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The Role of FOMO in Mediating Livestreaming *and* E-WOM *Impulsive* Buying On Product *Fashion* TikTok Shop On Gen Z in Bekasi Regency

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ABSTRACT

This study analyzes the mediating role of Fear of Missing Out (FOMO) in the influence of *livestreaming* and electronic word of mouth (E-WOM) on impulsive buying of TikTok Shop *fashion products* among Generation Z in Bekasi Regency. Quantitative data were collected through questionnaires from 385 respondents selected by purposive sampling and analyzed using path analysis assisted by SPSS 26.00. The results show that *livestreaming* and E-WOM have a significant positive effect on FOMO and impulsive buying, FOMO has a significant positive effect on impulsive buying, and FOMO mediates the effect of *livestreaming* and E-WOM on impulsive buying. Thus, *livestreaming* and E-WOM have a direct and indirect effect on impulsive buying through FOMO.

INTRODUCTION

Development industry *fashion* in Indonesia shows significant improvement along increasing penetration of digital platforms and *e-commerce* . TikTok Shop, which was originally functioning as an entertainment medium , now transform become channel transaction sell buy online and become one of the platforms with growth use highest . Category *fashion* become most sought-after products Because its easy characteristics promoted through short videos , *live streaming* , and content creative , especially among Generation Z (APJJI, 2025). Category *fashion* including contributor the biggest to gross merchandise value (GMV) in 2025 at the same time become the most products purchased online in Indonesia with proportion of 43.74%, more tall than food and beverage (F&B) by 25.73% (Databoks Katadata , 2025). The height request the show the more strong the role of the platform in activity shopping society . Conditions This participate encourage impulsive buying, especially among the active Generation Z using social media and easy exposed trends , promotions , *livestreaming* , flash sales, discounts , and free shipping . In line with that , survey Populix (2023) shows that 63% of Indonesian people have do impulsive buying when shop through e-commerce.

Impulsive Impulsive buying is a purchase decision that occurs spontaneously, without careful planning , often triggered by emotional stimuli or limited-time offers (*scarcity)* in a digital environment. Factors that influence *impulsive buying* are: (1) Psychological factors,

including *self-control* , impulsive tendencies, emotional involvement, *fear of missing out* . (2) External factors, including *livestreaming* , interactivity, social media, E-WOM, limited-time offers, ease of transactions. Indicators in measuring *impulsive buying* include, (1) spontaneity, (2) unstoppable urges, (3) emotional considerations and (4) perceptions after purchase (Chaffey & Chadwick, 2022).

Fear of missing out (FOMO) is anxiety when individuals feel left behind in social experiences or digital trends (Alt, 2025). FOMO conditions can cause fear of missing out on opportunities to purchase products, thus encouraging consumers to make spontaneous purchases without prior planning. Factors that can influence the emergence of *fear of missing out* (FOMO) are: (1) *livestreaming* , (2) E-WOM, (3) viral content, (4) *social media engagement* (Alt, 2025). Then FOMO can be measured through several Fomo indicators, namely: (1) fear of running out of products, (2) the urge to buy quickly and (3) digital social anxiety (Alt, 2025). One factor that is strongly suspected of triggering the emergence of *fear of missing out* in consumers is the high intensity of exposure to viral content and *livestreaming* on the TikTok *Shop* and *E-WOM platforms.*

Livestreaming is a live broadcast activity that enables *real-time interaction* between sellers and consumers (Assarut, 2022). *Livestreaming* provides a more interactive shopping experience through direct communication between sellers and consumers. This can increase consumer engagement and foster *fear of missing out. Out* (FOMO) and *impulsive buying behavior* . Then, the success *of livestreaming* can be measured through *livestreaming indicators* , namely: (1) Direct interaction, (2) Closeness, (3) *Real-time experience* and (4) User engagement (Assarut, 2022). In addition to *livestreaming* , *electronic word of mouth* (E-WOM) is also thought to increase *fear of missing out* (FOMO) and *impulsive buying behavior* .

Electronic word of mouth (E-WOM) is informal communication between consumers via digital media regarding a product or service (Goyette et al., 2023). Through E-WOM, consumers can obtain information, experiences, and recommendations from other users, which they consider before making a purchase. The more positive and credible the information received, the greater the chance of *Fear of Missing Out* (FOMO) and *impulsive buying behavior* in consumers. E-WOM can also be measured through E-WOM indicators, namely: (1) Frequency of reviews, (2) Information dissemination, (3) Review trustworthiness, and (4) information quality (Goyette et al., 2023).

Generation Z is group active consumers using the internet, social media , and e-commerce platforms such as TikTok Shop in look for information and purchasing product *fashion* (Databoks Katadata , 2025). Bekasi Regency has potential large research to TikTok Shop usage among Generation Z. This is seen from amount resident Bekasi Regency which reached 4.26 million soul with amount resident age productive amounting to 2.91 million soul . In addition , the group age the biggest be in range aged 20–24 years as many as 419,721 people were included in category Generation Z is active using social media and digital platforms (Databoks , Data processed 2025).

The development of e-commerce has push change behavior consumers , one of them in the form of impulsive buying, namely behavior purchases made in a way spontaneous without planning previously . Phenomenon This indicated by around 84% of Indonesian people who tend to buy items outside the shopping list that have been planned . Generation Z has impulsive buying tendency by 41%, compared to Millennials 34% and Generation X 32% (Djafarova & Bowes, 2021). On TikTok Shop, the percentage of impulsive buying by Generation Z reached 55%, while Millennials by 28% and Generation X 17%. Impact behavior the seen of the 60% of Generation Z who admitted regret purchase impulsive and 27% of products purchased in a way impulsive No used . Product clothes own percentage regret purchase highest by 28% (The Sun, 2025).

The height use of social media make Generation Z in Bekasi Regency is more easy follow trend *fashion* on TikTok Shop so that potential experiencing Fear of Missing Out (FOMO). Survey beginning show that FOMO is classified as high and potential push occurrence purchase in a way spontaneous . Indicator highest lies in fear out of stock product by 70% and indicators lowest on impulse buy fast by 60%.

TikTok Shop *livestreaming* is a potential digital marketing strategy influence impulsive buying of Generation Z through presentation product in a way live , real-time information , offers limited , and interaction sellers , influencers, and audiences that trigger Fear of Missing Out (FOMO). Based on survey beginning show that *livestreaming* feature on TikTok *Shops* influence the shopping experience of Generation Z consumers in Bekasi Regency , with an average of 65% of respondents reporting state that feature *livestreaming* on TikTok Shop is classified as low with indicator highest by 70% on the indicator proximity and indicators lowest by 60% on the indicator real-time experience .

In addition to *livestreaming* , *Electronic Word of Mouth* (E-WOM) is also a factor that influences *impulsive buying behavior* among Generation Z consumers who use TikTok *Shop* . Based on the results of the initial survey, it shows that *electronic word of mouth* (E-WOM) on TikTok *Shop* still does not fully provide optimal influence on Generation Z consumers in the process of purchasing *fashion products* . An average of 65% of respondents evaluate that E-Wom on TikTok Shop is classified as low with indicator highest by 70% on the indicator trust review and indicators lowest by 60% on the indicator distribution information .

Research conducted aim For know role Fear Of Missing Out (FOMO) mediation in influence *Livestreaming* and E-WOM on impulsive buying of products TikTok *fashion* shop among Gen Z in Bekasi Regency .

RESEARCH METHODS

Study This conducted in Bekasi Regency on Gen Z TikTok Shop users . The research design used is quantitative . Population in the research This that is TikTok *Shop* users in the Bekasi Regency area who do not can known through the amount . The type of sample used is *non-probability sampling* with technique *Purposive sampling.* The sample size was determined using the Lemeshow Rendy & Davie (2013) formula, resulting in a total of 385 respondents.

The data collection procedure involved field studies in the form of interviews, questionnaires, and observations. Literature studies included theories and opinions from various experts and scientists in books, literature, writings, and regulations related to the problem under study. The instrument testing method used path analysis *with* the assistance of IBM SPSS Version 26.00.

RESULTS AND DISCUSSION

Company Overview

Regency is one of the regions in West Java with rapid economic and digital technology growth. Bekasi Regency has good infrastructure and high internet and social media usage, especially by Generation Z, as a buffer zone for the capital city of Jakarta. The development of *e-commerce* , including TikTok Stores, has encouraged clothing shopping activities through *livestreaming* and electronic word of mouth (E-WOM) features. Bekasi Regency was chosen as a research location to analyze the impact of *livestreaming* and *E-WOM* on *impulsive buying* through FOMO as a mediating variable on *fashion products* in TikTok stores because exposure to information and rapid trends on the platform can encourage *impulsive buying behavior* .

Employee Characteristics

The subjects in this study were Generation Z consumers of *fashion products* on TikTok Shop in Bekasi Regency. The questionnaires distributed revealed that the respondents were predominantly female (77%), with 88% aged 20–30 years old, 60% employed as private sector employees, and 36% earning Rp4–5 million per month.

Data Testing Method

Validity Test

Used to evaluate the validity of the questionnaire section being studied. The results of the validity test can be assessed by comparing the correlation coefficient values: if the r value is greater than 0.3, then the item is valid, and if the r value is less than 0.3, then the item is invalid. The SPSS 27 program was used to run this test. The results of data processing for instrument statements such as *livestreaming* , E-WOM, impulsive buying, and fear of missing out (FOMO) are shown below.

Table 3. Validity Test Results

No	Variables	r_{hitung}	r_{tabel}	Information
1	*Livestreaming* against *E -wom*	0.763	0.3	Valid
2	*Livestreaming* against *Fomo*	0.673	0.3	Valid
3	*Livestreaming* against *Impulsive buying*	0.637	0.3	Valid
4	*E -wom* against *Fomo*	0.783	0.3	Valid
5	*E -wom* against *Impulsive buying*	0.398	0.3	Valid
6	*Fomo* to *Impulsive buying*	0.513	0.3	Valid

Source : Statistical Data Processing Results with SPSS Version 27, 2026

Based on Table 3, all mark r $_{count}$ obtained more big than rtable of 0.3. Test results said show that all over variables study declared valid. With Thus , the instruments used has capable measure connection between variables in a way proper and appropriate used in study .

Reliability Test

Reliability testing is the degree of consistency and stability of data or findings. Reliability testing is conducted to determine how consistent measurements are when the same symptom is measured more than once on the same instrument (Sugiyono, 2018). The criteria for reliability testing are: If the Cronbach's Alpha value $\alpha \geq 0.6$, the instrument is reliable. If the Cronbach's Alpha value $\alpha < 0.6$, the instrument is unreliable.

Table 4. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
,875	4
,875	4

Source : Statistical Data Processing Results with SPSS Version 27, 2026

Based on Table 4, the results of the reliability test show that mark Cronbach's alpha was 0.875 on four the variable being tested . The value more big from the minimum reliability limit which is 0.7 so that can concluded that instrument study own level high internal consistency and all statement items used in study This stated reliable , so that worthy used as tool data collection for measure variables *livestreaming* , *fomo , E- wom* and *impulsive buying* .

Assumption Test Results Classic

Assumption test classic according to (Ghozali , 2021) is tests conducted For ensure that the regression model used fulfil assumptions base in analysis linear regression , so that results estimate unbiased , efficient , and consistent .

1. Normality Test
   a. *Livestreaming* and *E- wom* to *fomo*

Table 5. Normality Test Equality First with Kolmogorov- Smirnov
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters [a,b]	Mean	,0000000
	Standard Deviation	2.37938178
Most Extreme Differences	Absolute	,040
	Positive	,040

	Negative	-,022
Test Statistic		,040
Asymp. Sig. (2-tailed)		,164[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Sumber: Data Primer Diolah dengan SPSS Versi 27, 2026

b. *Livestreaming* , *E- wom* And *fomo to Impulsive buying*

Table 6. Normality Test Results Equality Second with Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters [a,b]	Mean	,0000000
	Standard Deviation	1.89691240
Most Extreme Differences	Absolute	,034
	Positive	,034
	Negative	-,027
Test Statistic		,034
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Sumber: Data Primer Diolah dengan SPSS Versi 27, 2026

Based on the results of the normality test, the significance value was 0.200 > 0.05. Based on the decision -making basis for the Kolmogorov-Smirnov normality test, it can be concluded that the residual values are normally distributed. Thus, the assumption or requirement for normality in the regression model has been met.

2. Multicollinearity Test

Table 7. Results of the Multicollinearity Test for the First Equation

Model	***Collinearity Statistics***		**Decision**
	Tolerance	**VIF**	
Livestreaming	0.967	1,034	Free Multicollinearity
E -wom	0.967	1,034	Free Multicollinearity

Source : Primary Data Processed with SPSS Version 27, 2026

Table 8. Results of the Multicollinearity Test for the Second Equation

Model	*Collinearity Statistics*		Decision
	Tolerance	**VIF**	
Livestreaming	0.818	1,222	Free Multicollinearity
E -wom	0.946	1,057	Free Multicollinearity
Fomo	0.842	1,187	Free Multicollinearity

Source : Primary Data Processed with SPSS Version 27, 2026

Based on Table 8, the multicollinearity test results show that the tolerance values for *the livestreaming* and e-wom variables are greater than the cutoff value of 0.10, and the VIF value is less than 10.00. This indicates that the independent variables in the regression model do not experience multicollinearity.

3. Heteroscedasticity Test

a. Livestreaming and *E- wom* to *fomo*

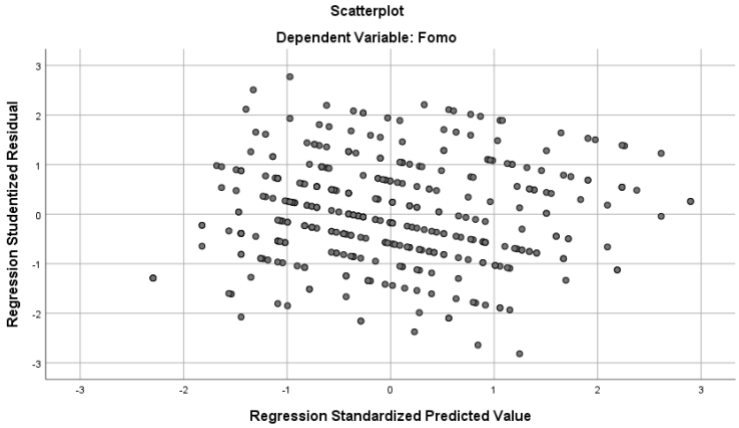


Figure 1. Heteroscedasticity Test Equality First

b. Livestreaming , *E- wom* And *fomo to Impulsive buying*

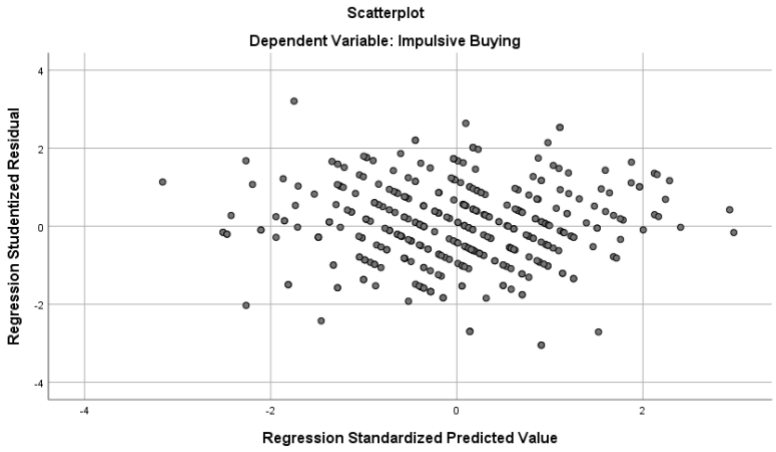


Figure 2. Heteroscedasticity Test Equality First

Based on Figures 1 & 2, it can be seen that the points on the scatterplot graph are spread out with pattern No clear above and below the number 0 at point Y, so can concluded that in the structural model second This No happen heteroscedasticity and reasonableness used For predict every variables in study This

Path Analysis

of measuring *the path coefficient* is to determine the significance and strength of the relationship and to test the hypothesis . The measurement results can be seen in the following figure:

Hypothesis Testing

Partial Test (t-Test) The t-test is conducted to determine whether or not there is a partial influence of the independent variable on the dependent variable **.**

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,712	,567		20,670	,000		
	Livestreaming	,267	,032	,398	8,334	,000	,967	1,034
	Ewom	,097	,033	,140	2,926	,004	,967	1,034

a. Dependent Variable: Fomo

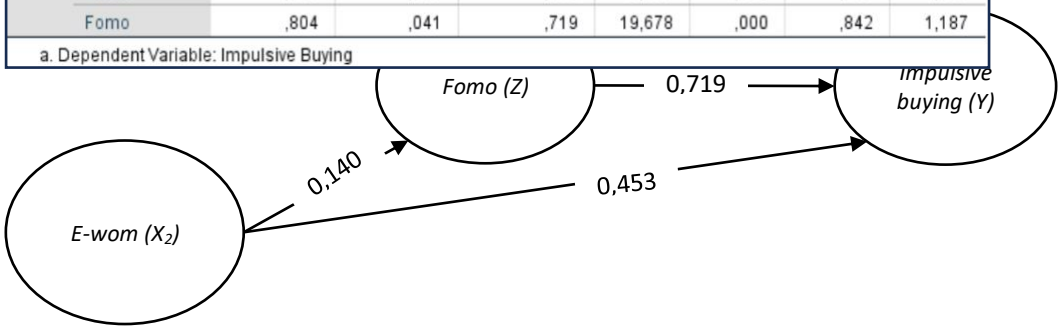
Table 9. Results of the First Structural Equation t-Test

Table 10. Results of the Second Structural Equation t-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,110	,658		7,762	,000		
	Livestreaming	,354	,028	,472	12,726	,000	,818	1,222
	Ewom	,353	,027	,453	13,137	,000	,946	1,057
	Fomo	,804	,041	,719	19,678	,000	,842	1,187

a. Dependent Variable: Impulsive Buying



Based on the calculations , the t-test and significance values of each independent variable can be seen. Meanwhile, the t-table value for α = 0.05 with degrees of freedom of 385 – 2 – 1 = 382 is of 1,649.

Sobel Test

The Sobel test is used to determine the influence of the intervening variable, namely Z. This Sobel test is carried out by testing the strength of the indirect influence of the independent variable (X) on the dependent variable (Y) through the intervening variable (Z). To test the significant influence of the indirect influence, calculate the calculated Z value from *the Unstandardized* Beta ab. The calculated Z value is compared with the Z table value , if the calculated Z > Z table then it can be concluded that the mediation effect is significant. The absolute Z table is (1.96). However, to make it easier to test the mediation effect, this Sobel test can also be calculated using *the Online Sobel Calculator*.

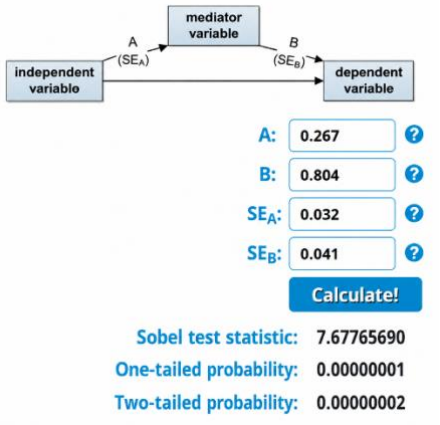


Figure 2. *Online Sobel Calculator* Effect of *Livestreaming* Against *Impulsive Buying* Through *FOMO*

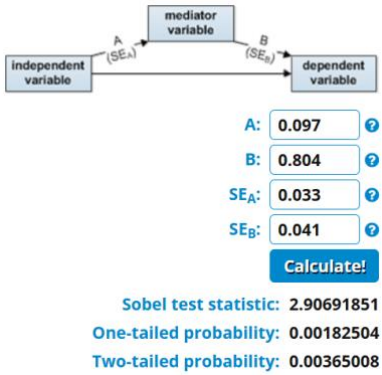


Figure 3. *Online Sobel Calculator* Influence of *E-wom* Against *Impulsive Buying* Through *FOMO*

Based on Figures 2 & 3 it can be known that mark Z_{count} of 7.67. The $Z_{calculated}$ value more big from Z_{table} (7.67 > 1.96) proves that fomo capable mediate *live streaming* against impulsive buying. Then mark Z_{count} of 2.90. The $Z_{calculated}$ value more big from Z_{table} (2.90 > 1.96) proves that fomo capable mediating e- wom against impulsive buying.

DISCUSSION

1. *Livestreaming* Has a Positive and Significant Impact on *Fear of Missing Out* (FOMO)

   The results of statistical testing and interviews show that *live streaming* has a positive and significant effect on *Fear. of Missing Out* (FOMO) in consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. This is evidenced by a t- value of 8.334 > 1.649 and a significance level of 0.000 < 0.05. The results of respondent responses indicate that the direct interaction indicator received the highest percentage of agreement at 42%, while the proximity indicator received 37%. In addition, the results of the preliminary survey showed that the fear of running out of products indicator received a percentage of 70%, digital social anxiety at 67%, and the urge to buy quickly at 60%. Interview results showed that limited promotions, information about running out of stock, live product demonstrations, and information from hosts can increase the fear of missing out on opportunities to obtain products. This finding is in line with the FOMO theory by Alt (2025), which explains that FOMO is a feeling of worry when someone has the potential to miss out on experiences, information, or opportunities that are considered important and valuable. The results of this study are also in line with the research of Li et al. al. (2025) and Syahrin et (2025) showed that *livestreaming* has a positive and significant effect on FOMO. Therefore, the more engaging and interactive *the livestreaming* a consumer participates in, the greater the tendency for them to experience FOMO.

2. *E-WOM* Has a Positive and Significant Influence on *Fear of Missing Out* (FOMO)

   The results of statistical testing and interviews show that *electronic word of Word of mouth* (e-WOM) has a positive and significant effect on *Fear of Missing Out* (FOMO) in consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. This is evidenced by a t- value of 2.926 > 1.649 and a significance level of 0.004 < 0.05. The results of respondents' responses indicate that the indicator of trust in reviews obtained the highest percentage of agreement at 36%, while the indicator of review frequency was 33%. The results of the preliminary survey showed that the indicator of fear of running out of products obtained a percentage of 70%, digital social anxiety 67%, and the urge to buy quickly 60%. Interview results showed that reviews, comments, photos, and videos from other users can increase confidence in a product, while products that are widely discussed or widely used can create the urge to buy immediately to avoid missing out. These findings are supported by the FOMO theory according to Alt (2025), which explains that FOMO arises when individuals feel worried about missing out on experiences, information, or opportunities that are considered important and valuable. The results of this study are also

in line with the research of Ramdani et al. (2024) and Fatonah & Saputra (2025) showed that e-WOM has a positive and significant effect on FOMO. Therefore, the more consumers receive and trust information through reviews and recommendations from other consumers, the greater the likelihood of FOMO emerging.

3. *Livestreaming* Has a Positive and Significant Effect on *Impulsivity Buying*

   The results of statistical testing and interviews show that *live streaming* has a positive and significant effect on *impulsiveness. Buying* by consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. This is evidenced by a t- value of 12.726 > 1.649 and a significance level of 0.000 < 0.05. Respondent responses showed that the direct interaction indicator received the highest approval rate at 42%, while the proximity indicator received 37%. The *Impulsive variable Buying* , the spontaneity indicator received a 43% agreement rate, and the unstoppable urge indicator 32%. Interview results showed that live product demonstrations, host explanations , and promotions during *livestreaming* can increase interest and encourage consumers to make spontaneous purchases, even for products they don't really need. This finding is supported by Chaffey & Chadwick (2022), who explain that *impulsive buying behavior is a key factor in consumer behavior. Buying* is a spontaneous and unplanned purchasing decision, which can be triggered by emotional stimuli or limited offers. The results of this study are also in line with research by Li et al. et al. (2025) and Promalessy et al. (2025) which shows that *live streaming* has a positive and significant effect on *impulsive behavior. Buying* . Thus, the more intensively consumers follow *livestreaming* , the greater their tendency to make spontaneous purchases.

4. *E-WOM* Has a Positive and Significant Influence on *Impulsiveness Buying*

   The results of statistical testing and interviews show that *electronic word of Word of mouth* (e-WOM) has a positive and significant effect on *impulsive behavior. Buying* by consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. This is evidenced by a t- value of 13.137 > 1.649 and a significance level of 0.000 < 0.05. Respondent responses indicate that the trust in reviews indicator achieved the highest percentage of agreement at 36%, while the review frequency indicator achieved 33%. The *Impulsive* variable *Buying* , the spontaneity indicator achieved a percentage of 43% and the unstoppable urge indicator 32%. Interview results indicate that positive reviews, comments, photos, and videos from other users can increase interest in a product and encourage consumers to make spontaneous purchases, even for products that are not really needed. This finding is supported by Kotler and Keller (2022), who explain that consumer purchasing decisions are influenced by various sources of information, including experiences and recommendations from other consumers. The results of this study are also in line with research by Ramdani et al. al. (2024), Kusumo et al. (2025), and Fatonah and Saputra (2025) who showed that e-WOM has a positive and significant effect on *impulsive behavior. Buying* . Thus, the more consumers receive and trust information from reviews

and recommendations from other consumers, the greater the tendency for consumers to make spontaneous purchases.

5. *Fear of Missing Out* (FOMO) Has a Positive and Significant Influence on *Impulsiveness Buying*

   The results of statistical testing and interviews show that *Fear of Missing Out* (FOMO) has a positive and significant effect on *Impulsive Buying* by consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. This is evidenced by a t- value of 19.678 > 1.649 and a significance level of 0.000 < 0.05. Respondent responses showed that the fear of running out of products indicator received a percentage of agreement of 24%, while the urge to buy quickly indicator received a percentage of agreement of 22%. The *Impulsive* variable *Buying* , the spontaneity indicator achieved a percentage of 43% and the unstoppable urge indicator 32%. Interview results indicate that limited promotions, almost out of stock, and viral products can trigger a fear of missing out, thus encouraging consumers to make immediate and spontaneous purchases. This finding is supported by the FOMO theory according to Alt (2025), which explains that FOMO is a feeling of worry when an individual potentially misses out on experiences, information, or opportunities that are considered important and valuable. The results of this study are also in line with research by Putri et al. al. (2026), Lazuardi & Usman (2024), and Ramdani et al. (2024) which shows that FOMO has a positive and significant effect on *impulsive behavior. Buying* . Thus, the higher the level of FOMO experienced by consumers, the greater their tendency to make impulsive purchases without prior planning.

6. *Livestreaming* Affects *Impulsiveness Buying* through *Fear of Missing Out* (FOMO)

   The results of statistical testing and interviews show that *Fear of Missing Out* (FOMO) is able to mediate the influence of *livestreaming* on *Impulsive Buying* by consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. This is evidenced by a t- value of 7.67 > 1.649 and a significance level of 0.000 < 0.05. The results of respondents' responses show that the direct interaction indicator in *livestreaming* obtained a percentage of agreement of 42% and the proximity indicator of 37%, while the FOMO indicator of fear of running out of products obtained a percentage of 24% and the urge to buy quickly of 22%. Interview results indicate that limited promotions, almost out of stock, and information delivered directly by the host can trigger a fear of missing out on opportunities, which then encourages consumers to make spontaneous purchases. This finding is supported by the FOMO theory by Alt (2025), which explains that individuals can feel anxious when potentially missing out on experiences, information, or opportunities that are considered valuable. The results of this study are also in line with the research of Li et al. al. (2025), Promalessy et al. (2025), and Widaningish & Putanto (2025) who showed that FOMO is able to mediate the influence of *livestreaming* on *impulsive behavior. Buying* . Thus, increasingly engaging and interactive *livestreaming can increase consumer FOMO, which in turn encourages impulse buying.*

7. *E-WOM* Influences *Impulsiveness Buying* through *Fear of Missing Out* (FOMO)

The results of statistical testing and interviews show that *Fear of Missing Out* (FOMO) is able to mediate the influence of *electronic word of mouth* (e-WOM) towards *Impulsiveness Buying* by consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. This is evidenced by a t- value of 2.90 > 1.649 and a significance level of 0.000 < 0.05. The results of respondents' responses indicate that the indicator of trust in consumer reviews on e-WOM obtained a percentage of agreement of 36%, while the indicator of reading reviews before purchasing was 33%. In the FOMO variable, the indicator of fear of running out of products obtained a percentage of 24% and the urge to buy quickly was 22%. Interview results showed that positive reviews, comments, and other users' experiences can increase consumer interest and raise concerns about missing out on opportunities to obtain popular products. This feeling of FOMO then encourages consumers to make quick and spontaneous purchasing decisions. This finding is supported by the FOMO theory by Alt (2025), which explains that information and experiences spread through digital media can amplify an individual's fear of missing out on experiences or opportunities considered important. The results of this study are also in line with the research of Kusumo et al. al. (2025), Febrianti & Usman (2025), and Ramdani et al. (2024) which shows that FOMO is able to mediate the influence of e-WOM on *impulsive behavior. Buying* . Thus, the more consumers receive and trust information through e-WOM, the higher the perceived FOMO, thus encouraging impulsive buying.

RESEARCH IMPLICATIONS

The results of the study show that *livestreaming* and *electronic word of Word of mouth* (e-WOM) increases *impulsiveness buying* through *Fear of Missing Out* (FOMO) in consumers of fashion products TikTok Shop among Generation Z in Bekasi Regency. Businesses need to optimize interactive *livestreaming* , provide clear product information, and utilize positive and credible consumer reviews and recommendations to increase consumer engagement. Businesses also need to address the emergence of FOMO by transparently conveying information about promotions, product availability, and current product interests so consumers have adequate information before making a purchase. Furthermore, the sustainable use of *livestreaming* and e-WOM needs to be carried out by paying attention to the quality and credibility of the information conveyed to consumers. Thus, businesses can increase consumer engagement, strengthen digital marketing strategies, and encourage more effective and responsible purchasing decisions.

CONCLUSION AND SUGGESTIONS

Study This own a number of limitations , namely only carried out on consumers product *fashion* TikTok Shop among Generation Z of Bekasi Regency , using variables *livestreaming, electronic word of mouth* (e-WOM), *Fear of Missing Out* (FOMO), and *impulsive buying* , as well as using data based on perception respondents through questionnaire . Based on results research and testing hypothesis that has been done , then can withdrawn conclusion as following

: (1) *Livestreaming* influential positive and significant to *Fear of Missing Out* (FOMO); (2) *Electronic word of mouth* (e-WOM) has an influence positive and significant to *Fear of Missing Out* (FOMO); (3) *Livestreaming* influential positive and significant to *impulsive buying* ; (4) *Electronic word of mouth* (e-WOM) has an influence positive and significant to *impulsive buying* ; (5) *Fear of Missing Out* (FOMO) has an effect positive and significant to *impulsive buying* ; (6) *Livestreaming* influential positive and significant to *impulsive buying* through *Fear of Missing Out* (FOMO); (7) *Electronic word of mouth* (e-WOM) is influential positive and significant to *impulsive buying* through *Fear of Missing Out* (FOMO)

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