The Influence of Live Streaming, Fear of Missing Out (FoMO), and E-WOM on Purchase Decisions in TikTok Shop

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ABSTRACT

This study aims to analyze the influence of Live Streaming, Fear of Missing Out (FoMO), and Electronic Word of Mouth (E-WOM) features on purchasing decisions on the TikTok Shop platform in Indonesia. TikTok Shop is a social commerce platform that combines entertainment elements with online shopping, which attracts consumers through innovative approaches such as Live Streaming, user reviews, and limited promotions. The study was conducted using a quantitative method by distributing questionnaires online to 100 TikTok Shop users. The data obtained were analyzed using multiple linear regression to test the influence of each independent variable (Live Streaming, FoMO, E-WOM) on purchasing decisions. The results showed that all three variables had a significant effect on purchasing decisions, with E-WOM having the greatest influence. These findings indicate the importance of user reviews and live product demonstrations in creating trust and encouraging impulse buying. The implication of this study is that business actors can optimize the Live Streaming and product review features to increase sales and build consumer loyalty.

Keywords: TikTok Shop, Purchase Decision, Live Streaming, FoMO, E-WOM

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh fitur Live Streaming, Fear of Missing Out (FoMO), dan Electronic Word of Mouth (E-WOM) terhadap keputusan pembelian pada platform TikTok Shop di Indonesia. TikTok Shop adalah platform perdagangan sosial yang menggabungkan unsur hiburan dengan belanja daring, yang menarik perhatian konsumen melalui pendekatan inovatif seperti Live Streaming, ulasan pengguna, dan promosi terbatas. Penelitian dilakukan menggunakan metode kuantitatif dengan menyebarkan kuesioner secara online kepada 100 pengguna TikTok Shop. Data yang diperoleh dianalisis menggunakan regresi linier berganda untuk menguji pengaruh masing-masing variabel independen (Live Streaming, FoMO, E-WOM) terhadap keputusan pembelian. Hasil penelitian menunjukkan bahwa ketiga variabel berpengaruh signifikan terhadap keputusan pembelian, dengan E-WOM memiliki pengaruh terbesar. Temuan ini menunjukkan pentingnya ulasan pengguna dan demonstrasi produk langsung dalam menciptakan kepercayaan dan mendorong pembelian impulsif. Implikasi dari penelitian ini adalah bahwa pelaku bisnis dapat mengoptimalkan fitur Live Streaming dan ulasan produk untuk meningkatkan penjualan dan membangun loyalitas konsumen.

Kata kunci: TikTok Shop, keputusan pembelian, Live Streaming, FoMO, E-WOM

INTRODUCTION

Indonesia has seen a rapid surge in e-commerce usage, especially with the rise of new platforms that bring a different approach to the concept of online shopping. One of the most prominent is TikTok Shop, which combines the entertainment element of the TikTok app with social commerce features (Andon & Annuar, 2023; Maisyaroh, 2024). TikTok Shop, a social commerce platform integrated with the popular short video app TikTok, has seen rapid growth in Indonesia (Budiman et al., 2024). What started as a platform for entertainment and social interaction has quickly transformed into a serious competitor in the e-commerce space. TikTok's success in Indonesia is driven by its unique combination of entertainment and shopping, which has caught the attention of users and brands. With the rise of live shopping and video-based commerce, TikTok Shop has created a new avenue for businesses to reach consumers.

According to data from Kalodata (2024), TikTok Shop's market share in Indonesia is expected to increase from 4.4% in 2022 to around 13.2% in 2023. This growth threatens the dominance of traditional e-commerce giants such as Tokopedia, Lazada, and Shopee, indicating a shift in the way consumers interact with online shopping. TikTok Shop's success can be attributed to a number of factors, including its innovative approach to e-commerce, high user engagement, and the popularity of live shopping (Bray, 2024; Aulianur & Purwanegara, 2024). Live streaming is not new to the entertainment industry, but it has recently become a major pillar in digital marketing strategies, especially in e-commerce. With live streaming, sellers can showcase products live, interact with their audiences, and encourage them to make purchases in real time (Picot-Coupey et al., 2023; Fajar & Otok, 2024). This experience in social media is not only immersive but also provides an element of trust and authenticity that is often missing in traditional online shopping experiences (Segarwati et al., 2023; Khairifa & Mardhiyah, 2023; Safrin & Simanjorang, 2023; Mardhiyah & Safrin, 2023). In Indonesia, this live shopping feature has become a very effective tool, especially on TikTok Shop, where users can view products directly from their screens while asking questions or requesting further explanations from sellers (Hanum et al., 2023; Notonegoro & Aruan, 2024).

Fear of Missing Out (FoMO) has become a psychological phenomenon that is increasingly being considered in marketing studies (Alfina et al., 2023; Mahmud et al., 2023). In the digital era, FoMO is triggered by exclusivity, time constraints, or limited availability, which are often used as marketing strategies to encourage consumers to make purchases quickly (Rachman et al., 2024). TikTok Shop strategically leverages FoMO by offering discounts or exclusive products during Live Streaming sessions, which are only available for a limited time. This encourages consumers to make impulsive purchases, without considering their decisions carefully for fear of missing out. Electronic Word of Mouth (E-WOM) is a form of review or recommendation given online by users to other users. In the digital era, E-WOM has become very powerful, especially on platforms like TikTok, where viral content can reach a very wide audience in a short time. User-Generated Content (UGC) such as reviews, unboxing videos, or testimonials have a major influence on consumer perception. On TikTok Shop, consumers are often influenced by recommendations or reviews that appear in their feed, which can prompt them to make quick purchasing decisions.

LITERATURE REVIEW

Research from Singgalen (2024); Rahman et al. (2024) explains that Live Streaming has become a trend in Indonesia, allowing direct interaction between sellers and buyers through video. This process enhances the shopping experience by providing real-time product information and allowing the audience to comment directly. According to Kholifah & Trifiyanto (2024) and Rahmadini & Masnita (2024), business actors utilize social media platforms to increase sales, creating effective social commerce. The content

presented varies, including tutorials and entertainment, which attracts buyers' interest and supports brand recognition.

In the research of Srivastava & Sharma (2017), it is stated that E-WOM refers to changes in word-of-mouth communication that occurs through online platforms, allowing consumers to share product experiences quickly and widely. Product reviews, both positive and negative, can influence other people's purchasing decisions. Jalilvand & Samiei (2012) added that E-WOM is considered more effective than traditional communication because of its wider reach, where consumers can easily provide their opinions on e-commerce platforms, which has a significant impact on brand image and product equity.

Hodkinson (2019) explains that FoMO (Fear of Missing Out) is a feeling of anxiety experienced by individuals when they feel they are missing out on interesting information or experiences shared on social media. Individuals who experience FoMo (Fear of Missing Out) tend to frequently check their phones to stay connected and avoid missing out on important moments or updates. This persistent behavior stems from the anxiety of being left out of social interactions or opportunities that others might be enjoying. While staying informed can have its benefits, this fear often leads to negative consequences, including feelings of inadequacy, depression, and disruptions in sleep patterns due to constant device use. Furthermore, it can diminish overall life satisfaction, as individuals may prioritize virtual engagement over meaningful offline experiences, further deepening their dependence on social media and online activities.

Kotler et al. (2014) stated that purchasing decisions involve a comprehensive evaluation process that consumers undertake before selecting a product to meet their needs and expectations. This process is influenced by various factors, such as trust in the brand or seller, reviews or recommendations from other consumers, and unexpected circumstances that may arise during the decision-making stage. Trust plays a critical role, as it fosters confidence in the product's quality or the seller's reliability, while positive reviews and testimonials from previous customers often provide assurance and reduce perceived risks (Abdillah et al., 2024; Ekaputri et al., 2024). Yusnidar et al. (2014) further explained that purchasing interest emerges when consumers are mentally and emotionally prepared to make a choice. This interest is often triggered by sufficient and relevant information that helps consumers feel confident in their decisions. In the context of online shopping, having access to detailed product descriptions, user reviews, and transparent policies significantly enhances decision quality, thereby increasing the likelihood of purchase.

The influence of live streaming on purchasing decisions live streaming provides a direct product overview, which can increase consumer trust and influence their purchasing decisions (Zhang et al., 2020; Wongkitrungrueng & Assarut, 2020; Iisnawati et al., 2021). Through live streaming, consumers can see detailed product demonstrations and interactions with sellers, which increases the likelihood of purchasing (Pranata et al., 2023). The Influence of FoMO on Purchasing Decisions FoMO encourages consumers to make purchasing decisions quickly because of the fear of missing out on promotions or special opportunities that are often shown for a limited time during Live Streaming. This speeds up the consumer decision-making process. The Influence of E-WOM on Purchasing Decisions Consumers tend to be influenced by reviews and recommendations from others who have purchased the product, especially if they have a positive experience. E-WOM increases the credibility of the product and forms positive consumer perceptions, thereby influencing purchasing decisions.
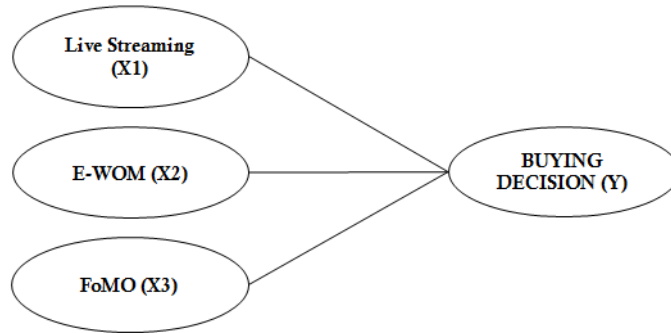
Figure 1. Research Model Framework

METHODS

This study employs a quantitative method, which, as explained by Priyanda et al. (2021), uses numerical data to test specific theories. The research location was chosen based on criteria aligned with the study's objectives and population. According to Zakariah & Afriani (2021), the population refers to the objects under study, and samples are taken to represent this population. The sampling technique used was probability sampling, as detailed by Iswahyudi et al. (2023). Data collection involved questionnaires, consistent with the method described by Norlaela & Muslimin (2023). To ensure the reliability of the instruments, validity and reliability tests were conducted, with Cronbach's alpha values above 0.6 indicating reliability (Ghozali, 2016). Additional tests, including normality, heteroscedasticity, and multicollinearity, were performed to satisfy regression analysis assumptions. Model feasibility was assessed using the F test and determination coefficient (R^2) to evaluate the effects of independent variables on dependent variables, alongside a significance test. Data were collected by distributing a structured questionnaire through a TikTok video containing a Google Form link. Using a Likert scale, the questionnaire measured consumer perceptions of various variables, enabling statistical analysis to determine correlations, regressions, and significance values between them. This approach ensured representative results by targeting a sufficient number of respondents.

RESULTS

In this study, researchers used 100 samples taken from questionnaire responses that had been distributed to TikTok users. The selection of this number of samples was based on considerations to ensure that the data obtained was sufficient for analysis and could reflect the characteristics of the wider population. The sampling process was carried out randomly to increase the validity and reliability of the research results. The questionnaire was distributed through TikTok videos uploaded by the research account, where the questionnaire link was provided in the video description or comments.
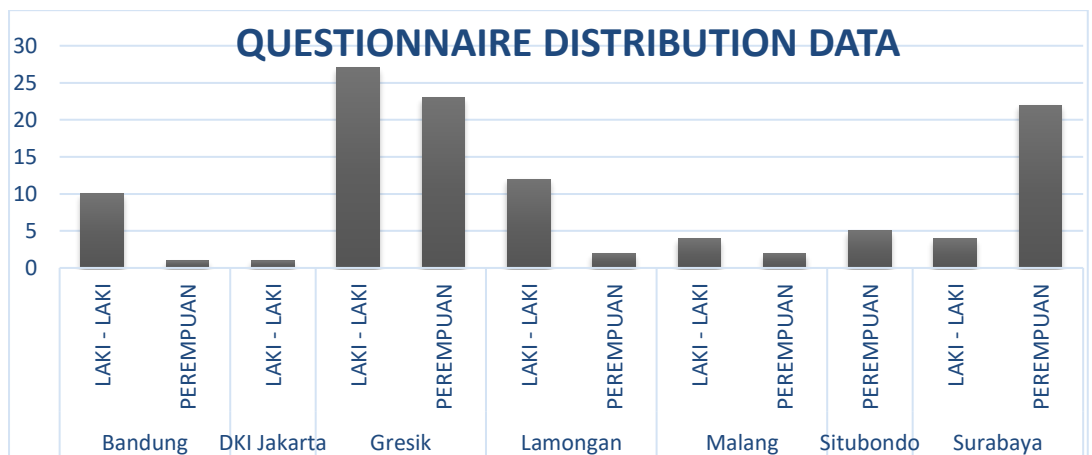

Figure 2: Questionnaire Distribution Data

Based on Figure 2, the results of the correlation between each item with the total variables obtained a fairly strong and significant correlation between the independent variable indicators and the total variables. This means that each indicator has a valid contribution in describing the constructs of Live Streaming, Electronic Word Of Mouth (E WOM), and Fear of Missing Out (FoMO). This validity test is important to ensure that further analysis is based on indicators that can be trusted to represent the influence of independent variables on the dependent variable, namely Purchase Decisions.

Table 1. Reliability Test Results

Cronbach's Alpha	Information
0.717	Reliable

Based on the results of the reliability analysis in Table 1, after analyzing the data collected from 100 respondents, the Cronbach's Alpha value was obtained at 0.717. This value indicates that the instrument used in this study has a good level of reliability, in accordance with the established criteria. it can be concluded that the instrument used in this study has a good level of reliability.

The results of the One-Sample Kolmogorov-Smirnov Test show that the residuals or errors in this model are not normally distributed ($p < 0.05$). This can be interpreted that there is a deviation from the normal distribution in the residual data. Although residual normality is an important assumption in regression, deviation from normality is not always a major problem in a regression model, especially if the sample size is large enough. In regression research with a large sample size, the assumption of residual normality can be more flexible, because the normal distribution of residuals will be easier to achieve statistically when the sample size increases. In this case, although the normality assumption is not fully met, linear regression can still be applied because the regression model is considered quite robust with the presence of large sample data and significant model results.

In this study, the heteroscedasticity test was conducted using the scatter plot method between the standardized residual value (Regression Studentized Residual) and the standardized predicted value (Regression Standardized Predicted Value). Based on the residual scatterplot produced, it can be seen that the residual points are randomly distributed and do not form a particular pattern, such as a fan or funnel pattern. Thus, the homoscedasticity assumption is met, and the regression model used can be relied on to predict the dependent variable without any disturbing residual variance bias.

Table 2. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Live Streaming	0.806	1.241
	E-WOM	0.828	1.207
	FoMO	0.932	1.073

Based on the Table 2, the Tolerance value for each independent variable is above 0.1 and the Variance Inflation Factor (VIF) value is below 10. More precisely, the VIF value for Live Streaming is 1.241, for E-WOM is 1.207, and for FoMO is 1.073.

The results of multicollinearity indicate that there are no significant problems, and the interaction between independent variables in the model does not influence each other excessively. From these results, it can be concluded that the regression model used meets the assumptions of multicollinearity and the prediction results of the independent variables can be considered valid without any overlapping influence between variables. From the results of Residuals Statistics, it can be concluded that the regression model used is quite accurate in predicting Purchasing Decisions.
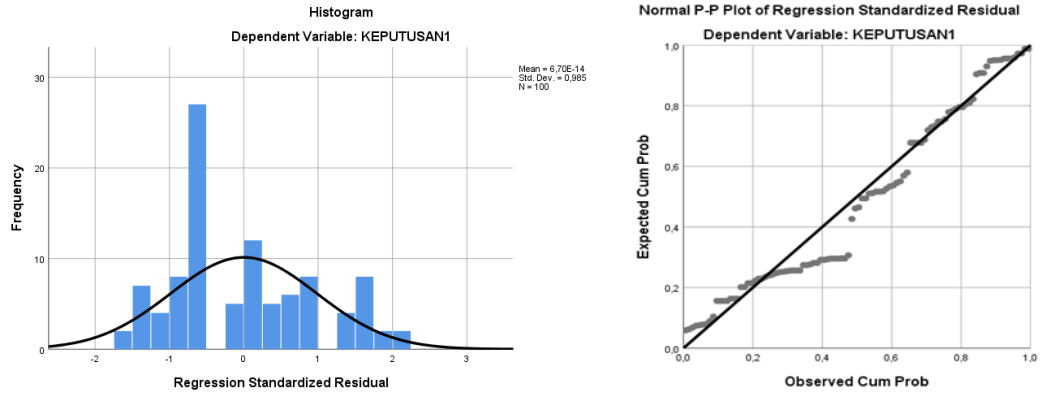
Figure 3: Histogram Diagram and Normal P-P Plot Results

Based on the Figure 3, the histogram shows that the residuals have a distribution close to normal with a mean around zero and a standard deviation close to one, in accordance with the assumptions of linear regression. The Normal P-P Plot supports this finding, with most of the residual points located around the diagonal line, although there are slight deviations. This pattern indicates that the residuals of the regression model meet the normality assumption, so the model is considered suitable for further analysis. By meeting this assumption, the results of the analysis can be interpreted more accurately, indicating that the model has good predictive quality without significant residual distribution bias.

Table 3. Model Feasibility Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.388	3	1.463	85.911	0.000[b]
	Residual	1.635	96	0.017		
	Total	6.023	99			

The results of ANOVA (Analysis of Variance) in Figure 3, show an F value of 85.911 with a significance value of 0.000, which is smaller than the significance level of 0.05. This indicates that the regression model used is significantly feasible to predict Purchase Decisions based on the variables Live Streaming, E-WOM, and FOMO. With these results, it can be concluded that the regression model used has good validity for use in predictive analysis. So this regression model is statistically reliable to explain the relationship between variables in this context.

Table 4. Results of Determination Coefficient Test

Model	R	R Square	Adj. R Square	Std. Error
1	0.854[a]	0.729	0.720	0.130

Based on the Table 4, the R Square value of 0.729 indicates that 72.9% of the variability in Purchasing Decisions can be explained by the three independent variables, namely Live Streaming, E-WOM, and FoMO. This figure indicates that the regression model has strong predictive power. The Adjusted R Square is 0.720, which corrects the R Square based on the number of variables in the model and the sample size. A value that is almost the same as R Square indicates that this model remains stable even with several independent variables.

Table 5. Regression Coefficient Test Results

	Model	Un-std. Coefficients		Std. Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.842	0.213		83.655	0.000
	Live Streaming	0.057	0.009	0.361	6.088	0.000
	E-WOM	0.055	0.006	0.524	8.967	0.000
	FoMO	0.039	0.008	0.269	4.883	0.000

The results of the regression coefficient analysis in Table 5 show a positive and significant influence of the three independent variables on purchasing decisions. Live Streaming has a regression coefficient of 0.057 with a significance value of 0.000, indicating that the better the live streaming feature provided, the more likely consumers are to make a purchase. This feature is effective in building purchasing interest through the delivery of interesting and relevant information. Furthermore, Electronic Word of Mouth (E-WOM) with a regression coefficient of 0.055 and a significance value of 0.000 also has a positive effect, where positive reviews and testimonials from other users increase consumers' tendency to buy. Finally, Fear of Missing Out (FoMO) has a regression coefficient of 0.039 with a significance value of 0.000, indicating that the psychological drive due to fear of missing an opportunity or exclusive offer encourages consumers to make a purchase immediately. The combination of these three factors collectively contributes to consumer purchasing decisions as justified with previous studies (Sutrisno & Lazuardy, 2024; Rijal & Sukresna, 2024; Handoko et al., 2024).

The t-test results for each independent variable show that all variables have a significance value below 0.05. In other words, each independent variable (Live Streaming, E-WOM, and FOMO) has a significant effect individually on the dependent variable, namely Purchase Decision. These results indicate that both individually and together, the three independent variables make a significant contribution in determining consumer purchasing decisions.

CONCLUSION

This study revealed that Live Streaming, Electronic Word of Mouth (E-WOM), and Fear of Missing Out have a positive and significant influence on consumer purchasing decisions. Of the three variables, E-WOM has the greatest impact. This shows that consumers are highly influenced by reviews and testimonials from other users online. Positive information from other users' experiences can build consumer trust in a product or service, thereby increasing their tendency to buy. Live Streaming has also proven to be an effective marketing strategy. Consumers are more motivated to make purchasing decisions when they can see the product directly through an interesting and informative live streaming session. This feature provides a convincing visual experience and strengthens purchasing interest by providing detailed, relevant explanations about the product. The Fear of Missing Out effect also contributes to influencing consumer behavior. The fear of missing out on an opportunity, offer, or product of interest creates a sense of urgency, encouraging consumers to buy immediately before the opportunity is lost. This study emphasizes the importance of using digital strategies such as E-WOM and live streaming, as well as utilizing psychological aspects such as FOMO in shaping purchasing decisions. The combination of these three factors helps companies create a more effective marketing approach, increase consumer trust, and drive higher purchase rates.

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