missing Out, Interactive Features, Discount Promotion
b. Dependent Variable: Impulsive Buying

The coefficient of determination results in Table 5 show that the regression model has an R value of 0.869, indicating a strong correlation between the independent variables (Interactive Features, Discount Promotion, and Fear of Missing Out) and the dependent variable (Impulsive Buying). The R Square value of 0.754 suggests that 75.4% of the variation in impulsive buying can be explained by the three predictors, while the remaining 24.6% is influenced by other factors outside the model. The Adjusted R Square of 0.752 further confirms the model's robustness, as it accounts for the number of predictors used and shows only a slight adjustment from R^2. Meanwhile, the standard error of the estimate 2.25414 indicates the average deviation of the observed values from the regression line. Overall, these findings imply that the model has strong explanatory power in predicting impulsive buying behavior.

Discussion

The partial t-test results reveal that interactive features significantly and positively influence impulsive buying, indicating that the more dynamic, entertaining, and socially engaging a TikTok Live Shopping session becomes, the more likely consumers are to make unplanned purchases. This finding is consistent with the Stimulus–Organism–Response (SOR)

framework proposed by Mehrabian and Russell (1974), which explains how environmental stimuli evoke emotional and cognitive reactions that shape behavioral outcomes. In livestream commerce, real-time comments, host interaction, and playful features amplify emotional engagement, mirroring the observations of Afifah et al. (Afifah et al., 2025), who found that interactivity and entertainment strongly enhance spontaneous purchase tendencies. These interactive mechanisms decrease consumers' cognitive control and heighten excitement, reinforcing the statistical acceptance of the hypothesis on interactive features. Similar conclusions were drawn by Ngo et al. (2024), whose research demonstrates that affordances in online video platforms elevate impulsive buying through increased user involvement. The strong positive effect of discount promotion likewise aligns with prior empirical findings. Time-limited promotions, flash sales, and countdown mechanisms heighten urgency and perceived value, reducing deliberation time and fostering impulsive decisions. These results echo Lucas and Ardansyah (2024), who report that discount structures and scarcity messages significantly raise consumers' impulsive tendencies in livestream environments. In the context of the SOR model, discounts act as both cognitive and affective stimuli, triggering rational evaluations of savings and emotional responses tied to excitement and reward. Similar dynamics were noted by Anggarwati et al. (2023), who observed that price reductions stimulate hedonic shopping motivations that mediate unplanned purchases. These theoretical and empirical consistencies help explain why the discount-related hypothesis was accepted.

Fear of Missing Out (FOMO) emerges as the strongest predictor of impulsive buying behavior, which aligns with findings from Yaputri et al. (2022) and Putri et al. (2024), both of whom highlight the psychological potency of FOMO in shaping spontaneous, urgency-driven consumption. Livestream shopping environments showcase real-time stock indicators, viewer participation numbers, and time-limited promotions, amplifying social comparison and perceived scarcity. Widodo (2024) also emphasizes that FOMO-based triggers such as countdown timers and peer engagement cues play a critical role in accelerating purchase decisions. These emotional and social pressures reinforce the acceptance of the FOMO hypothesis, as they are particularly impactful for digitally active young consumers who form the majority of TikTok's user base.

The acceptance of all hypotheses in this study can be further explained through several contextual factors. The demographic dominance of respondents aged 18–25 matches the profiles described by Yulian et al. (2022) and Auliarahman (2025), who note that young adults exhibit strong responsiveness to interactive and promotional stimuli in digital commerce. This demographic is heavily immersed in social media culture and therefore more susceptible to emotional triggers associated with livestream interactions, discounts, and FOMO. Moreover, the measurement instruments used in the study draw from validated scales in previous research, including Wijaya et al. (2024) for interactive features, Lucas and Ardansyah (2024) for discount promotions, and Adyantari et al. (2025) for FOMO, ensuring construct reliability and contributing to the statistical robustness that led to hypothesis acceptance.

Despite these compelling results, the study faces several limitations that should be acknowledged. The geographic focus on Surabaya limits generalizability to other Indonesian cities with different digital ecosystems or consumer profiles. This limitation mirrors concerns raised in previous studies such as Ngo et al. (2024), who call for broader sampling in digital commerce research. Another limitation arises from the age distribution of respondents, which is heavily skewed toward younger users and may not represent older consumers whose digital shopping motivations differ. The reliance on self-reported data may also introduce response bias, a methodological caveat commonly noted in survey-based research (Creswell, 2018). Additionally, the cross-sectional nature of the study restricts the ability to capture behavior changes over time, especially given the rapid evolution of TikTok Live Shopping features and promotional strategies.

These limitations open several opportunities for future research. Comparative studies across multiple cities such as Jakarta, Bandung, or Medan could provide deeper insights into regional differences in livestream-induced impulsive buying. Nguyen & Nguyen (2025) highlight the importance of exploring psychological drivers across diverse cultural settings, suggesting that cross-cultural analyses may yield meaningful contrasts. Longitudinal designs could also help capture how consumers' impulsive tendencies evolve with repeated exposure to livestream shopping formats. Future studies might incorporate additional variables such as perceived enjoyment (Ma, 2023), trust (Nugraha & Otok, 2025), or hedonic motivation (Anggarwati et al., 2023) to enrich the explanatory framework. Mixed-method approaches involving interviews or observational data could complement the quantitative results and uncover deeper motivations behind impulsive buying.

The findings of this study also offer strong managerial implications for businesses utilizing TikTok Live Shopping. The significant role of interactive features suggests that sellers should maximize viewer engagement through real-time responses, visually appealing demonstrations, and interactive elements, in line with recommendations by Afifah et al. (2025) and Auliarahman (2025), who emphasize the importance of entertainment and host engagement. The strong effect of discount promotions indicates that marketers should deploy time-limited offers and flash sales strategically to stimulate urgency and elevate conversion rates, reinforcing insights from Silalahi et al. (2025) and Hermawan & Rofiq (2024), who highlight the persuasive impact of time pressure. The dominance of FOMO signals that ethically designed scarcity cues such as limited stock, exclusive bundles, and countdown timers can enhance purchase intentions, a strategy supported by Widodo (2024). Businesses must implement these tactics ethically to sustain long-term trust, avoiding excessively manipulative techniques that could undermine customer loyalty. As TikTok Live Shopping continues to expand in Indonesia, particularly in urban markets such as Surabaya, understanding and leveraging these psychological drivers will be essential for maintaining competitive advantage in the digital retail landscape.

CONCLUSION

The findings of this study reveal that interactive features, discount promotion, and fear of missing out each have a positive and significant influence on impulsive buying. Interactive features and discount promotion were shown to effectively stimulate consumers' spontaneous purchasing tendencies, while fear of missing out emerged as the most dominant factor, underscoring the strong psychological impact of urgency and social pressure. These results align with the Stimulus–Organism–Response (SOR) theory, which explains how external stimuli shape internal psychological states that ultimately drive consumer behavior.

In addition, the simultaneous test confirms that the three predictors collectively influence impulsive buying behavior, suggesting that the combination of interactive cues, promotional strategies, and psychological triggers generates a stronger effect than when examined individually. The coefficient of determination further demonstrates that the model has strong explanatory power, as a substantial proportion of the variation in impulsive buying can be accounted for by these variables, while the remainder is shaped by other external factors. This highlights the relevance of the SOR framework in understanding consumer behavior in live-streaming e-commerce contexts.

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