

The Analysis of livestream as an Intervening Variable in Gen Z

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Abstract: This research discusses consumer behavior toward unplanned purchasing, or what is popularly referred to as impulsive buying, in an online setting. The variables considered are Fear of Missing Out (FoMO), Price Perception, and Hedonism, and their effect on purchasing habits, with live streaming as a mediating variable for Generation Z TikTok Shop users. FoMO is a psychological state of anxiety regarding missing out on experiences that are appreciated by others. Price Perception refers to the act of deciphering price options based on obtained information in order to develop a sense of a product's pricing. Hedonism, on the other hand, refers to the tendency to seek pleasure and enjoyment. Generation Z, with its technological and social media savviness, often exhibits spontaneous buying tendencies in the case of online shopping, particularly on highly used apps like TikTok Shop. This research is quantitative in nature with survey techniques on 243 respondents of Generation Z who are active on TikTok Shop in Jakarta, Bogor, Depok, Tangerang, and Bekasi—locations that significantly contribute to the population and economic growth of Indonesia. The findings show that there is a positive correlation between FoMO and Price Perception variables and online impulsive buying, while Hedonism did not have any effect. In addition, Generation Z's engagement with live streaming shows a substantial positive effect on all three independent variables associated with impulsive consumer behavior. The results offer essential insight for e-commerce professionals who aim to create more effective marketing strategies by utilizing drivers that can strengthen and stimulate impulsive buying behavior among Generation Z consumers.

Index Terms: Fear of Missing Out (FoMO), Hedonism, Price Perception, Online Impulsive Buying, Live Streaming

1. Introduction

The market environment consists of various external and internal factors that influence the way a business establishes and maintains customer relations. These comprise large elements such as population growth, government regulations, and economic indicators, as well as the internal operations of the company. Additionally, elements such as new technology, increasing costs, and consumer lifestyles are highly significant and are to be taken into account depending on the company's product and target market.

The development of information and communication technology in Indonesia has significantly influenced consumer behavior. As of 2023, 79.5% of the population, which is about equal to 221 million individuals, were engaged in active use of the internet, thereby making e-commerce an essential part of everyday life. Electronic transactions have become more convenient through online mediums. In marketing, Kotler, Kartajaya, and Setiawan noted the significant contribution of digitalization with regard to enhancing the market visibility of a company, enhancing profitability, boosting its customers, enhancing revenue, as well as achieving various organizational objectives. According to research, firms that have digital transformation as part of their marketing strategy are more likely to perform well in the market than others [1]. Chaffey and Ellis-Chadwick point out that businesses that readily adjust to new technologies have an edge over their competitors. These developments not only alter consumer purchasing habits but also make impulse buying triggered by attractive online promotions more likely [2].

One of the quickest developing market sections is Generation Z. Stillman research recognizes Generation Z as the most recent age group of employees, born between the years 1995 and 2012, at times referred to as the "net generation" or "internet generation." Through this research, it becomes clear that Generation Z differs from Generation Y, or millennials. Stillman describes these distinctions in his book, *How the Next Generation Is Transforming the Workplace* [3], with Generation Z possessing a more sophisticated understanding of technology, being more liberal in orientation, and being less conforming to traditional values overall [3].

According to Indonesia's census in 2020, the population was 270.2 million people, and 27.94% of them were Generation Z (people born between 1997 and 2012). This demographic shift is expected to provide a demographic bonus, as the working population (15–64 years old) will constitute a high proportion of the population by 2045. [4]. In addition to that, by 2045, Indonesia will have a demographic bonus, where the productive age group will be predominant. In the normal situation, they are a goldmine to companies as the biggest consumer market. The potential Customer Lifetime Value (CLV) that can be achieved by manufacturers from this age group is huge, which prompts the author to study the consumption patterns of Generation Z in the scenario of interactive online shopping.

Generation Z, born between 1995 and 2012, is one of the most affected consumer groups by these developments. Generation Z is referred to as the internet generation by Stillman, with this generation being closely related to technology and social media. Generation Z is also more inclined to adopt e-commerce than older generations [3], with almost 70% of them in Indonesia having tried online shopping. Social media platforms, including Instagram and TikTok, play a significant role in influencing customers' purchasing choices, with influencers having a larger impact compared to conventional advertising methods.

Different generations have different motivators for indulging in spontaneous buying behavior. Nonetheless, one thing that these groups have in common is the presence of appealing offers, as the Global Web Index (GWI) report identifies. The report indicates that 43% of Generation Z indulges in spontaneous buying primarily as a result of good offers. Comparatively, Millennials stand at a marginally higher 46%, while for Generation X and Baby Boomers, the figures are 52% and 58% respectively. [5]

The second most important variable to induce online impulsive buying behavior is self-reward, as perceived by 39% of Generation Z, 44% of Generation X, and 40% of Baby Boomers. Conversely, the second biggest motivator for Millennials is the pleasure of buying new things, as 39% of individuals born between 1981 and 1996 indicated. Easy checkout and a motivation not to miss out on the regret of having missed a limited-time offer are some of the other key drivers of global impulse purchasing behavior in online retail. Moreover, there is a group of shoppers motivated by how good the merchandise looks. [5]

Impulse buying on sites like TikTok Shop is becoming more popular among Generation Z for two basic drivers: hedonism and Fear of Missing Out (FoMO). FoMO is a fear of losing out on a chance to engage with a trend or offer, one that's often magnified through social media. TikTok Shop capitalizes on this emotion through algorithms that present products to users that they like, which leads to impulse buying. Consumers are compelled to buy trendy products within a reasonable period before they lose the opportunity. Besides, attractive prices and offers are crucial in triggering impulse purchasing, particularly among young price-sensitive consumers. [6]

Hedonism, being the pursuit of temporary gratification and pleasure, highly motivates impulse purchases. Generation Z consumers tend to buy products not for needs, but to derive temporary emotional gratification. Research by Kahn and Dhar indicates hedonistic consumption incorporates aspects of fantasy and pleasure, induced by experiential shopping experiences such as live streaming. Through live streaming, customers can view products in real time, communicate with sellers, and experience more interactive shopping [7]. Advertising campaigns based on visually appealing content, live streaming, and influencer marketing have been successful in capturing the attention of Generation Z.

On top of this, Generation Z is more sensitive to sustainability and social responsibility when making purchasing decisions. They demand a convenient, quick, and effective shopping experience with a strong value proposition for the products that they buy. It is important for companies to take these preferences into consideration when formulating their marketing strategies to facilitate better consumer engagement and loyalty [8].

This research provides several new contributions to the existing literature on impulsive online purchasing and digital consumer behavior. Firstly, it offers an in-depth exploration of Generation Z's impulsive consumption patterns in the era of interactive digital shopping, particularly on platforms like TikTok Shop. While there are numerous studies on impulsive purchase behavior, few studies have attempted an exploration of FoMO and hedonism specifically in driving such tendencies among Indonesian Gen Z consumers.

Second, this research integrates insights from consumer psychology, social commerce, and digital marketing to develop an integrative framework for explaining the conjunction of impulsive buying behavior and social media marketing-driven consumption. Different from the conventional e-commerce research that emphasizes the transactional nature, this research pays greater attention to experiential and psychological factors associated with online consumption.

Third, the findings of this research have managerial implications for firms selling to Generation Z in Indonesia. By identifying the key drivers of impulse purchasing, specifically FoMO, hedonism, and influencer marketing, companies can optimize their advertising campaigns and online engagement initiatives. In addition, this research identifies the importance of sustainability and corporate social responsibility in driving long-term brand loyalty among Gen Z consumers.

In brief, this research tries to bridge the current gaps in scholarly literature by offering empirical understanding of the fast-changing digital consumption behavior of Generation Z in Indonesia. The outcome of this study will inform academic discussions on digital marketing and will also offer practical suggestions for companies that are interested in improving their interaction with young consumers in today's digital environment.

2. State of Art Research

Online digital marketing tactics are more efficient in promoting firms' goods or services, as they enable prospective buyers to access more product information and transaction processes through the internet. Experts opine that an inherent definition of digital marketing comprises promotion activities and market research conducted through online digital media, via a range of mechanisms, one of them being social networking. The availability of digital marketing supports the capability of businesses to reach consumers from any location, which allows them to see and fulfill the varied requirements of their consumers. Digital marketing acts as an agent between entities and their potential buyers [9].

In a period characterized by fast-paced technological innovation, Generation Z, a demographic cohort, has become a driving force for notable changes in consumer behavior. This generation not only has a new attitude but also contributes immensely to the evolving market dynamics. In this article, we will explore the extent to which Generation Z drives changes in consumer shopping behaviors, such as characteristics of shopping habits and the integration of technology into different facets of life, such as consumer shopping behaviors.

The trend of Fear of Missing Out (FoMO) has been very much evident among Generation Z. The advent of digital technologies, particularly through social media, has increased the tendency to feel left out or excluded from affairs that are considered significant. The study of this trend from a communication point of view reveals the immense influence of technology-mediated communication on the psychology of individuals and communicative actions, specifically among young and young adults.

Additionally, FoMO has an impact on price perception when it comes to live streaming shopping models, where hedonistic tendencies are typically displayed within marketplaces, thus making Generation Z interested yet terrified of missing out on seemingly inexpensive products.

This can be explained through symbolic interactionism, where it is said that humans develop meaning from their social experiences. In the scenario of social media sites such as Facebook and Instagram, social engagement is promoted tirelessly, and "likes," "shares," and "comments" are merely some elements serving as symbols of social approval and recognition. All such cyber-experiences play a role in defining individuals' self-perception and understanding of social existence.

Empirical evidence validates this view. Wang et al., for example, examined the significance of the sense of presence in "liking" behavior from the symbolic interactionism perspective. The findings of their investigation indicated that cognitive, hedonic, and social value assessments by users positively correlate with their intention to use "liking" behavior, indicating the central role of these social symbols in online communication [10]. When Generation Z does not get this validation, they experience a feeling of being denied something valuable among their peer groups.

Many early studies that have investigated the traits of Generation Z have considered related variables, such as:

1. S. Saibaba [11] investigated the impact of FoMO and other factors on impulsive buying behavior among Indian youth consumers, and a significant positive relationship was established between smartphone addiction, social media addiction, FoMO, and impulsive buying.
2. Micheal Furmar et al. [12] proved that FoMO positively affects impulsive consumption, even though it is not significant if it is controlled for self-control.
3. Chun-Der Chen [13] examined the impact of online consumer reviews on impulsive consumption and discovered that enjoyment from reviews, reviewer reputation, and product presentation vividness have substantial influences on impulsive purchases.
4. Magdalena et al. [14] found that price perception has a positive and significant influence on purchase intention in online shopping, stressing the importance of price in guiding consumer decision.
5. Wongkitrungrueng et al. [7] discussed the potential of live streaming as a sales channel that offers consumer interaction and engagement.

The body of research underscores the intricate relationship among technological innovation, psychological aspects, and shifting attitudes among consumers in Generation Z, thereby calling for continued research in this evolving field.

Previous studies have examined various psychological and technological factors influencing impulsive buying, such as Fear of Missing Out (FoMO), hedonism, and price perception. Saibaba [11] and Michael Furmar et al. [12] have examined the impact of FoMO on impulsive buying among youth, whereas Chen [13] has highlighted the role of online reviews in influencing consumer enjoyment and buying behavior. Magdalena et al. [14] had price perception, and Wongkitrungrueng et al. [7] had live streaming as a new sales platform.

However, such research usually focuses on stand-alone variables and lacks a comprehensive model that includes psychological factors (FoMO and hedonism) and economic beliefs (price perception) that are mediated by technological innovation (live streaming). Besides, while TikTok Shop grows more prevalent in Indonesia, empirical studies on Generation Z consumers in live-streamed commercial contexts remain very limited, especially on impulse buying behavior.

This study bridges that gap by examining how FoMO, price perception, and hedonism collectively influence online impulsive buying behavior, with live streaming as a mediator. It contributes to the literature by suggesting an integrated model that combines psychological, economic, and technological determinants; examining the model in a new and relatively under-researched context—TikTok live-streaming commerce among Indonesian Generation Z users; and providing empirical confirmation through a quantitative approach grounded in Partial Least Squares Structural Equation Modeling (PLS-SEM), which enhances the robustness and applicability of the findings in emerging market contexts. By achieving this, the research contributes to the existing body of knowledge regarding impulsive consumer behavior in online contexts and provides practical implications for marketers who sell to Generation Z consumers in Southeast Asia.

3. Literature Review

3.1. Online Impulsive Buying

Impulse buying is defined as buying behavior conducted without prior planning, occurring spontaneously when an individual feel compelled to purchase an item. Bayley and Nancarrow argue that the purchases are unplanned and not informed by any predetermined purchasing intention. In most instances, impulse buying is triggered by appealing stimuli available in stores, which lead customers to buy without extensive consideration [15].

Burton et al. [16] recognized that impulse buying takes place whenever people feel a strong and sudden emotional desire, usually stimulated by unplanned behavior and little forethought. Buying without planning is often motivated by the instant pleasure it gives to customers [17].

Loudon and Bitta [18] report many factors influence impulsive buying behavior. One of the primary factors is the characteristics of products; product characteristics such as low cost, minimal need, and small size frequently render products very vulnerable to impulsive purchase. Further, marketing efforts have significant roles through extensive product availability and persuasive, repetitive advertising via mass media. Furthermore, consumer characteristics, both external and internal factors, impact impulsive buying behavior. Internal determinants entail mental states and regular evaluations, whereas external determinants consist of marketing stimulus and in-store environment, both of which can influence buyer purchase behavior significantly.

Stren [19] also classifies impulse buying into four different categories. Pure impulse happens suddenly on the basis of an instantaneous emotional need to buy a product upon seeing it in a store environment. Reminder impulse is the phenomenon in which consumers remember a past need for a product after exposure to advertising or in-store promotion. Suggestion impulse occurs when consumers buy a product after viewing it, based on knowledge about its utility or application. Finally, planned impulse is the shopping done by consumers who take advantage of special promotions or offers for particular products. These differences underscore the various psychological and situational determinants of impulse purchase behavior.

Impulse buying behavior is characterized by two key dimensions: the cognitive dimension and the affective dimension. As noted by Coley and Burgess [20], the psychological processes involved in impulse buying comprise two fundamental components: cognitive processes and affective processes.

The retail experience is increasingly determined by the consumer's interaction with the shopping environment. However, it is not always the store environment that triggers unplanned purchases. Sensory stimuli, psychological response, product familiarity, and brand loyalty are more likely to have a greater influence than the physical environment itself [21].

Impulse purchasing is a more extreme version of ordinary shopping behavior, and hence it is hard to differentiate between compulsive buying and normal buying. The behavior is shaped by a myriad of factors, including personal details of a person, their feelings, sensory perceptions, genetic factors, personality, and social and cultural factors. Personality factors are also exceedingly important in this behavior. These individuals are frequently characterized by having low self-esteem, elevated rates of depression and anxiety, long-standing negative affective states, and a greater vulnerability for the emergence of obsessive-compulsive behaviors [21].

While these research works offer comprehensive explanations of impulse buying's psychological and environmental triggers, none have yet explored the activation of these variables within the specific context of live-streaming shopping, particularly among Generation Z consumers in Southeast Asia. This study aims to bridge that gap

by integrating variables such as FoMO, price perception, and hedonism into the setting of TikTok live streams. In doing so, it not only builds on current theoretical frameworks but also applies them to a rapidly evolving digital marketplace that has yet to be subjected to extensive analysis in the academic literature.

3.2. Fear of Missing Out (FoMO)

FoMO, as Przybylski [22] defines it, is the emotional condition by which individuals experience anxiety for fear of missing out on rewarding experiences that others are having. Individuals who suffer from FoMO are highly motivated to be connected to other individuals. Przybylski discusses Self-Determination Theory (SDT) by which it argues that FoMO is caused by unmet fundamental psychological needs, especially within social media.

Consumer motives are rarely solitary or isolated. At decision points, a series of motivational influences are often evoked simultaneously, interacting with one another in complex webs. They can work synergistically or antagonistically, all as contributing causes of consumer action and shaping purchase choices [23]. While each of these motivations is different, consumers generally expect to gain benefits from their choice experience. FoMO can also vary based on the environment, including commercial and non-commercial websites, influencing purchasing behavior.

The concept of FoMO (Fear of Missing Out) occurs primarily among individuals with low levels of life satisfaction. The condition typically occurs due to the dissatisfaction of three fundamental psychological needs, hence individuals compare their lives to other people. These are the fundamental needs of competence (being effective in what one does), autonomy (being in control of one's decisions), and relatedness (a sense of belongingness and fit with others) [24].

FoMO happens when individuals are faced with uncertain choices, where the perceived value of an experience gains significance. Interpersonal Proximity Theory explains that information from proximate sources has more impact on consumer choices. Individuals also compare their social lives with readily recalled examples, and this can exaggerate FoMO concerns. FoMO leads individuals to constantly check social media so that they do not miss out on valuable experiences.

Przybylski [25] postulates that measurement of Fear of Missing Out (FoMO) is obtained under a unidimensional model measuring its structure components and properties. Various significant areas of FoMO have been recognized. First, fear of missing out describes an individual's anxiety about being excluded from important experiences, which can be social relations such as friends and relatives or powerful public figures such as celebrities and politicians. Second, the FoMO anxiety associated with missing out on experiences explains a worry that others are having unique or interesting experiences—e.g., luxurious holidays, high-end culinary experiences, or other thrilling events—the person finds appealing but ultimately unavailable to them. Third, the fear of missing out on conversation is regarded as one of the most crucial elements of FoMO. This dimension shows the need for one to be kept up-to-date and engaged so that they can actively participate in modern dialogue within their social circles.

JWT Intelligence [26] quotes a number of factors that impact the Fear of Missing Out (FoMO). Among them is the ready access to information on social media websites that enables people to continuously monitor and compare their activities with those of others. Another factor is frustrated psychological needs for social connection that lead to FoMO, as people search for social connections but may feel excluded. Similarly, unsatisfied psychological needs for self-well-being can create a higher state of FoMO as individuals perceive others enjoying greater levels of personal satisfaction.

Another significant influence is social one-upmanship, a process where people attempt to show superiority over their counterparts by sharing their experiences. Moreover, events that spread through hashtag functions also contribute, as trending topics and shared incidents generate an incentive to join in. Relative deprivation, where individuals feel disappointed when their lives are compared to the life of someone else on the internet, also reinforces FoMO. Lastly, an abundance of cues for informational searching teaches people to continuously hunt for newer activities, thereby fueling the fear of missing out.

The psychological phenomenon of FoMO can be integrated in broad theories of consumer behavior such as the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) model. Under TPB, FoMO is a psychological driver influencing attitudes and subjective norms and therefore behavioral intention and consequent buying behavior. Similarly, the S-O-R model illustrates how external stimulation (e.g., social media peer comparison or live streaming content) elicits internal affective states (e.g., FoMO), which induce impulse behavior such as unplanned spending. Moreover, hedonism aligns with experiential consumption theory where consumers are assumed to derive value not only from product utility but also from the sensory and emotional experience around the products. These theoretical blends support this study's conceptual model and illustrate how digital spaces engage psychological processes that affect consumer decision making.

While there is growing knowledge of FoMO as an intrapsychic phenomenon, most past studies have examined it in broad lifestyle or social interaction contexts—e.g., its impact on mental health, social media use, or life satisfaction (e.g., Przybylski et al., JWT, etc.). Relatively few studies have, however, examined the impact of FoMO in the context of digital commerce environments, particularly on live-streamed e-commerce platforms like TikTok Shop. Under these circumstances, FoMO is not only a mentality but also a marketing strategy utilized by marketers. TikTok live streaming tends to be centered on time-sensitive deals, limited edition releases, and highly interactive dialogue that enhances an aura of urgency and belonging.

This study extends past literature by examining FoMO's direct and indirect (through live streaming) influences on Indonesian Generation Z consumers' impulse purchasing. This fills the gap by locating FoMO as a person-level psychological trait and as a situational, externally-triggered response in accordance with platform structure. Moreover, empirical proof is supplied drawing from a formal PLS-SEM model that allows for greater insight into mediating processes at work.

3.3. Price Perception

Perception is the psychological process through which individuals choose, organize, and interpret information so as to understand a range of phenomena, including their product choice decisions. Price perception is a critical psychological influence that dictates the reaction of customers to price tactics as well as being a component of the decision-making process in purchasing [27]. Schiffman and Kanuk believe that perception is the selection and organization of information resulting in a general understanding. In pricing, perception is what leads consumers to view a price as high, low, or fair and thereby influences their intention to purchase and satisfaction [28].

Kotler et al. proposed that "the price is the amount paid for a product or service and the sum of the value exchanged by consumers for the advantages of a product or service available or being used." The perceptions of customers of a given price can have a direct relationship with their decision to buy a product [29].

Gourville and Moon further suggest that price perception also occurs in relation to comparable products found in other shops. Consumers with a positive price perception are more likely to make purchases, as they feel the price is consistent with what they had in mind. Companies therefore need to develop pricing policies that enable a positive price perception, hence stimulating positive purchase decisions [30].

Affordability in terms of price is an expression of how the customer can work with the price set by the companies. Two critical dimensions of pricing are cited by Schiffman and Kanuk [28]. The first dimension is the perceived price, that is, customers' determination of whether a specific price is reasonable and acceptable. This is based on several factors such as affordability of prices, congruence of price with perceived quality of product, and financial situation of customers. The second factor relates to the reference price, which is the monetary value given to products or services. This is measured against such factors as price-product quality relationship, location, quality of service, and facilities provided. These factors explain how customers perceive and respond to pricing strategies, thereby influencing their buying behavior.

3.4. Hedonism

Hedonism can be defined as an individual's philosophical attitude towards life that believes in the attainment of happiness and contentment through the search and attainment of maximum pleasure. In addition to the pursuit of happiness, this attitude also emphasizes the absence of negative feelings, such as grief, that might be detrimental to one's health [24]. The adoption of a hedonistic way of life affects an individual's psychological well-being. The influences of a hedonistic way of life on psychological well-being are discussed below.

Hedonism forces the individual to be up to date. Trend direction and uptodate is a reference point in hedonism lifestyle. The standard of living used is therefore relative to other people. This hedonism individual must not be outdated relative to other people. This is due to the fact that there is much prestige in the individual. The inability to accept this state of self so that the hedonist individual never feels satisfied in their life [31]. The hedonist's daily life is only dabbling in achieving pleasure and avoiding difficulties.

Thus, the daily life of hedonic individuals can be observed with activities that tend to indulge, tend to spend money for pleasure so that the hedonic individual's tendency is less able to establish good relationships with other people. Hedonistic individuals establish relationships only with their own groups. The need to acquire unlimited pleasure makes hedonic individuals less able to empathize and love other people [31].

A hedonistic way of life has three fundamental elements: interests, activities, and attitudes. Interests describe a person's inclination to seek the pleasures of life, such as fashion, fine dining, luxury, or even fame-seeking [32]. Activities pertain to what people do with their time, perhaps including participation in outdoor activities, purchasing non-essential products, or regular shopping mall and cafe attendance [33]. Conversely, attitudes serve to significantly determine how individuals view their world and react to diversifying experiences and hence influence beliefs and preferences [34]. Combined, all these elements make the development of a hedonistic lifestyle possible, which plays a significant role in modeling consumer choices and behavior.

Likewise, Well and Tigert [35] identify three fundamental components of a hedonistic lifestyle: interest, activity, and opinion. Interest describes those aspects of the environment that capture an individual's attention, such as objects, activities, or subjects that focus on the pleasures in life. Activity describes visible actions that mirror the manner in which individuals invest their time. Opinion symbolizes individual reactions to matters, such as attitudes towards societal issues and products associated with their way of life. All of these also additionally illuminate the manner in which hedonism shapes consumer behavior and choice.

While these studies highlight the general importance of price perception in shaping consumer decision-making, they are generally framed in traditional retail or e-retail settings and do not yet reflect its impact in the dynamic, fast-paced environment of live streaming commerce. In TikTok Shop, for example, price perception is continuously influenced by live streaming discounts, countdowns, and limited-time offers communicated through interactive live streams. These variables increase the feeling of urgency and value, and can trigger impulse buying behavior—especially

among Generation Z shoppers who are highly responsive to dynamic visual and social cues. Thus, this study contributes to the existing body of literature by placing price perception in the context of live-streaming commerce and investigating its direct and indirect effects on impulse buying through the mediating role of live streaming.

3.5. Live Streaming

Live streaming is a communication mode that allows the real-time transmission of audio and visual content and thus gives the audience a near-to-reality feeling of physical presence at an event [36]. Although live streaming was originally most closely linked with the video games and esports industries [37], it has progressively expanded its application to a variety of sectors, such as live shopping [7]. This technology development allows consumers to view items from different perspectives, interact with suppliers, and identify product information in real time, thereby enhancing the process of online shopping [38].

One of the fundamental concepts of this study is social commerce, a phenomenon that integrates electronic commerce and social interaction on online platforms to promote online transactions [39]. As the overlap between electronic commerce and social media increases, social commerce has emerged as a concept that Wang and Zhang [40] describe as social media-enabled commerce. The notion expands conventional Business-to-Consumer models through its utilization of user interaction and community-based marketing.

Chuling and Yu-Li [41] name three main dimensions of live streaming that determine consumer behavior. First, the credibility of the streamer is key in establishing the parasocial relationship, where the consumers feel a one-way friendship with the streamer. The perception is influenced by how the streamer communicates and proves to be an expert, resulting in a sense of personal membership in spite of the virtual nature of the encounter. Second, media richness refers to the ability of a medium to convey information successfully, such that greater richness diminishes message ambiguity and enhances clarity. Third, the interactivity of live streaming provides real-time, two-way communication between streamers and viewers, thus fostering a sense of involvement and ownership of the experience. Each of these dimensions illustrates the growing power of live streaming in shaping consumer decisions within the scope of social commerce.

Live streaming has also been discovered to increase emotional cues that are closely linked with impulse buying behavior. For instance, real-time interactions and urgency triggers such as time-sensitive offers or low-stock alerts can amplify emotional states like FoMO (Fear of Missing Out), which can lead consumers to make impulsive purchases. Past research has indicated that interactive virtual environments—such as live streams—can have the power to enhance psychological drivers such as social comparison and immediacy, especially among Gen Z consumers who are highly active on social media platforms such as TikTok. For this study, live streaming is a mediating variable that reflects how psychological factors (e.g., FoMO, hedonism) and economic judgments (e.g., price perception) are translated into impulsive buying behaviors.

For example, while price perception can lead to purchase intention, it is through the interactive and immersive experience of live streaming that such perceptions are translated into actual impulsive behavior. Similarly, while FoMO may result from social comparison or staying current, live streaming amplifies this effect by generating an atmosphere of a game of high stakes with time-limited offers and real-time peer behavior. By integrating such past research within this study, we are making an assumption that live streaming not just directly informs impulsivity purchasing, but also serves as a role of a psychological and technical medium that mediates motivational cues into behavioral expressions. This two-tailed functionality assumes special importance with respect to Gen Z TikTok users whose buying behaviors are mediated by emotional engagement and virtual interactivity.

3.6. Framework of Thinking and Hypotheses

The conceptual framework of this research is as follows:

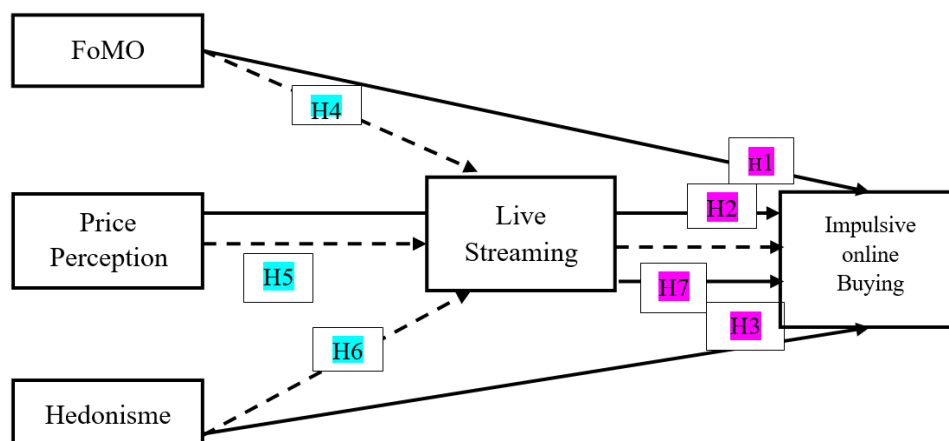


Fig. 1. Framework of Thinking

The hypotheses proposed according to Fig. 1 are:

- H1: Fear of Missing Out (FoMO) significantly influences online impulsive buying behavior.
- H2: Price perception significantly affects online impulsive buying behavior.
- H3: Hedonism significantly impacts online impulsive buying behavior.
- H4: Fear of Missing Out (FoMO) affects online impulsive buying behavior through live streaming.
- H5: Price perception influences online impulsive buying behavior through live streaming.
- H6: Hedonism impacts online impulsive buying behavior through live streaming.
- H7: Live streaming significantly affects online impulsive buying behavior.

4. Research Methodology

4.1. Research Methodology

Research method is the scientific and structured approach to data gathering with the aim of achieving some specified goals. The current study follows a causal research method, which deals with the examination of cause-and-effect relationships among various variables. The study starts with the problem identification and an extensive study of the literature to build a solid theoretical foundation. The related theories and previous studies are analyzed critically in order to derive hypotheses regarding the relationships among the variables involved.

After the formulation of the hypothesis, a quantitative method is employed through the use of standardized questionnaires as the primary source of data. The variables of interest, as indicated in the questionnaire, were measured using a 5-point Likert scale. Each item in the questionnaire was rated on a scale from 1 ("Strongly Disagree") to 5 ("Strongly Agree").

The study aims to sample individuals with experience in online shopping, that is, those who partake in live-streaming commerce, through purposive sampling to ensure applicability. The dependent variable is Online Impulsive Buying (Y), while the independent variables are Fear of Missing Out (FoMO) (X1), Price Perception (X2), and Hedonism (X3). Live Streaming (X4) also serves as an intervening variable in the facilitation of the effect of the independent variables on the dependent variable.

Essentially, research involves the measurement process, which requires the utilization of valid and effective tools. Such tools, otherwise known as research or measurement instruments, need to satisfy the criteria of validity and reliability in order to generate credible data. Therefore, establishing and ascertaining the validity and reliability of the instruments is an important step in the research process [42].

Validity testing is employed to test the content of an instrument to determine whether it indeed measures what it is meant to measure. An instrument can be termed valid when it can measure the data pertaining to the intended constructs [42].

Reliability testing, though, quantifies the consistency of the measuring tool, particularly for items on questionnaires that measure specific research variables. Cronbach's Alpha was used in this study as the reliability test, particularly on scaled tools such as the Likert scale. A Cronbach's Alpha greater than 0.6 indicates that the tool is reliable [42].

Once the data were collected, descriptive statistical analysis was conducted to inspect the nature of the respondent and response tendencies. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed for additional analysis using SmartPLS software. This comprised a two-step procedure, the initial step beginning with the outer model (measurement model) analysis, which tested the constructs' reliability and validity with convergent validity (e.g., Average Variance Extracted or AVE), discriminant validity (e.g., Fornell-Larcker criterion), and reliability measures (e.g., Composite Reliability and Cronbach's Alpha).

The second step, the inner model test (structural model), tested hypothesized construct relationships by evaluating path coefficients, R^2 and predictive relevance (Q^2). Together, these analyses present an integrated framework for the evaluation of both measurement quality and structural relationships between variables. The final step was interpreting the statistical results to make inferences about online consumers' impulsive buying behaviors in live-streaming commerce.

To add strength to the robustness of the findings, several potential methodological problems were systematically addressed in the revised manuscript. The chance of measurement error was minimized using questionnaire items adapted from instruments tested and validated in previous studies and subjected to experts' evaluation to achieve content validity. In addition, construct validity and reliability were determined through comprehensive testing, which included tests for convergent and discriminant validity, Composite Reliability, and Cronbach's Alpha, which all met the set criteria.

To assess and handle multicollinearity between the independent variables, the Variance Inflation Factor (VIF) values were examined while estimating the structural model. It was found that all VIF values were below the commonly accepted value of 5, indicating that there were no serious multicollinearity problems in the data set.

In addressing sample bias, purposive sampling method was employed to ensure only the respondents with first-hand experience of TikTok Shop live-commerce were taken into account. This assisted in enhancing the contextual appropriateness of responses. However, we also acknowledge that this non-probability sampling technique may limit

generalizability of the findings beyond the population of interest and region. Nevertheless, such methodological controls collectively enhance the reliability and validity of SEM estimates and overall model estimation.

The last step was to interpret statistical findings to conclude online consumers' impulsive purchasing behaviors in live-streaming business. SEM was utilized to test hypotheses and explore inter-relations among variables. The specific statistical method offers full scrutiny of direct, including indirect, effects. Last of all is interpreting the outcomes, making conclusions from the statistical data collection and deciding their general implications. This study shall attempt to acquire useful information on why individuals shop rapidly when doing online shopping, particularly during sales through live streams.

4.2. Population and Research Sample

Generation Z users of the Greater Jakarta area (Jabodetabek) who use TikTok Shop make up the research population of study. Purposive sampling applied in studies in order to ensure the satisfaction of predetermined inclusion requirements for respondents include: being from Generation Z age (18–27 years) and having a history of use of TikTok Shop, performing live-streamed commerce (viewing or buying on live streams), and spontaneous or spontaneous behavior in buying. Although the approach is not of a probability kind, it allows the research to focus on individuals whose experience will be most relevant to the research purposes.

To ensure that any potential bias was reduced, questionnaires were circulated in five of Indonesia's biggest cities—Jakarta, Bogor, Depok, Tangerang, and Bekasi—and efforts were made to collect respondents from different demographic backgrounds, such as varying education levels, genders, and income levels. To determine the appropriate sample size, this research adopts the guideline established by Hair et al. [43] and advises that the respondents for a Partial Least Squares Structural Equation Modeling (PLS-SEM) should be 5 to 10 times the indicators. Because 30 indicators are used in the questionnaire, the sample size needed ranges from 150 to 300. Based on this, the study used a sample size of 150, which is within the minimum acceptable level.

This is also echoed by Westland [44], who argues that at least 150 observations in models of moderate complexity would grant parameter stability. Additionally, based on Cohen's power analysis framework [45], in the detection of medium effect sizes ($f^2 = 0.15$) at significance level 0.05 and power 0.80, a sample size of approximately 100–150 is statistically adequate in regression-based models, such as PLS-SEM.

Moreover, PLS-SEM is particularly suitable for exploratory research and small to medium sample models and non-normal data because it does not rely on multivariate normality assumptions [46]. The use of 150 respondents is therefore both statistically acceptable and viable in light of the scope and limitation of this research.

5. Research Results and Discussion

5.1. Verificative Analysis

Verificative analysis plays a crucial role in the realm of research, particularly in the context of hypothesis testing using appropriate statistical approaches. The primary objective of this analysis is to test the previously proposed hypotheses, employing sophisticated and reliable statistical methods. This study's conceptual hypotheses focus on the influence of several factors, namely Fear of Missing Out (FoMO), price perception, and hedonism on impulsive buying behavior. In this context, live streaming serves as an intervening variable that is expected to strengthen or moderate the effects of these factors.

To test the proposed hypotheses, the researcher employed a statistical method known as Structural Equation Modeling (SEM), a widely used analytical approach in social and behavioral sciences. Within SEM, two types of models must be well understood: first, the measurement model (outer model), which is responsible for measuring and analyzing the relationships among the existing variables; and second, the structural model (inner model), which depicts the causal relationships among the variables, providing a clearer picture of how one variable can influence another.

The analysis and calculations for the entire model were conducted using SmartPLS 3.0 software, which is recognized for its effectiveness in handling SEM analysis and providing valid and reliable results. By utilizing this approach, it is anticipated that the research findings will significantly contribute to the understanding of the factors influencing impulsive buying behavior, as well as how intervening variables such as live streaming can impact these dynamics.

The application of Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach requires measurement (outer) model and structural (inner) model analysis. During measurement model testing, testing for the latent construct and its indicators relationship, as well as convergent validity, discriminant validity, and reliability checks, is the center of attention.

To confirm the validity and equivalence of the constructs, the outer model tests how far each latent variable is reflected by its respective indicators. The SEM applied in this study tests constructs such as FOMO, price perception, hedonism, live streaming, and impulsive buying, as illustrated in Figure 2. The factor loadings of 0.721 to 0.918 are evidence of strong construct validity.

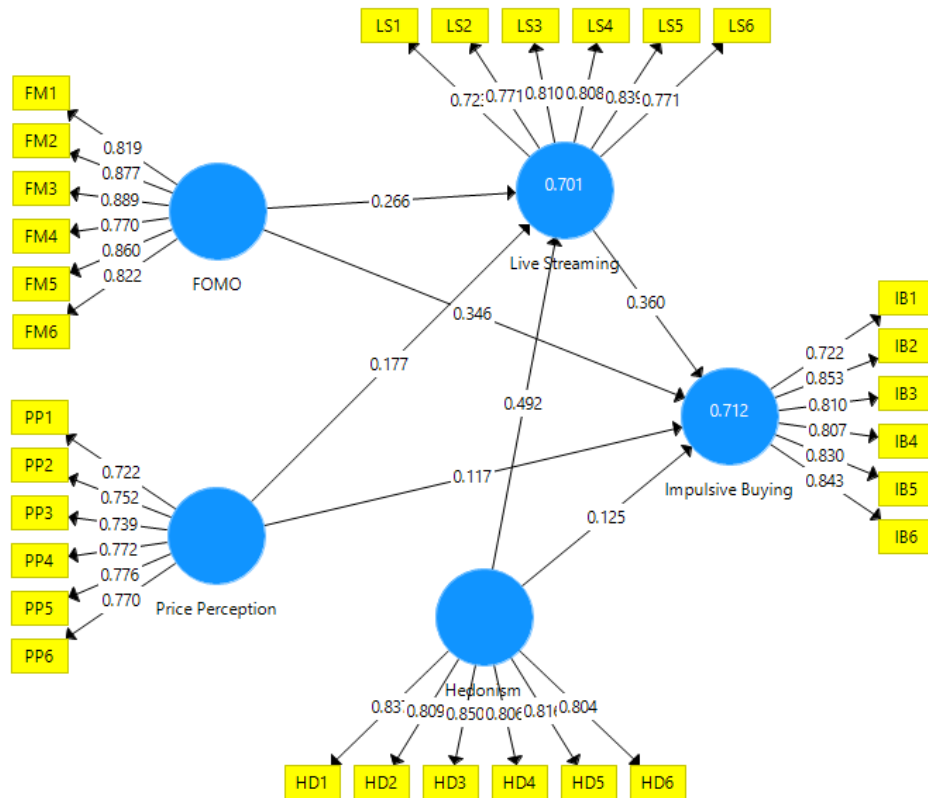


Fig. 2. Verificatife Analysis, Data processed using PLS Software.

FOMO has a major effect on Impulsive Buying (0.346) and Live Streaming (0.266). Live streaming (0.177) and hedonism (0.117) are less affected by price perception. Hedonism has a strong influence on live streaming (0.492) and a moderate impact on impulsive buying (0.125). One of the main causes of impulsive buying (0.360) is live streaming, which emphasises the importance of interactive shopping in impulsive purchases.

According to research, hedonism increases engagement, while FOMO and live streaming are the best indicators of impulsive purchasing. The limited impact of price perception emphasises the necessity of interactive marketing techniques, such as live streaming, to influence consumer behaviour.

5.2.Outer Model Test

Convergent validity measurement ascertains that observable variables of a construct have high correlations, thus validating their capacity to measure the desired latent variable accurately. The analysis is carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) tools like SmartPLS 3.0. For the validation of convergent validity, it is essential that the indicators of the construct satisfy certain thresholds. To begin with, the loading of each indicator must be above 0.70, which means that these indicators contribute a lot to their constructs [47]. Additionally, According to Fornell & Larcker, the Average Variance Extracted (AVE) must be greater than 0.50, which shows that more than half of the variance occurring in the manifest variables is explained by the construct [48]. Lastly, the communality value needs to exceed 0.50, thereby ascertaining that the indicators possess an adequate amount of shared variance.

Table 1. AVE Test Results

Latent Variable	AVE
FoMO	0.706
Hedonism	0.673
Impulsive Buying	0.659
Live Streaming	0.621
Price Perception	0.570

As shown in Table 1, all five latent variables have AVE values exceeding the threshold of 0.50, confirming that all manifest variables meet the requirements for convergent validity. These findings indicate that the indicators successfully capture the underlying constructs they are intended to measure.

Discriminant validity testing is essential to verify that each construct in a model is distinct and not too strongly related to other constructs. This will confirm that each latent variable captures a singular and specific element of the model. As noted by Henseler, Ringle, and Sarstedt, discriminant validity can be established using cross-loading analysis, in which each indicator should show a stronger correlation with its own construct than with other constructs [49]. In

SmartPLS 3.0, there are several methods to test discriminant validity. One is cross-loading testing, where the correlation of an indicator with its own construct should be greater than its correlations with other constructs. Another method is the Fornell-Larcker criterion, which requires the square root of the Average Variance Extracted (AVE) for each construct to be larger than its correlations with other constructs [50]. Moreover, the Heterotrait-Monotrait (HTMT) ratio can be employed, where a score below 0.90 indicates constructs are sufficiently distinct from one another [51].

Table 2. Discriminant Validity Test Results

	FoMO	Hedonism	Impulsive Buying	Live Streaming	Price Perception
FOMO	0.840				
Hedonism	0.720	0.821			
Impulsive Buying	0.760	0.741	0.812		
Live Streaming	0.719	0.802	0.785	0.808	
Price Perception	0.559	0.671	0.630	0.655	0.755

As shown in Table 2, the result of the test of discriminant validity confirms that the square root of the Average Variance Extracted ($\sqrt{\text{AVE}}$) for each construct is always greater than the values of correlations it has with other constructs. This confirms that all constructs in the model have discriminant validity criteria, which implies that each of them is empirically distinct from others.

Reliability testing aims to determine the precision, consistency, and stability of measurement tools used to measure the constructs in the measurement model, or the outer model. In Partial Least Squares Structural Equation Modeling (PLS-SEM), reliability is commonly estimated by composite reliability and Cronbach's alpha, both of which estimate the internal consistency of indicators in measuring their respective latent variables.

Composite reliability (CR) is generally over Cronbach's alpha in PLS-SEM because it takes into account the various factor loadings of the single items and gives a more subtle measure of reliability. A CR of more than 0.70 is considered to be an indicator of high internal consistency and suggests that the observed variables are reliable measures of the latent construct. Similarly, Cronbach's alpha of more than 0.70 also indicates the reliability of the indicators in measuring the constructs consistently [46].

Table 3. Reability Test Results

Variable	Composite Reliability	Cronbach's Alpha	Description
FOMO	0.935	0.916	Reliable
Hedonism	0.925	0.903	Reliable
Impulsive Buying	0.921	0.896	Reliable
Live Streaming	0.907	0.877	Reliable
Price Perception	0.888	0.850	Reliable

As illustrated from Table 3, the composite reliability values of all constructs are well above the critical threshold of 0.70, thereby affirming their strong internal consistency. Secondly, the Cronbach's alpha values of all constructs are well above 0.70, which further validates the measurability of the measurement model. These results demonstrate that the manifest variables are characterized by a high degree of precision, accuracy, and consistency in measuring their corresponding constructs.

5.3. Inner Model Test

Measurement of the inner model, or the structural model fit, tests for correlations between latent variables using stringent measurements of R-square (R^2), Q-square, and path coefficients to see how independent variables influence dependent variables. R^2 measures the explained power and estimates the proportion whereby independent variables will predict the dependent variable, large values indicating powerful predictive capability [46]. Q^2 and predictive validity are measured within a model, and values above zero substantiate the model for making correct predictions outside of the estimation sample [46]. Path coefficients determine the direction and size of relationships, which in SmartPLS 3.0 are calculated with bootstrapping to determine statistical significance and test theoretical models [46]. Within the scope of live-stream shopping consumer behavior, this analysis method enables researchers to understand how price consciousness, hedonism behavior, and experiential marketing impact impulsive purchasing. By employing computational Partial Least Squares Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS 3.0, researchers are able to create elaborate interactions and understand consumers' thought processes while live-stream shopping [52].

According to Fig. 3 the results of the testing indicate that the composite reliability values for all constructs exceed 0.70, suggesting that all indicators of the constructs are deemed reliable. Therefore, it can be concluded that all manifest variables of the five latent variables exhibit good accuracy, consistency, and precision in measuring the constructs. relationships between the variables. The results of the analysis using SmartPLS will be presented in the following figure.

The R-Squared (R^2) test evaluates the structural model by estimating the coefficient of determination that reflects the amount of variance in an endogenous variable explained by the exogenous variables collectively. Hair et al. [46] say 0.67 and above is strong, 0.33 is moderate, and 0.19 is weak.

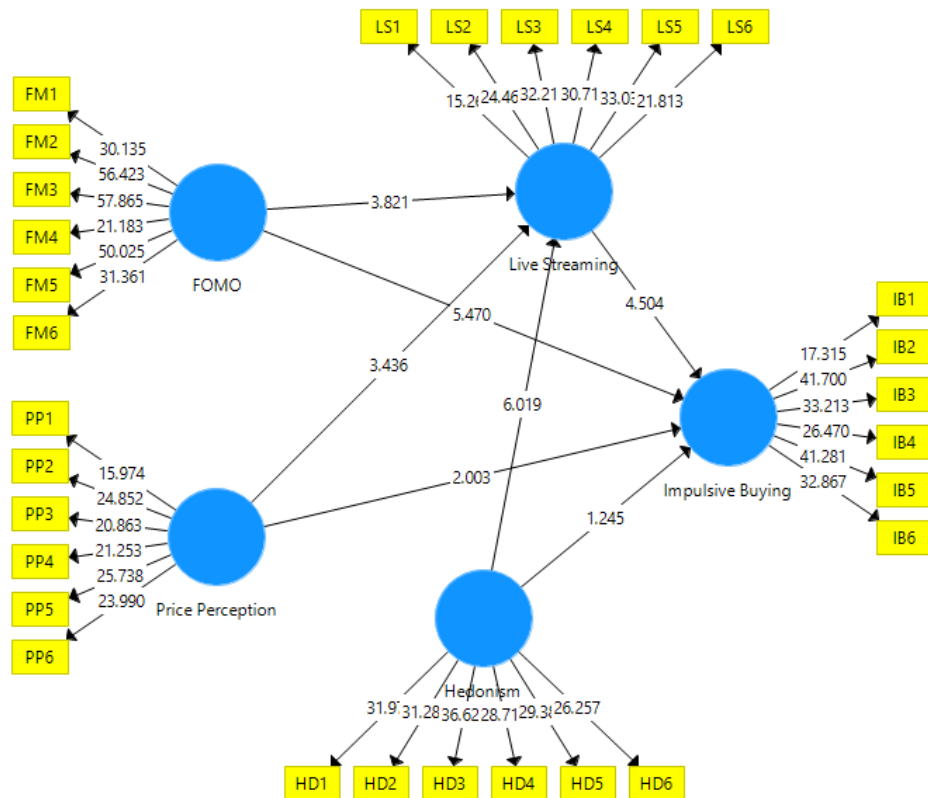


Fig. 3. Inner Model Test Results.

Table 4. R – Squared Test Results

Laten Variable	R^2
Live Streaming	0.701
Impulsive Buying	0.712

Table 4 indicates that the R^2 coefficient of Live Streaming is 0.701, indicating that FoMo, Price Perception, and Hedonism constructs account for 70.1% of the variability in Live Streaming behavior, therefore classifying it as strong. Similarly, the R^2 coefficient of Impulsive Buying is 0.712, and it shows that the interaction of FoMo, Price Perception, Hedonism, and Live Streaming accounts for 71.2% of the variability in Impulsive Buying behavior, therefore also classifying it as strong. These results suggest that independent variables play a crucial role in influencing consumer behavior during live-stream shopping.

Table 5. The Predictive Relevance (Q^2)

	Saturated Model	Estimated Model
SRMR	0.059	0.059

The Predictive Relevance (Q^2) test, as outlined in Table 5, examines the predictive capability of the model. The Q^2 value above 0 confirms the model's validity to predict observed values [46]. The high predictive relevance is demonstrated through the calculated Q^2 -value of 0.914. Further, the value of Standardized Root Mean Residual (SRMR) of 0.059 below the threshold of 0.10 reveals a suitable model fit [46].

Results validate the models' effectiveness in explaining and predict live-stream shopping-based impulsive buying. The Interaction effect of FoMo, Price Mentioned, Hedonism and Live Streaming effects the Consumer Buying Behaviours significantly These findings are of value to marketers interested in increasing consumer engagement and final sales from online purchases.

The hypothesis testing involves examining the direct effects of an influencing variable (exogenous variable) on the influenced variable (endogenous variable). The criteria for hypothesis testing are as follows:

Path Coefficient, in terms of relevance, path coefficients are usually between -1 and $+1$, with coefficients closer to -1 representing strong negative relationships and those closer to $+1$ indicating strong positive relationships. As PLS-SEM processes standardized data, the path coefficients indicate the changes in an endogenous construct's values that are associated with standard deviation unit changes in a certain predictor construct, holding all other predictor constructs constant.

In order to examine the significance of these path coefficients, P-Values and T-Statistics are used by researchers. A P-Value that is less than 0.05 indicates statistical significance, meaning the relation will not occur by chance. Also, a T-Statistic of greater than 1.96 is equivalent to a 95% confidence level, which also validates the significance of the relation. In PLS-SEM, these values are most frequently estimated through bootstrapping, a resampling technique that generates stable estimates of standard errors and levels of significance [53]. By considering both the path coefficients and their significance, researchers can make substantively meaningful conclusions about variable relationships, offering an even more data-informed method of structural model evaluation.

The hypothesis testing in SmartPLS 3.0 was conducted using the bootstrapping procedure, and the results are presented in the following table.

Table 6. Hypotheses Test Results

Hypothesis	Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
H1	FOMO -> Impulsive Buying	0.346	5.470	0.000
H2	Price Perception -> Impulsive Buying	0.117	2.003	0.046
H3	Hedonism -> Impulsive Buying	0.125	1.245	0.214
H4	FOMO -> Live Streaming -> Impulsive Buying	0.096	3.108	0.002
H5	Price Perception -> Live Streaming -> Impulsive Buying	0.064	2.670	0.008
H6	Hedonism -> Live Streaming -> Impulsive Buying	0.177	3.300	0.001
H7	Live Streaming -> Impulsive Buying	0.360	4.504	0.000

The following is an analysis of the hypothesis testing results according to Table 6:

- The influence of FOMO on impulsive buying:** H1 is accepted with a path coefficient of 0.346, P-Values of $0.000 < 0.05$, and t-statistic of $5.470 > 1.96$. FOMO significantly influences impulsive buying on TikTok Shop.
- The influence of price perception on impulsive buying:** H2 is accepted with a path coefficient of 0.117, P-Values of $0.046 < 0.05$, and t-statistic of $2.003 > 1.96$. Price perception significantly influences impulsive buying on TikTok Shop.
- The influence of hedonism on impulsive buying:** H3 is rejected with a path coefficient of 0.125, P-Values of $0.214 > 0.05$, and t-statistic of $1.245 < 1.96$. Hedonism does not significantly influence impulsive buying on TikTok Shop.
- The influence of FOMO on impulsive buying through live streaming:** H4 is accepted with a path coefficient of 0.096, P-Values of $0.002 < 0.05$, and t-statistic of $3.108 > 1.96$. FOMO significantly influences impulsive buying through live streaming.
- The influence of price perception on impulsive buying through live streaming:** H5 is accepted with a path coefficient of 0.064, P-Values of $0.008 < 0.05$, and t-statistic of $2.670 > 1.96$. Price perception significantly influences impulsive buying through live streaming.
- The influence of hedonism on impulsive buying through live streaming:** H6 is accepted with a path coefficient of 0.177, P-Values of $0.001 < 0.05$, and t-statistic of $3.300 > 1.96$. Hedonism significantly influences impulsive buying through live streaming.
- The influence of live streaming on impulsive buying:** H7 is accepted with a path coefficient of 0.360, P-Values of $0.000 < 0.05$, and t-statistic of $4.504 > 1.96$. Live streaming significantly influences impulsive buying on TikTok Shop.

5.4. Discussion

- Impact of FOMO on Impulsive Buying:** The research indicates that Fear of Missing Out (FOMO) has a positive and significant effect on impulsive buying. As FOMO increases, the likelihood of Generation Z users on TikTok Shop making impulsive purchases also rises, prompting them to buy without prior planning.
- Impact of Price Perception on Impulsive Buying:** The findings demonstrate that price perception also has a positive and significant influence on impulsive buying. High price perception enhances the probability of consumers engaging in impulsive purchases, where attractive pricing encourages decisions to buy without planning.
- Impact of Hedonism on Impulsive Buying:** This study reveals that hedonism does not significantly affect impulsive buying. The level of hedonism among Generation Z consumers does not play a substantial role in their impulsive purchasing decisions, which are more often driven by functional needs.

4. **Impact of FOMO on Impulsive Buying through Live Streaming:** FOMO is shown to positively and significantly influence impulsive buying via live streaming. Live streaming acts as an intervening factor, although the direct influence of FOMO is stronger than its indirect effects.
5. **Impact of Price Perception on Impulsive Buying through Live Streaming:** Price perception has a positive and significant effect on impulsive buying through live streaming. While live streaming serves as an intervening factor, its direct influence on impulsive buying remains higher.
6. **Impact of Hedonism on Impulsive Buying through Live Streaming:** The research findings indicate that hedonism positively and significantly impacts impulsive buying through live streaming. The intervention of live streaming enhances the effect of hedonism, although its direct influence is lower.
7. **Impact of Live Streaming on Impulsive Buying:** Live streaming demonstrates a positive and significant influence on impulsive buying. The more intensive the live streaming, the greater the likelihood that Generation Z users on TikTok Shop will engage in impulsive purchases, facilitated by the interactive communication that occurs.

This study aimed to examine the inter-relationships between psychological (FoMO, hedonism), economic (price perception), and technological (live streaming) factors in influencing online impulse buying behavior of Generation Z consumers of TikTok Shop in Greater Jakarta. It particularly examined direct and mediated effects, placing live streaming as a mediating factor.

5.4.1 Direct Effects

The findings revealed that FoMO and price perception are positively and significantly impacting impulsive buying in a direct manner. That is, Generation Z consumers with high FoMO or positive price perception are more likely to make impulse purchases. On the other hand, hedonism did not play a significant direct role, which means that, in this case, Gen Z's hedonism alone is maybe not strong enough of a force to propel impulse online purchasing.

5.4.2 Mediating Role of Live Streaming

One of the most important contributions of this work is to test the mediating role of live streaming in such relationships. Live streaming commerce as an interactive real-time marketplace augments psychological and emotional engagement using visual persuasion, time-limited offers, and social interaction. These elements escalate consumer responses and hence facilitate more impulsive purchases.

1. FoMO → Live Streaming → Impulsive Buying: FoMO was found to significantly influence impulsive buying through live streaming. This mediation suggests that users experiencing FoMO are more likely to engage with live streams to stay connected or avoid missing out on exclusive deals, which in turn leads to impulsive purchases.
2. Price Perception → Live Streaming → Impulsive Buying: Price perception also had a significant indirect effect via live streaming. Attractive pricing, when presented in real time and reinforced by urgency during a stream, increases consumers' impulse to buy.
3. Hedonism → Live Streaming → Impulsive Buying: Although hedonism did not influence impulsive buying directly, it significantly affected it through live streaming. This implies that the entertaining and emotionally stimulating nature of live streaming activates hedonistic tendencies, leading to spontaneous purchase decisions.
4. Live Streaming → Impulsive Buying: Independently, live streaming itself has a strong and significant direct effect on impulsive buying. Its ability to create urgency, engagement, and immersive product experiences makes it a powerful driver of consumer behavior in digital commerce environments.

5.4.3 Synthesis of Hypotheses

The findings highlight a dual-pathway model: (1) direct influences from psychological and economic factors, and (2) indirect influences where live streaming mediates those effects. This structure underscores the amplifying role of live streaming in the context of social commerce, especially among digitally native consumers.

The present research does not account for many of those potentially confounding factors such as respondents' prior experience of online shopping, socioeconomic background, or cultural orientation, all which may influence the strength or even direction of tested relationships. For example, highly experienced online shoppers may be immune to impulse drivers, while collectivist consumers may react differently toFoMO-based marketing signals. Introducing such controls or moderators such as variables into subsequent studies would provide a broader scenario of processes relating to online spontaneous buying. Adding psychographic details such as personality ratings or digital literacy levels in addition would help in segment identification as more vulnerable to live-streaming-based impulse behavior.

6. Conclusions and Recommendations

6.1. Conclusions

Based on the previous analysis and discussion, it can be concluded that FOMO (Fear of Missing Out) and price perception have a positive and significant influence on impulsive buying on TikTok Shop. This indicates that the higher the level of FOMO experienced by Generation Z users, the greater the likelihood of making unplanned purchases. The urge to avoid missing out on opportunities or special promotions serves as a key factor driving impulsive behavior. Similarly, a higher perception of price also contributes to increased impulsive buying, meaning that when consumers perceive a product's price as reasonable or aligned with their expectations, they are more likely to make a purchase without much deliberation.

However, hedonism does not show a significant direct effect on impulsive buying. This suggests that although individuals may have a tendency to seek pleasure or instant gratification through consumption, it does not necessarily lead to impulsive purchasing decisions. Other factors, such as FOMO or price perception, appear to be more dominant in triggering impulsive behavior compared to purely hedonistic tendencies.

Furthermore, this study finds that live streaming plays a crucial role as an intervening variable that strengthens the relationship between FOMO, price perception, and hedonism with impulsive buying. High levels of FOMO not only encourage individuals to make impulsive purchases but are also further reinforced through interactions in live streaming, where consumers can view products in real time, hear direct testimonials, and feel a sense of urgency to purchase before stocks run out or promotions end. Positive price perception also increases the likelihood of impulsive buying when combined with live streaming, as users can directly observe product details and exclusive offers that may not be available outside of live sessions.

Interestingly, although hedonism does not directly influence impulsive buying, the findings indicate that hedonism has a significant effect when associated with live streaming. This suggests that the shopping experience through live streaming provides greater entertainment value or emotional satisfaction for consumers with hedonistic tendencies, ultimately leading to impulsive purchases.

Additionally, the study confirms that live streaming has a positive and significant impact on impulsive buying. The more frequently Generation Z users watch live streaming sessions on TikTok Shop, the higher their likelihood of being influenced and making spontaneous purchases. Factors such as direct interaction with sellers, exclusive discounts, and a dynamic and engaging live streaming atmosphere contribute to increased impulsive buying behavior.

These findings have several practical applications for digital marketers, particularly those selling to Gen Z consumers in Southeast Asia. For instance, the strong role of FoMO in impulsive buying means that marketers can craft urgency-driven campaigns, such as time-limited offers or special product releases during live streams, to induce impulsive buying. The strong impact of live streaming as a mediating variable indicates that firms must spend money on interactive and participative live content with engaging anchors or influencers who can build parasocial relationships with consumers. Additionally, the impact of price perception indicates that firms must utilize open and psychologically appealing price formats, such as price anchoring or value-based bundles, that can pump up consumers' perceived value and generate impulsive purchases. In general, such observations can help marketers more specifically tailor content, price, and platform strategy within high-speed digital spaces like TikTok Shop.

This study is spatially bounded to respondents within Greater Jakarta, and this potentially reduces the external validity of findings to more extensive or culturally heterogeneous groups. Greater Jakarta as a city and a digitally connected area perhaps may be subjected to social commerce, live streaming websites, and new retail culture more than rural or less developed regions. Additional studies would have to expand the sample population to be able to garner responses from various regions of Indonesia or other Southeast Asian countries to validate the application of the model in varying cultural, economic, and technological environments. Comparisons across studies of urban versus rural groups, or even between countries, could also yield some fascinating insights into the role of regional contexts in mediating the relation between psychological drivers and impulse buying tendency.

Though the structural model shows very compelling evidence of directional relationships among variables such as FoMO, live streaming, and impulse buying, the use of cross-sectional data by its nature limits the potential to establish causality. Although theoretical bases and statistical processes suggest likely causal channels, longitudinal or experimental studies would be needed to confirm these impacts. Future research could then use a time-series method or experimental manipulations of FoMO and exposure to live streaming in an effort to enhance causal inference. Regardless, the current results lay a solid grounding for hypotheses to be created and theory refined in future studies.

Overall, this study highlights the crucial role of FOMO, price perception, and live streaming in driving impulsive buying behavior on TikTok Shop, particularly among Generation Z consumers. Although hedonism does not have a direct impact, the presence of live streaming can act as a catalyst that transforms hedonistic tendencies into actual purchasing impulses. Therefore, for businesses aiming to increase sales through the TikTok Shop platform, marketing strategies that leverage live streaming to create urgency and interactive engagement with consumers are essential for maximizing impulsive purchases.

6.2. Recommendations

To encourage impulsive buying, sellers should tap into the power of FOMO (Fear of Missing Out) by refining their sales strategies to make products feel essential in social settings. When consumers believe they might miss out on something valuable, they are more likely to make spontaneous purchases. At the same time, price perception plays a crucial role in influencing buying decisions. If consumers feel that a product's price aligns with its features and value, they are more inclined to buy it impulsively. Interestingly, hedonism alone doesn't seem to drive impulsive purchases, which suggests that businesses need to go beyond simply offering pleasure-driven products. Instead, they should focus on creating unique experiences or new sensations that capture consumer interest. Live streaming also presents a powerful opportunity for engagement. By fostering a sense of connection and community, presenters can make viewers feel more involved, ultimately increasing the likelihood of impulsive purchases.

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