
Impulse buying on marketplace applications: shopping patterns of Tiktok Shop consumers TiktokShop

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Abstract:

This study aims to analyze the influence of Fear of Missing Out (FOMO) and storytelling marketing on purchase decision in the TikTokShop platform, with impulse buying as a mediating variable. A quantitative approach was employed by distributing questionnaires to 300 respondents in the Madiun Residency area especially Ponorogo Regency and Pacitan Regency, selected through purposive sampling. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results reveal that FOMO and storytelling marketing have a significant positive effect on impulse buying, which subsequently mediates consumer purchase decisions. These findings strengthen previous literature emphasizing the role of psychological factors and narrative-based marketing strategies in driving consumer behavior within the digital commerce era. From a practical perspective, this study provides implications for businesses to optimize digital marketing strategies by leveraging psychological urgency (FOMO) and persuasive narratives to enhance promotional effectiveness and foster customer loyalty in social media-based e-commerce ecosystems.

Keywords: *Fear of Missing Out, Storytelling Marketing, Impulse Buying, Purchase Decision, TikTokShop*

Submitted: September 19, 2025, Accepted: October 2, 2025, Published: November 5, 2025

1. Introduction

The development of digital technology has profoundly transformed various aspects of modern life, particularly through the rise of social media as a dominant communication and marketing platform. TikTok, one of the fastest-growing social media applications, has emerged as a global phenomenon with more than 800 million active users worldwide (Wang et al., 2022). With its intelligent algorithm and interactive short-video format, TikTok serves as a strategic space for brands to connect with consumers, particularly Generation Z. Data from We Are Social (2023) show that the United States leads with 116.5 million TikTok users, followed by

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Indonesia with 113 million, Brazil with 84.1 million, and several other countries in Asia and Latin America. This reflects not only TikTok's dominance in entertainment but also its increasing role as an engine of social and digital economic transformation.

In this digital era, social media functions as more than just a medium of interaction; it has evolved into a commercial ecosystem that shapes how individuals form identities, build networks, and make consumption decisions (Wang & Shang, 2024). TikTok's algorithm, powered by artificial intelligence, exposes users to highly personalized and repetitive content that keeps them engaged with emerging trends. For Generation Z, this platform represents not merely entertainment but a central source of lifestyle inspiration and social identity construction. This aligns with the Theory of Planned Behavior (Cahyono & Wijayanti, 2023), which posits that subjective norms shaped through digital interaction influence individuals' intentions and behaviors. As a result, TikTok often amplifies psychological phenomena such as the Fear of Missing Out (FOMO), where users experience anxiety over being left behind in social experiences or trends (Przybylski et al., 2021; Hussain et al., 2023).

FOMO has become an important psychological factor driving digital consumption behavior. Defined as the fear or anxiety of missing out on current events or trends (Hussain et al., 2023), FOMO compels individuals to participate impulsively in online activities or purchases. Studies show that FOMO significantly contributes to impulsive buying tendencies, especially in social commerce platforms like TikTokShop, where algorithm-driven recommendations create continuous exposure to viral products (Przybylski et al., 2021). Users often make spontaneous purchasing decisions without sufficient evaluation, influenced by time-limited promotions or peer trends displayed through videos, hashtags, and influencer content.

Besides FOMO, marketing strategies such as storytelling marketing have strengthened impulsive buying behavior by building emotional connections between brands and consumers. Storytelling marketing communicates not only product features but also narratives that resonate with consumers' emotions, values, and aspirations (Hapsari et al., 2024). Studies have demonstrated that storytelling enhances brand equity and purchase intention (Rizkia & Oktafani, 2020). On TikTok, storytelling is implemented through short, engaging videos that depict products in relatable everyday contexts, making consumers feel personally connected and emotionally engaged.

However, storytelling marketing can also have negative consequences. When used manipulatively, it can exploit consumer emotions by creating artificial urgency or idealized experiences that distort perceptions of need and value. This manipulation can reinforce FOMO, making consumers feel pressured to make immediate purchases to remain relevant or connected to social trends. Such behavior often leads to post-purchase dissatisfaction, regret, and financial strain. Moreover, constant

exposure to trend-driven consumption narratives can contribute to psychological stress and anxiety, particularly among young consumers susceptible to digital influence and social validation pressures.

The phenomenon of impulsive buying, defined as unplanned and spontaneous purchasing behavior (Sundström et al., 2019), is thus increasingly prevalent in digital platforms like TikTokShop. Research consistently shows a positive correlation between FOMO and impulsive buying (Hussain et al., 2023), while storytelling marketing amplifies emotional triggers that drive such decisions (Widyastuti, 2024). Together, these factors illustrate how algorithmic design and emotional marketing intersect to shape consumer behavior in the age of digital commerce, creating both economic opportunities and behavioral challenges.

To provide deeper insight, this study focuses on Generation Z consumers in Ponorogo and Pacitan regencies within the Madiun Residency of East Java. These regions were selected due to their contrasting levels of digital development and socioeconomic diversity. Ponorogo has a high rate of digital MSME growth and strong social media activity, particularly in fashion and culinary sectors, while Pacitan, though less urbanized, is experiencing rapid digital adoption and increasing TikTokShop usage among youth (BPS Jatim, 2024; Kominfo, 2023). This diversity provides an ideal comparative context for exploring how FOMO and storytelling marketing influence impulsive buying behavior across different digital maturity levels.

A comparison of digital development between the two regions shows that Ponorogo leads in TikTok user penetration and digital literacy, while Pacitan exhibits a promising growth trajectory. This contrast allows for a richer understanding of how digital exposure and infrastructure shape consumer psychology and behavior. Despite extensive research on FOMO, storytelling marketing, and impulse buying individually, there remains a significant research gap in integrating these three constructs within the specific algorithmic and short-video environment of TikTok (Hussain et al., 2023; Widyastuti, 2024). Furthermore, factors such as user awareness of algorithmic influence and the level of social engagement on TikTok have rarely been examined as potential moderators (Wang & Shang, 2024).

The novelty of this research lies in its inclusion of a new indicator within the impulse buying construct—"urgency driven by social algorithm"—which captures the impulsive urge triggered by algorithmic cues such as "flash sales," "limited stock," and "viral reviews." This addition contributes to the theoretical development of impulse buying models by contextualizing them within algorithm-based digital platforms. Through this innovation, the study aims to expand understanding of the psychological mechanisms driving impulsive purchasing in the era of algorithmic social media. Based on these considerations, the research is titled: "The Influence of FOMO (Fear of Missing Out) and Storytelling Marketing on Purchase Decisions on

the TikTokShop Application with Impulse Buying as a Mediating Variable in the Madiun Residency.”

2. Theoretical Background

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (Cahyono & Wijayanti, 2023) explains that purchasing decisions are influenced by attitudes, subjective norms, and perceived behavioral control. In the context of shopping on TikTok, FOMO forms subjective norms because social pressure from friends or influencers encourages consumers to make impulsive purchases (Li & Kang, 2023). Meanwhile, storytelling marketing reinforces positive attitudes toward products by creating emotional attachment through narrative content that reflects real-life experiences (Kartika & Astuti, 2022). Additionally, perceived behavioral control tends to decrease due to easy access and persuasive promotional strategies such as flash sales, limited stock, or time-limited discounts, thereby increasing the likelihood of impulsive purchases (Han et al., 1991). Thus, FOMO contributes to the formation of social norms, storytelling marketing reinforces positive attitudes, and both combined with the convenience of online shopping directly and indirectly drive purchasing decisions, both rational and impulsive.

Prospect Theory – Kahneman and Tversky

Prospect Theory developed by Kahneman and Tversky (1979) explains that individuals tend to focus more on avoiding losses than pursuing gains. In the context of *FOMO* (*Fear of Missing Out*), individuals feel that they will miss out on an opportunity if they do not take immediate action, triggering impulsive purchasing behavior. Research has shown that the combination of prospective effects and social influence can reinforce impulsive buying (Smith & Johnson, 2020). In the TikTok app, storytelling marketing plays a role in shaping emotional narratives that increase the perceived urgency and value of a product. The use of short videos with testimonials or unboxing creates a psychological effect that increases the urge to buy. Previous studies have found that discounts and non-interactive social influence can also be mediators that strengthen the relationship between impulsive shopping tendencies and purchasing decisions (Chong Chun Ling et al., 2019).

Purchase Decision

Purchase decision is the final stage in the consumer decision-making process, where individuals choose to buy a product or service based on an evaluation of various alternatives. According to Wachyuni et al. (2024), purchase decisions are influenced by emotional and social factors, especially in the context of digital trends and viral platforms such as TikTok. Van and Ly (2022) add that online promotions and visual appeal significantly influence *impulsive* purchasing decisions in *e-commerce*. The implications of *purchase decisions* for Gen Z are influenced by digitalization, sustainability, and online communities. They are more responsive to social media-based marketing, user reviews, and brands that have ethical and transparent values.

Personalized experiences and engagement with communities are also major factors in their decisions, so businesses need to tailor their marketing strategies to Gen Z's preferences and lifestyles.

Impulse Buying

Impulse buying is the act of purchasing a product or service spontaneously without prior planning or rational consideration. Widyastuti (2024) mentions that *impulsive buying* is increasing along with the development of *storytelling* and visual aesthetics in digital marketing, especially on platforms such as TikTok. Ariasih et al. (2023) emphasize that *impulsive buying* is closely related to social interaction, the perception of pleasure, and marketing designs that evoke emotions. Gelgel et al. (2024) add that emotional experiences built through *storytelling marketing* strategies can accelerate purchasing decisions without logical consideration. Meanwhile, according to Rifkin et al. (2024), social pressure and fear of missing out (*FOMO*) are also major triggers for *impulse buying*, especially in the context of a competitive and trend-based digital environment. Gen Z tends to engage in *impulsive buying* due to the influence of social media, attractive promotions, and the ease of digital transactions. This phenomenon provides opportunities for businesses to increase sales through interactive marketing strategies. However, this habit also carries the risk of causing financial problems and excessive consumption, making education on wise financial management necessary.

FOMO (Fear of Missing Out)

According to Przybylski et al (2021), *FOMO* is a psychological condition that arises when a person feels anxious or afraid of missing out on social experiences, information, or opportunities enjoyed by others. *FOMO* is often associated with excessive social media use, where individuals feel the need to always be connected so as not to miss important moments (Hussain et al, 2023). *FOMO* is not just a modern phenomenon, but also a psychological condition that can affect a person's emotional well-being, consumption behavior, and social relationships. Therefore, it is important for individuals to be aware of the impact of *FOMO* and manage their use of social media and consumption decisions (Dempsey et al, 2019). *FOMO (Fear of Missing Out)* has a significant impact on Gen Z, causing anxiety, social pressure, and consumptive behavior. Dependence on social media makes them often compare themselves to others, triggering stress and lowering self-confidence. In addition, the urge to always follow trends can encourage a wasteful lifestyle and impulsive financial decisions. To overcome *FOMO*, it is important for Gen Z to limit their use of social media, build more meaningful interactions, and manage their finances wisely so as not to get caught up in harmful social pressures.

Storytelling Marketing

Pan and Chen (2019) *Storytelling marketing* is the process of introducing a brand to consumers through stories. *Storytelling-based* advertising can attract attention, entertain, and communicate how products can be used to create meaning. *Storytelling marketing* is a marketing approach that communicates brand messages

through engaging narratives, with the aim of building emotional connections between brands and consumers. *Storytelling marketing* has a significant impact on Gen Z by increasing engagement, loyalty, and repeat purchase decisions. This generation is more responsive to visually appealing content and narratives that are relevant to their lifestyle, especially through digital platforms such as TikTok and Instagram. In addition to building an emotional connection with the brand, *storytelling* also strengthens the brand image, which plays a role in driving repurchase intention. Therefore, an effective *storytelling* strategy must prioritize creativity, interactivity, and connectivity with evolving digital trends.

Hypothesis:

- H1: It is hypothesized that , *FOMO (Fear of Missing Out)*, and , significantly influence *Impulse Buying*.
- H2: It is hypothesized that *Storytelling Marketing* has a significant effect on *Impulse Buying*
- H3: It is hypothesized that *Impulse Buying* significantly influences *Purchase Decision*
- H4: It is hypothesized that *FOMO (Fear of Missing Out)* has a significant effect on *Purchase Decision*
- H5: *Storytelling Marketing* is suspected to have a significant influence on *Purchase decision*
- H6: Suspected *Impulse Buying* mediates the relationship between *FOMO (Fear of Missing Out)* and *Storytelling Marketing* on *Purchase decision*

3. Methodology

This study is a quantitative survey to examine the influence of Fear of Missing Out (FOMO) and Storytelling Marketing on the impulsive buying behavior of Generation Z, with Impulse Buying as the mediating variable. The research subjects were Gen Z consumers aged 17–28 years in the Madiun Residency who had shopped on TikTok Shop. The research population numbered 948,000 people (BPS, 2023), and based on the Slovin formula with a margin of error of 5%, a minimum sample of 400 respondents was obtained, but 300 respondents were determined using purposive sampling. Primary data was collected through a 5-point Likert scale questionnaire. Data analysis was performed using descriptive and Structural Equation Modeling–Partial Least Square (SEM-PLS) to test the relationship between variables. The validity test included convergent and discriminant validity, while the reliability test used Cronbach's Alpha. The structural model was evaluated by looking at the R^2 value, Goodness of Fit (Q^2), and path coefficient. The hypothesis test was conducted using the T-statistic and p-value values, both for direct and indirect effects, with the mediator tested using the Baron and Kenny (1986) approach.

4. Empirical Findings/Results

Outer Model Analysis

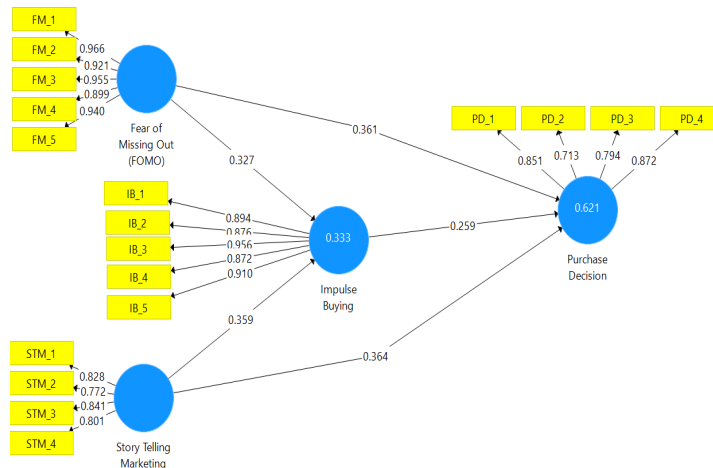


Figure 1. Outer Model Analysis

Convergent validity

The convergent validity of an indicator is considered high if the outer loading value reaches above 0.7 with significance. Below is a list of outer loading values. Each parameter in the research variable has its own attributes.

Table 2. Convergent validity values

Variable	Indicator	Outer loading	Cut-Off	Description
<i>Fear of Missing Out</i>	FM.1	0.966	0.7	Valid
	FM.2	0.921	0.7	Valid
	FM.3	0.955	0.7	Valid
	FM.4	0.899	0.7	Valid
	FM.5	0.940		
<i>Storytelling Marketing</i>	STM.1	0.828	0.7	Valid
	STM.2	0.772	0.7	Valid
	STM.3	0.841	0.7	Valid
	STM.4	0.801	0.7	Valid
<i>Impulse Buying</i>	IB.1	0.894	0.7	Valid
	IB.2	0.876	0.7	Valid
	IB.3	0.965	0.7	Valid
	IB.4	0.872	0.7	Valid
	IB.5	0.910		
<i>Purchase Decision</i>	PD.1	0.851	0.7	Valid
	PD.2	0.713	0.7	Valid
	PD.3	0.794	0.7	Valid

PD.4	0.872	0.7	Valid
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Source: Primary Analysis Data, 2025

Based on the data presented in the table, it can be summarized that each indicator in the research variable shows convergence that significantly exceeds the threshold value of 0.7. However, it should be noted that according to (Chin, 1998), measurement scales with outer loadings in the range of 0.5 to 0.6 have been recognized as adequate criteria for achieving the required level of convergence. The results of the data analysis show that all indicator variables do not show outer loading values less than 0.5, so it can be suggested that all these parameters meet the validity standards and can be considered appropriate for use in further analysis in the context of this study.

Average Variance Extracted (AVE)

The *AVE* values associated with each variable in this study are as follows, as the validity of these values should be greater than 0.5.

Table 3. Average Variance Extracted (AVE) Table

Variable	<i>AVE (Average Variance Extracted)</i>	Threshold value	Description
<i>Fear of Missing Out</i>	0.877	0.5	Valid
<i>Storytelling Marketing</i>	0.658	0.5	Valid
<i>Impulse Buying</i>	0.814	0.5	Valid
<i>Purchase Decision</i>	0.656	0.5	Valid

Source: Primary Analysis Data, 2025

According to the data presented in the table, the results show that *the Average Variance Extracted* for each variable has been met, which is an important requirement for proceeding to the next stage of analysis.

Discriminant Validity

Cross loading is used in *Partial Least Squares (PLS)* analysis to determine the extent to which indicators are related to the constructs they represent. In principle, each indicator should have a higher loading value on the corresponding construct than on other constructs. If an indicator has a higher loading value on an irrelevant construct, then that indicator is considered invalid.

Table 4. Cross Loadings

	<i>Fear of Missing Out</i>	<i>Storytelling Marketing</i>	<i>Impulse Buying</i>	<i>Purchase Decision</i>
FM 1	0.966	0.397	0.521	0.659
FM 2	0.921	0.412	0.441	0.589
FM 3	0.955	0.345	0.416	0.593
FM 4	0.899	0.367	0.357	0.516
FM 5	0.940	0.416	0.472	0.603
STM 1	0.400	0.828	0.464	0.558
STM 2	0.328	0.772	0.386	0.661

STM 3	0.312	0.841	0.394	0.426
STM 4	0.277	0.801	0.331	0.347
IB 1	0.375	0.381	0.894	0.554
IB 2	0.553	0.451	0.876	0.602
IB 3	0.430	0.494	0.956	0.573
IB 4	0.343	0.387	0.872	0.495
IB 5	0.419	0.504	0.910	0.516
PD 1	0.345	0.580	0.502	0.851
PD 2	0.888	0.389	0.507	0.713
PD 3	0.366	0.577	0.471	0.794
PD 4	0.317	0.544	0.467	0.872

Source: Primary Analysis Data, 2025

If an indicator has a higher *loading* on an irrelevant construct, then the indicator is considered invalid because it shows that the indicator is more suitable for measuring another construct, not the construct that should be measured. In factor analysis or measurement models, each indicator or measurement item is expected to have a higher correlation with the relevant construct and a lower correlation with other constructs. If the indicator *loading* on the relevant construct is lower than on the irrelevant construct, this indicates *cross loading* and may indicate that the indicator does not clearly measure the intended attribute.

If an indicator shows a higher loading on the relevant construct, it indicates that the indicator is valid and actually measures the intended attribute or dimension. In this case, the indicator has a strong correlation or relationship with the relevant construct and a lower one with other irrelevant constructs. This provides evidence that the indicator functions well in measuring the intended construct, meaning that the data generated by the indicator is valid for the construct being tested.

Reliability Test

As explained by Sugiyono (2018), reliability testing is conducted to evaluate the consistency and stability of the data produced by the research instrument. *Composite Reliability* and *Cronbach Alpha* are two methods for assessing reliability, and the standard value for *Composite Reliability* is more than 0.7 for each variable evaluated.

Table 5. Composite Reliability

Variable	Cut Off	Composite Reliability
<i>Fear of Missing Out</i>	0.7	0.973
<i>Storytelling Marketing</i>	0.7	0.885
<i>Impulse Buying</i>	0.7	0.956
<i>Purchase Decision</i>	0.7	0.883

Source: Primary Analysis Data, 2024

The second reliability analysis uses *Cronbach's alpha*. This is a statistical technique that assesses how consistent data or psychometric instruments are. It helps assess the

internal consistency of psychometric instruments or data. The *Cronbach's alpha* value for a construct must be greater than 0.60 to be considered sufficiently reliable.

Table 6. Cronbach's Alpha

Variable	Cut-off	Cronbach's Alpha
<i>Fear of Missing Out</i>	0.6	0.965
<i>Storytelling Marketing</i>	0.6	0.831
<i>Impulse Buying</i>	0.6	0.943
<i>Purchase Decision</i>	0.6	0.825

Source: Primary Analysis Data, 2025

All variables in this study have significant values, as shown in the table above. This construct has good reliability, according to the "Cronbach alpha value higher than the 0.6 limit."

Inner Model Analysis

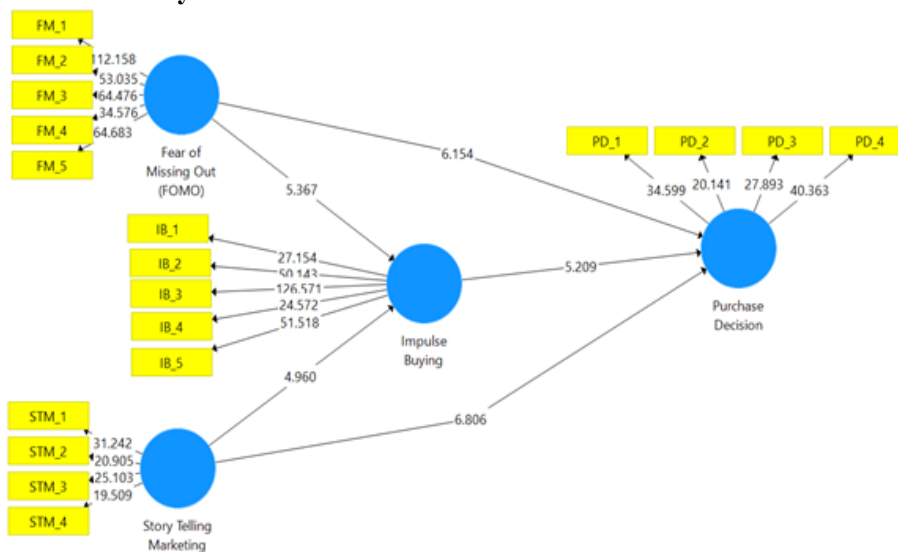


Figure 3. Inner Model Analysis

Model Goodness of Fit Test

Evaluation Structural model evaluation aims to reveal the relationship between observable variables and latent variables in a framework involving main predictor variables, mediators, and outcomes. This model has been integrated into a complex model. In testing the validity of this model, there are two tests that have high significance, namely *R Square (R2)* and *Q-Square (Q2)*. The *R2* coefficient is used to measure the extent to which exogenous variables affect endogenous variables. The higher the *R2* value obtained, the greater the level of determination associated with the relationship between these variables. In this context, the results show that the model has a strong level of determination if *R2* is 0.75, a moderate level of determination if *R2* is 0.50, and a weak level of determination if *R2* is 0.25 (Ghozali, 2015).

Table 7. R-Square Values

	<i>R Square</i>	<i>Adjusted R Square</i>
<i>Impulse Buying</i>	0.333	0.329
<i>Purchase Decision</i>	0.621	0.617

Source: Primary Analysis Data, 2025

Based on the data in the table, *R-Square* is used to evaluate the extent to which *fear of missing out* and *storytelling marketing* influence *Impulse Buying*. The analysis results show a value of 0.333, equivalent to 33.3%. With this value, it can be concluded that there is a significant level of mediation in the relationship between the two variables. *R-Square* is also used to measure the extent to which *fear of missing out* and *storytelling marketing* influence *Purchase Decision* with a value of 0.621 or 62.1%. Based on these values, it can be stated that the relationship between the two variables also shows a significant level of moderation.

The next test is the *Q-Square* test, which is used to evaluate the Q2 value in the context of structural model testing. Q2 is an indicator of prediction relevance in this model, which helps measure the extent to which the model is able to produce observation values that match the existing parameters. When Q2 has a positive value, it reflects a significant level of prediction relevance in the model, while when Q2 has a negative value, it illustrates limitations in terms of prediction relevance in the model. The *Q-Square* value calculation results have been obtained.

$$Q\text{-Square} = 1 - [(1 - R^2_1) \times (1 - R^2_2)]$$

$$Q\text{-Square} = 1 - [(1 - 0.333) \times (1 - 0.621)]$$

$$Q\text{-Square} = 1 - 0.667 \times 0.379$$

$$Q\text{-Square} = 1 - 0.252793$$

$$Q\text{-Square} = 0.7472$$

Based on the results of the analysis, it was found that *Q-Square* has a value of 0.7472. This figure illustrates the extent to which the research model can explain the variation in the research data, which is around 77.7%, while approximately 22.3% of the variation is attributed to other factors not included in the model. After conducting a thorough analysis, it can be concluded that the model has characteristics that significantly distinguish it from other models. This study shows a high level of suitability or *goodness of fit* that meets the expected standards.

Hypothesis Testing

Within the framework of this study, hypotheses can be tested by utilizing path coefficients to conduct tests measuring direct effects, while also examining indirect effects that specifically measure influence through mediation processes.

a. *Path Coefficient Direct Effect Test***Table 8. Path Coefficient (Direct Effect)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Fear of Missing Out (FOMO) -&gt; Impulse Buying</i>	0.327	0.333	0.061	5.367	0.000
<i>Fear of Missing Out (FOMO) -&gt; Purchase Decision</i>	0.361	0.356	0.059	6.154	0.000
<i>Impulse Buying -&gt; Purchase Decision</i>	0.259	0.257	0.05	5.209	0.000
<i>Storytelling Marketing -&gt; Impulse Buying</i>	0.359	0.355	0.072	4.96	0.000
<i>Storytelling Marketing -&gt; Purchase Decision</i>	0.364	0.371	0.053	6.806	0.000

Source: Primary Analysis Data, 2025

The first hypothesis was tested to identify whether the table analysis indicated a meaningful and significant positive correlation between *fear of missing out and impulse buying*. The t-statistic value reached 5.367 with an original sample of 0.327 and a very low p-value of 0.000, providing strong evidence to support the first hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the level of significance of 0.05, we can scientifically conclude that the first hypothesis is acceptable. These results indicate a positive and significant influence of *fear of missing out on impulse buying*.

The second hypothesis was tested to identify whether the table analysis indicated a meaningful and significant positive correlation between *fear of missing out (FOMO) and purchase decisions*. The t-statistic value reached 6.154 with an original sample of 0.361 and a very low p-value of 0.000, providing strong evidence to support the second hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the significance level of 0.05, we can scientifically conclude that the second hypothesis is acceptable. These results indicate a positive and significant influence between *fear of missing out and purchase decisions*.

The third hypothesis was tested to identify whether the table analysis indicated a meaningful and significant positive correlation between *storytelling marketing and impulse buying*. The t-statistic value reached 4.960 with an original sample of 0.359, and a very low p-value of 0.000, providing strong evidence to support the third

hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the significance level of 0.05, we can scientifically conclude that the third hypothesis is acceptable. These results indicate a positive and significant influence between *storytelling marketing* and *impulse buying*.

The fourth hypothesis was tested to identify whether the table analysis indicated a meaningful and significant positive correlation between *storytelling marketing* and *purchase decisions*. The t-statistic value reached 6.806 with an original sample of 0.364 and a very low p-value of 0.000, providing strong evidence to support the third hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the significance level of 0.05, we can scientifically conclude that the fourth hypothesis is acceptable. These results indicate a positive and significant influence between *storytelling marketing* and *purchase decisions*.

The fifth hypothesis was tested to identify whether the table analysis indicated a meaningful and significant positive correlation between *impulse buying* and *purchase decisions*. The t-statistic value reached 5.209 with an original sample of 0.259 and a very low p-value of 0.000, providing strong evidence to support the third hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the significance level of 0.05, we can scientifically conclude that the fourth hypothesis is acceptable. These results indicate a positive and significant influence of *impulse buying* on *purchase decisions*.

b. Path Coefficient Test for Indirect Effect

Table 9. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Fear of Missing Out (FOMO) - Impulse Buying - Purchase Decision</i>	0.085	0.085	0.022	3.779	0.000
<i>Storytelling Marketing - Impulse Buying - Purchase Decision</i>	0.093	0.092	0.028	3.355	0.001

The sixth hypothesis was tested to identify whether the table analysis indicated a meaningful and significant positive correlation between *fear of missing out (FOMO)* and *impulse buying* in mediating *purchase decisions*. The t-statistic value reached 3.779 with an original sample of 0.085 and a very low p-value of 0.000, providing strong evidence to support the third hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the significance level of 0.05, we can scientifically conclude that the fourth hypothesis is acceptable. These

results indicate a positive and significant influence between *fear of missing out (FOMO)* mediated by *impulse buying* on *purchase decisions*.

The seventh hypothesis was tested to identify whether the table analysis indicated a meaningful and significant positive correlation between *storytelling marketing* mediated by *impulse buying* and *purchase decisions*. The t-statistic value reached 3.355 with an original sample of 0.093 and a very low p-value of 0.001, providing strong evidence to support the third hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the significance level of 0.05, we can scientifically conclude that the fourth hypothesis is acceptable. These results indicate a positive and significant influence between *storytelling marketing* mediated by *impulse buying* on *purchase decisions*.

5. Discussion

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

The results of data management to identify whether the table analysis indicates a meaningful and significant positive correlation between *fear of missing out* and *impulse buying*. The t-statistic value of 5.367 with an original sample of 0.327 and a very low p-value of 0.000 provides strong evidence to support the hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the level of significance of 0.05, we can scientifically conclude that the first hypothesis can be accepted. These results indicate a positive and significant influence of fear of missing out on *impulse buying*.

Fear of Missing Out (FOMO) has a significant relationship with impulse buying behavior, where individuals experiencing FOMO are more likely to make spontaneous purchases to avoid feeling left out of social trends (Çelik et al., 2019). Studies show that FOMO influences impulsive purchasing decisions, especially in the context of experiential purchases, where individuals feel pressured to immediately participate in a consumption activity so as not to feel left behind by their friends.

Furthermore, the relationship between FOMO and impulse buying is also reinforced by psychological factors such as impulsivity and social anxiety, which drive individuals to immediately purchase something without careful consideration (Aydin et al., 2019). Social media plays an important role in reinforcing the effects of FOMO by providing constant exposure to the social activities of others, which increases the urgency of impulsive purchases (Rozgonjuk et al., 2020). Recent research shows that anxiety about missing out on social experiences can increase the tendency toward impulse buying as a mechanism to maintain social relationships and avoid feelings of isolation (Rifkin et al., 2024). Therefore, this study supports previous research that FOMO is an important factor influencing impulse buying behavior, especially in the digital and social media era.

The Influence of *Storytelling Marketing* on *Impulse Buying*

The results of the analysis to identify whether the table analysis indicates a meaningful and significant positive correlation between storytelling marketing and impulse buying. The t-statistic value of 4.960 with an original sample of 0.359 and a very low p-value of 0.000 provides strong evidence to support the hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the significance level of 0.05, we can scientifically conclude that the third hypothesis is acceptable. These results indicate a positive and significant influence of storytelling marketing on impulse buying. *Storytelling marketing* plays an important role in encouraging impulse buying behavior by creating strong emotional engagement between consumers and brands. This marketing technique utilizes compelling narratives to build emotional connections with consumers, which ultimately increases their tendency to make spontaneous purchases (Pan and Chen, 2019).

In the context of digital marketing, effective storytelling can create a deep impression that triggers emotional impulses, making consumers more susceptible to impulse buying (Oh et al., 2019). In addition, studies show that narratives that build a strong brand image can increase the perceived value of a product, which encourages unplanned purchases (Zhang et al., 2020).

Psychological factors also play a role in the relationship between storytelling marketing and impulse buying, where emotionally evocative stories can reduce consumers' self-control over impulsive purchasing decisions (Maqsood and Javed, 2019). Furthermore, the engagement created by storytelling can also lead consumers to immersive experiences that make them more likely to make spontaneous purchases without rational consideration (Ariasih et al., 2023). Therefore, this study supports previous research that storytelling marketing has a significant influence on impulse buying by encouraging emotional engagement, strengthening brand image, and reducing consumers' self-control, thereby increasing their tendency to make spontaneous purchases.

The Influence of *Impulse Buying* on *Purchase Decisions*

The results were tested to identify whether the table analysis indicated a meaningful and significant positive correlation between impulse buying and purchase decisions. The t-statistic value reached 5.209 with an original sample of 0.259 and a very low p-value of 0.000, providing strong evidence to support the hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the level of significance of 0.05, we can scientifically conclude that the fourth hypothesis can be accepted. Impulse buying is spontaneous purchasing behavior that is often influenced by emotional and environmental factors, which directly impact consumer purchasing decisions (Maqsood and Javed, 2019).

Studies show that emotional impulses can override cognitive considerations, thereby increasing the likelihood of impulsive purchases (Chen et al., 2024). External factors such as the store environment, promotions, and layout have also been shown to

trigger impulse buying, which ultimately influences purchasing decisions (Lee and Johnson, 2010). In addition, the use of social media plays a role in increasing impulsive behavior by creating strong emotional urges towards promoted products (Chen et al., 2022).

Research has also found that the presence of other people during shopping activities can reinforce impulse buying tendencies due to social influence and peer pressure (Wang et al., 2020). Thus, impulse buying plays an important role in shaping purchasing decisions, either positively through spontaneous satisfaction or negatively if it leads to post-purchase regret (Perkov and Jurčević, 2018). Therefore, this study supports previous research on the positive and significant influence of impulse buying on purchase decisions.

The Influence of *FOMO* () on Purchase Decisions

The results of the study were tested to identify whether the table analysis indicated a meaningful and significant positive correlation between fear of missing out (FOMO) and purchase decisions. The t-statistic value reached 6.154 with an original sample of 0.361 and a very low p-value of 0.000, providing strong evidence to support the hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the research, with a significance level of 0.05, we can scientifically conclude that the second hypothesis can be accepted.

Fear of Missing Out (FOMO) is increasingly influential in consumer behavior, especially in purchasing decisions. FOMO is a person's anxiety about missing out on valuable experiences that others are having (Rifkin et al., 2024). In the context of marketing, FOMO can be a driver for individuals to make immediate purchases so as not to be left behind in social trends. Consumers with high levels of FOMO tend to have greater purchase intentions, especially when they know that their immediate social group has made a purchase or participated in a consumption experience. Research shows that individuals experience an increase in purchase intention when they feel that there is a chance they may miss out, especially if it involves their immediate social group (Wachyuni et al., 2024).

FOMO is also associated with an increase in impulsive buying behavior. Individuals with higher FOMO tendencies are often driven to purchase products or services without prior planning, motivated by a desire to stay connected to trends or gain exclusive experiences (Çelik et al., 2019).

The role of social media in reinforcing the FOMO effect is also significant, as consumers are often exposed to posts showing other people's consumption experiences, which increases anxiety about missing out on similar opportunities (Rozgonjuk et al., 2020). As a result, social influence becomes a major factor in purchasing decisions, where individuals are more likely to buy products that have been used by their friends or social groups. However, purchase decisions driven by FOMO can also lead to post-purchase regret when high expectations for the product

are not met (Çelik et al., 2019). Therefore, this study supports previous research on the positive and significant influence of fear of missing out on purchase decisions.

The Influence of *Storytelling Marketing* on *Purchase Decisions*

The results of this study were tested to identify whether the table analysis indicated a meaningful and significant positive correlation between storytelling marketing and purchase decisions. The t-statistic value reached 6.806 with an original sample of 0.364 and a very low p-value of 0.000, providing strong evidence to support the third hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the research, with a significance level of 0.05, we can scientifically conclude that the fifth hypothesis can be accepted.

Storytelling marketing is an effective marketing strategy in building emotional relationships between consumers and brands, which can increase trust, engagement, and purchasing decisions. Compelling narratives not only strengthen brand image and improve product quality perception, but also create stronger emotional engagement than information-based advertising (Pan and Chen, 2019). In digital marketing, storytelling through platforms such as Instagram Stories has been shown to increase audience engagement and drive purchase intent (Atiq et al., 2022).

Furthermore, in service industries such as restaurants, storytelling is used to build emotional connections that encourage customers to trust and be interested in purchasing products (Zohry et al., 2021). The effectiveness of storytelling is greatly influenced by the strength of the storyline and the narrative's ability to evoke audience empathy. The higher the emotional engagement consumers feel toward the story, the greater their tendency to make a purchase (Hapsari et al., 2024). Therefore, this study supports previous research on the positive and significant influence of storytelling marketing on purchase decisions.

The Influence of *Impulse Buying* in *Mediating FOMO (Fear of Missing Out)* and *Storytelling Marketing* on *Purchase Decisions*

The results of this study were tested to identify whether the table analysis indicated a meaningful and significant positive correlation between fear of missing out (FOMO) mediated by impulse buying and purchase decisions. The t-statistic value reached 3.779 with an original sample of 0.085 and a very low p-value of 0.000, providing strong evidence to support the third hypothesis. By comparing the t-statistic value that exceeds the critical threshold of 1.971 when p is less than the research, with a significance level of 0.05, we can scientifically conclude that the sixth hypothesis can be accepted. These results show a positive and significant influence between fear of missing out (FOMO) mediated by impulse buying on purchase decisions.

Impulse Buying (IB) plays an important mediating role in bridging the influence of Fear of Missing Out (FOMO) and Storytelling Marketing (STM) on purchasing decisions. Consumers who experience FOMO tend to be driven to make impulsive purchases due to high emotional urges and social pressure (Rifkin et al., 2024). In this case, impulse buying becomes a psychological pathway that reinforces the

impact of FOMO on purchasing decisions, especially when consumers feel afraid of being left behind from current trends or social experiences.

On the other hand, storytelling marketing that touches on the emotional and personal sides of consumers can also create an immersive experience that stimulates purchasing decisions without careful planning. Hapsari et al. (2024) explain that effective storytelling can build empathy and emotional engagement, which ultimately encourages impulsive purchases. When impulse buying occurs, consumers tend to ignore rational evaluations of products and immediately make the decision to buy. A study by Widyastuti (2024) shows that strong visual storytelling can accelerate the consumer decision-making process by increasing emotional appeal and perceived urgency. Therefore, impulse buying acts as an affective bridge that connects the emotional influence of FOMO and brand narratives to actual purchasing behavior. Thus, it can be concluded that impulse buying is not only a consequence of FOMO and storytelling marketing, but also a key factor mediating the relationship between the two and purchase decisions. Therefore, this study supports previous research on the influence of IB in mediating between FOMO and Storytelling Marketing on Purchase Decision.

6. Conclusions

Based on the results of data analysis and discussion, this study concludes that both FOMO (Fear of Missing Out) and storytelling marketing significantly influence impulse buying and purchase decisions on the TikTokShop platform. The findings indicate that FOMO drives consumers to make spontaneous purchases due to anxiety about missing trends, while storytelling marketing strengthens emotional attachment to products through persuasive narratives. Furthermore, impulse buying itself plays a crucial mediating role between FOMO, storytelling marketing, and purchase decisions, highlighting the psychological and emotional pathways through which digital marketing strategies shape consumer behavior in social commerce environments.

For future research, it is recommended to explore additional variables that may influence the relationship between FOMO, storytelling marketing, and purchase decisions, such as digital literacy, self-control, or consumer trust in online platforms. Future studies could also employ a comparative cross-platform approach (e.g., TikTok vs. Instagram or Shopee Live) or longitudinal design to examine behavioral changes over time. Expanding the demographic scope beyond Generation Z or incorporating neuro-marketing and experimental methods would also provide deeper insights into the emotional and cognitive mechanisms underlying impulsive purchasing in algorithm-driven digital marketplaces.

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