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Scroll, feel, buy: How social presence and FOMO shape impulsive and repeat purchases

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Abstract
This study aims to analyze the influence of social presence and fear of missing out (FOMO) on consumer impulsive buying and repurchase intention on e-commerce platforms in Indonesia. The research is grounded in Stimulus–Organism–Response (S-O-R) Theory, which posits that environmental stimuli (social presence and FOMO) affect internal psychological states (impulsive buying) that subsequently drive behavioral responses (repurchase intention). The study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 157 active marketplace users in Indonesia. The data were analyzed using Structural Equation Modeling (SEM) with a variance-based approach (PLS-SEM) to examine both direct and indirect (mediating) effects among variables. The results indicate that social presence and impulsive buying have a significant positive effect on repurchase intention, particularly within the context of social media interaction and digital promotional strategies. Meanwhile, FOMO does not directly influence repurchase intention. However, impulsive buying significantly mediates the relationship between social presence and FOMO with repurchase intention, suggesting that both variables first stimulate impulsive buying behavior, which subsequently enhances repurchase intention. This research contributes theoretically by extending the application of Social Presence Theory and S-O-R Theory in the context of e-commerce consumer behavior in Indonesia. Practically, the findings provide strategic implications for e-commerce platforms and digital marketers to strengthen interactive features and social cues that enhance consumers' emotional engagement and stimulate impulsive buying to increase repurchase intention.
Keywords: Social Presence, Fear of Missing Out (FOMO), Impulsive Buying, Repurchase Intention.

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INTRODUCTION

The digital commerce ecosystem in Indonesia has undergone major changes with the presence of live commerce, a format that integrates real-time streaming video with a live purchase feature. This innovation has evolved from just an add-on feature to a key consumer channel, particularly among millennials and digitally literate Gen Z. By combining product visualization, direct interaction, and entertainment, live commerce creates an immersive shopping experience that appeals to this active, social, and often impulsive generation (Wongkitrungrueng & Assarut, 2020). The significance of this model is confirmed by recent data showing that 83% of respondents in Indonesia access shopping live through e-commerce marketplace, while 69% use social media platforms with integrated shopping features (Rakuten Insight, 2024). The dominance of platforms like TikTok Shop and Shopee Live highlights a market where emotional and interactive engagement is just as important as transactional functionality (Cube, 2024b).

Motivations encouraging consumer participation in live commerce are diverse. While attractive offers are the main driver for 83% of respondents, 65% rate reviews from streamers as important, and 42% consider the session a form of entertainment (Cube, 2024a). This shows that purchasing decisions are not only based on the product's functional needs but are also heavily influenced by emotional, social, and psychological factors, such as a sense of community and real-time interaction (Xu et al., 2020; X. Zhang et al., 2023). In this environment, there are two very strong psychological stimuli: social presence (social presence), namely the perception of intimacy and connectedness with the streamer and other spectators (Ming et al., 2021), as well as Fear of Missing Out (FOMO), which is a form of social anxiety driven by the desire not to miss out on a rewarding experience (Kao & Huang, 2024). These factors are known to trigger impulse buying, a spontaneous, unplanned buying behavior (Zhang & Rosli, 2025).

Although the rapid growth of live commerce and the psychological drivers behind it have attracted increasing academic attention, several important research gaps remain. First, many existing studies primarily focus on technical or platform-related aspects, such as streaming quality, engagement metrics, and conversion rates, while less attention has been given to the underlying psychological mechanisms that shape consumer decision-making in live commerce environments. Second, while previous research has identified the influence of social presence and FOMO on impulse buying, these relationships are often examined in isolation and rarely integrated into a comprehensive behavioral framework that explains subsequent consumer outcomes (Hoang & Dang, 2024; Indriastuti et al., 2024). Third, and more importantly, most studies treat impulse buying as the final behavioral outcome rather than exploring its potential role as a mediating mechanism linking emotional stimuli to longer-term behavioral intentions, such as repurchase intention (Andika et al., 2025; Rinlohokyana & Bismo, 2024). As a result, there remains limited empirical understanding of how impulse buying experiences during live commerce sessions may evolve into sustained consumer loyalty.

Addressing this gap is particularly important in Indonesia's digital economy, where Micro, Small, and Medium Enterprises (MSMEs) serve as the backbone of national economic development. Live commerce has emerged as a strategic channel for MSMEs to expand market reach and engage directly with consumers. However, long-term business sustainability depends not only on generating impulse purchases but also on transforming those purchases into repeat transactions and customer loyalty. Therefore, understanding the mechanisms that link social-emotional stimuli, impulse buying, and repurchase intention is essential for developing effective digital commerce strategies.

Based on these considerations, this study aims to examine consumer behavior in the live commerce ecosystem among Millennials and Gen Z in Indonesia by applying and extending the Stimulus–Organism–Response (S-O-R) framework. Specifically, the objectives of this study are:

1. To analyze the effect of social presence on impulse buying behavior in live commerce.
2. To examine the influence of Fear of Missing Out (FOMO) on impulse buying behavior in live commerce.

3. To investigate the impact of impulse buying on consumers' repurchase intention.
4. To evaluate the mediating role of impulse buying in the relationship between social-emotional stimuli (social presence and FOMO) and repurchase intention.

By integrating psychological stimuli, impulsive behavior, and post-purchase intentions within a single framework, this study contributes to the literature on digital consumer behavior by extending the S-O-R model to explain the transition from emotion-driven impulse purchasing to long-term customer loyalty, particularly in the context of emerging digital markets such as Indonesia.

LITERATURE REVIEW

Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) framework, introduced by Mehrabian & Russell (1974), is a widely used theoretical approach for explaining consumer behavior across various marketing contexts, including the digital environment. This model emphasizes that external stimuli from the environment affect the individual's (organism's) internal psychological and emotional state, ultimately triggering a specific behavioral response. In this study, the SOR framework was adapted to understand impulse purchases among Generation Z and Indonesian Millennials within the live commerce ecosystem. Stimulus is defined as the distinctive elements inherent in live commerce, such as real-time interaction through comments and live chat, a social presence built by streamers and fellow consumers, and a marketing strategy based on FOMO, including limited-time promotions and high viewership. The stimulus causes internal reactions in the form of impulsive buying impulses and FOMO intensity, which then acts as an emotional reinforcement in the decision-making process. Furthermore, the response manifests not only in impulse purchases and direct actions but also in repurchase intent and customer loyalty, which serve as long-term consequences of a positive shopping experience in live commerce.

Impulse purchases in the digital realm show a significant shift compared to similar behaviors in traditional retail environments. Research by Lee and Chen (2021) shows that interactive features and atmospheres built by streamers can weaken consumers' rational judgments and directly affect emotional states that lead to impulsive behavior. This confirms that live commerce serves as a space that can trigger intense emotional engagement, thereby increasing the likelihood of spontaneous purchases among young consumers, who tend to be more responsive to digital stimuli.

Furthermore, live commerce is seen as a unique stimulus that sets it apart from conventional e-commerce platforms by offering a richer interactive experience. Zhang et al. (2023) found that the quality of information and the experience of finding information (information encountering) in live streaming plays an important role in encouraging purchasing behavior through the mediation of consumer inspiration. These findings are reinforced by Zheng et al. (2025), who integrate consumer inspiration into the SOR model to explain purchase intent in live commerce, emphasizing the role of cognitive and emotional processes that are formed during interactions. In addition, consumer-to-consumer interaction and social presence dimensions (Lee & Chen, 2021) are seen as factors that further enrich the stimulus in live commerce, thereby differentiating it significantly from the usual online shopping experience. The relevance of these findings is important in the Indonesian context, given that Generation Z and Millennials are the dominant consumer groups, highly responsive to social- and emotion-based stimuli, thereby making live commerce a potential arena for triggering impulse purchases while fostering long-term loyalty.

Hypotheses Development

Direct Effect of Social Presence on Repurchase Intention

Based on SOR theory, repeat purchase behavior in live-streaming commerce is influenced by external stimuli that trigger an individual's psychological response. In this context, SP acts as

a stimulus that generates perceptions of social closeness, psychological warmth, and trust during real-time interactions between sellers and consumers.

A strong social presence can create warm interpersonal relationships and a sense of emotional engagement, making the shopping experience feel more authentic and enjoyable. This condition increases consumers' tendency to stay connected with the seller and make repeat purchases. Therefore, the higher the level of perceived social presence, the more likely consumers are to demonstrate RI (Farida & Qomariah, 2024; Herzallah et al., 2025). Therefore, the stronger the perceived social presence, the greater the likelihood of repeat purchases or RI.
H1: Social presence has a positive effect on repurchase intention.

Direct Effect of Social Presence on Impulsive Buying

Social presence in live-streaming commerce plays a crucial role in encouraging impulsive buying behavior. Widjaja et al. (2025) demonstrated that social presence can enhance audience interaction and emotional engagement, thus encouraging impulsive buying. Dang & Hoang (2025) asserted that perceived social presence enhances positive emotions and flow states, which trigger spontaneous purchasing decisions. Maharani et al. (2025) found on Shopee Live that real-time interactions with celebrities, such as through auctions, make viewers feel emotionally closer and more motivated to make impulsive purchases. These findings are consistent with Zhang et al. (2023), who stated that social presence increases engagement and influences impulsive buying behavior. Thus, it can be said that the stronger the perceived social presence, the greater the likelihood of impulsive buying.
H2: Social presence has a positive effect on impulsive buying.

Direct Effect of FOMO on Repurchase Intention

FOMO encourages consumers to stay engaged with online shopping platforms through an emotional urge not to miss out on others' experiences. This urge not only triggers spontaneous purchases but also increases the likelihood of returning to platforms that provide similar experiences of urgency and excitement. Recent empirical studies have shown that FOMO has a positive, though relatively weak, effect on repurchase intentions, as consumers triggered by FOMO tend to repeat purchasing behavior on platforms that previously evoked such sensations (Mustikasari et al., 2025). Thus, the hypothesis is formulated that
H3: FOMO has a positive effect on repurchase intention.

Direct Effect of FOMO on Impulsive Buying

FOMO is the fear of missing out on experiences shared by others and is widely used in digital marketing to encourage immediate purchases through messages of urgency and scarcity (Good & Hyman, 2021; Hodkinson, 2019). Several recent studies have consistently shown a positive effect of FOMO on impulsive buying in online commerce (Ahmed et al., 2025; Djamhari et al., 2024; Kumar & Kumar, 2024). Thus, FOMO is a key psychological determinant driving unplanned purchasing behavior.
H4: FOMO has a positive effect on impulsive buying behavior.

Direct Effect of Impulsive Buying on Repurchase Intention

Impulsive buying is defined as spontaneous, unplanned purchasing behavior, typically triggered by a momentary emotional impulse in a digital context (Ngo et al., 2024). Recent studies have shown that pleasurable impulsive experiences, such as promotions, streamer persuasion, or ease of transaction, can create positive post-purchase evaluations, thereby increasing the likelihood of repeat purchases on the same platform (Hou, 2025).

Conversely, in some cases, impulsive buying can lead to regret or cognitive dissonance, which weakens repurchase intentions (Amini & Rahmawati, 2025). However, Chetioui & El Bouzidi (2023) indicate that when impulsive buying results in satisfaction and positive emotions, it directly influences behavioral loyalty, including repurchase intentions.

H5: Impulsive buying has a positive effect on repurchase intention in the context of online shopping.

The Mediation Effect of Impulsive Buying on the Relationship between Social Presence and Repurchase Intention

Social presence in live-streaming commerce enhances perceived psychological closeness with streamers and other viewers, thereby eliciting stronger emotional engagement, which in turn triggers impulsive buying behavior (Dang & Hoang, 2025; Maharani et al., 2025a; Widjaja et al., 2025). Post-purchase literature further shows that such impulse-driven purchases may translate into repeated patronage when the emotional outcome of the impulse purchase is evaluated positively (Chetioui & El Bouzidi, 2023; Hou, 2025). Thus, impulsive buying serves as a psychological mechanism through which social presence affects consumers' willingness to repurchase rather than exerting a direct effect.

H6: Impulsive buying positively mediates the influence of social presence on repurchase intention.

The Mediation Effect of Impulsive Buying on the Relationship between FOMO and Repurchase Intention

FOMO is the fear of missing out on experiences shared by others and has been shown to be exploited in digital marketing through messages of urgency and scarcity (Good & Hyman, 2021; Hodkinson, 2019). Several recent studies have shown that FOMO consistently drives impulsive buying in online shopping contexts (Ahmed et al., 2025; Djamhari et al., 2024; Kumar & Kumar, 2024). Impulsive buying itself is a spontaneous, unplanned purchase triggered by an emotional impulse (Ngo et al., 2024). Although impulsive buying can lead to regret, recent findings confirm that when it results in a positive experience, it increases the likelihood of repeat purchase (Chetioui & El Bouzidi, 2023; Hou, 2025). Thus, impulsive buying logically mediates the influence of FOMO on repurchase intention.

H7: Impulsive buying mediates the effect of FOMO on repurchase intention.

RESEARCH METHOD

Methodologically, this study employs a quantitative research approach using Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) technique to examine the complex causal relationships among social variables (social presence and fear of missing out), psychological variables (impulsive buying), and consumer loyalty outcomes (repurchase intention). This approach allows the study to simultaneously test multiple relationships between constructs and provides robust empirical evidence while supporting the external validity of the proposed research model.

The data used in this study were collected through an online survey administered to consumers who have experience watching and purchasing products through live commerce platforms. The target population consisted of Millennials and Generation Z consumers in Indonesia who have engaged with live-streaming commerce features on platforms such as TikTok Shop, Shopee Live, or similar live commerce environments.

A non-probability sampling technique was employed, specifically purposive sampling, in which respondents were selected based on specific criteria relevant to the research objectives. The criteria included: (1) respondents belonging to the Millennial or Generation Z age group, (2) having watched live-streaming commerce sessions, and (3) having made at least one purchase through live commerce platforms. This approach was considered appropriate because the study specifically targets individuals with relevant experience in live-streaming shopping environments.

Data collection was conducted using a structured questionnaire distributed online through social media platforms and digital communities where live commerce users are commonly active. The questionnaire consisted of measurement items adapted from prior

validated studies on social presence, fear of missing out (FOMO), impulse buying, and repurchase intention. All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Regarding sample size, PLS-SEM analysis follows the minimum sample size rule based on the "10-times rule", which suggests that the sample should be at least ten times the maximum number of structural paths directed at any construct in the model. Given the structure of the proposed model, the minimum recommended sample size was exceeded to ensure sufficient statistical power and reliability of the analysis.

Data Collection and Sampling Size

PLS-SEM analysis in this study follows a two-step approach. The first stage involves evaluating the measurement model (outer model) to assess construct reliability and validity, including indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The second stage focuses on evaluating the structural model (inner model) to examine the hypothesized relationships among constructs, including path coefficients, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2).

Instrument

Table 1. The questionnaire variables with measurement items.

Construct		Measurement item
Social Presence	SP1	Sense of Human Warmth
	SP1	Sense of Human Contact
	SP2	Emotional Connection
	SP4	Awareness of Others
Fear of Missing Out	FOMO1	Fear of Missing Experiences
	FOMO2	Fear of Missing Opportunities
	FOMO3	Social Comparison Pressure
	FOMO4	Urgency to Stay Connected
	FOMO5	Anxiety from Disconnection
Impulsive Buying	IB1	Impulse Buy
	IB2	Purchases Without Thinking About the Consequences
	IB3	Mood Influences Unplanned Buying
	IB4	Strong Urge to Buy
	IB5	Buying Things You Do Not Need
Repurchase Intention	RI1	Intention to Rebuy
	RI2	Likelihood of Repurchase
	RI3	Willingness to Repurchase
	RI4	Preference for Same Brand/Product
	RI5	Recommendation After Repurchase

RESULTS AND DISCUSSION

RESULT

Descriptive statistics

This study involved 157 respondents with diverse characteristics. Regarding the dominant application used, the majority of respondents prefer Shopee (82.8%) over TikTok Shop (17.2%). This indicates that Shopee remains the primary online shopping platform for consumers, especially among young people.

By age, respondents were predominantly 18–23 years old (84.1%), followed by 24–29 years old (11.5%). Meanwhile, the proportion of respondents aged 30–35 years, 36–41 years, and 42–47 years is relatively small. This composition shows that the study identifies the younger generation as the primary users of online shopping.

By gender, most respondents were female (77.1%), while men accounted for only 22.9%. This condition is consistent with the phenomenon that women tend to be more active in online shopping than men. In terms of marital status, respondents were predominantly unmarried (93.6%), while those who were married accounted for only 6.4%.

When viewed in terms of work or daily activities, the majority of respondents were students (84.7%), followed by private employees (5.1%), state civil servants/civil servants (3.8%), self-employed or independent entrepreneurs (3.8%), and housewives and teachers at 1.3% each. These findings suggest that young academic groups, particularly college students, are the main actors in online consumption behavior.

In terms of economic ability, most respondents have monthly expenses below IDR 1,000,000 (58.0%) and in the range of IDR 1,000,000–IDR 5,000,000 (38.2%). Only a small percentage have expenses between IDR 5,000,001 and IDR 15,000,000. This means that the majority of respondents are classified as consumers with low to medium purchasing power.

Meanwhile, the frequency of respondents' online shopping was dominated by 1–3 times per month (47.8%) and less than 1 time per month (28.7%). Others shop 3–5 times per month (15.3%) and more than 6 times per month (8.3%). This shows that online shopping is done in moderation, not a high-frequency activity for most respondents.

Overall, the analysis showed that the study sample was dominated by young, unmarried female students with low to medium monthly expenditure levels. This profile describes a potential segment of digital consumers, namely the younger generation, who are active online shoppers but still consider their purchasing power constraints when determining the frequency and platforms they use for online shopping.

Table 2. Demographic information of the respondents.

Sample characteristics	Category	Sum	Percentage (%)
Dominant applications	Shopee	130	82,80
	TikTok Shop	27	17,20
Age	18–23 Years	132	84,08
	24–29 Years	18	11,46
	30–35 Years	1	0,64
	36–41 years old	1	0,64
	42–47 years old	3	1,91
Gender	Man	26	16,56
	Woman	121	77,07
Marital status	Marry	10	6,37
	Unmarried	147	93,63
Work	Students	2	1,27
	Student	133	84,71
	Private Employees	8	5,10
	State Civil Apparatus	6	3,82
	Self-Employee	6	3,82
	Teachers	2	1,27
Monthly expenses	< IDR 1,000,000	91	57,96
	IDR 1,000,000–5,000,000	60	38,22
	IDR 5,000,001–10,000,000	4	2,55
	IDR 10,000,001–15,000,000	2	1,27
Frequency of online shopping	< 1 Time/Month	45	28,66
	1–3 times/month	75	47,77
	3–5 times/month	24	15,29
	> 6 times/month	13	8,28

Measurement model

Table 3. Measurement model (construct validity and reliability)

Items	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social Presence		0.833	0.889	0.667
SP1	0.799			
SP2	0.872			
SP3	0.804			
SP4	0.747			
Fear of Missing Out		0.768	0.866	0.684
FOMO1	0.686			
FOMO2	0.688			
FOMO3	0.718			
FOMO4	0.795			
FOMO5	0.769			
Impulsive Buying		0.847	0.891	0.621
IB1	0.790			
IB2	0.810			
IB3	0.706			
IB4	0.853			
IB5	0.775			
Repurchase Intention		0.847	0.898	0.688
RI1	0.805			
RI2	0.843			
RI3	0.863			
RI4	0.645			
RI5	0.749			

Based on Table 3, the overall measurement model meets the reliability and validity criteria. Composite Reliability values (0.866-0.898) and Cronbach's Alpha (≥ 0.768) indicate good internal consistency. However, the convergent validity evaluation identified several items with factor loadings below the 0.70 threshold, namely SP5, FOMO1, FOMO2, IB3, and RI4. Based on the convergent validity evaluation using the standards of Hair et al. (2019), items with factor loadings below the critical value of 0.70 were deemed inadequate and therefore removed from the model.

Table 4. Heterotrait-Monotrait ratio (HTMT)

Factor	SP	FOMO	IB	RI
SP		0.484	0.381	0.661
FOMO				
IB		0.644		
RI		0.365	0.496	

Table 5. Fornell-Lacker Criterion

Factor	SP	FOMO	IB	RI
SP	0.782	0.389	0.330	0.561
FOMO		0.733		
IB		0.531	0.788	
RI		0.313	0.445	0.785

Table 6. Cross Loading

Items	SP	FOMO	IB	RI
SP1	**0.799**	0.290	0.206	0.465
SP2	**0.872**	0.278	0.298	0.504
SP3	**0.804**	0.359	0.343	0.383
SP4	**0.747**	0.251	0.195	0.518
FOMO1	0.275	**0.686**	0.328	0.123
FOMO2	0.377	**0,688**	0.405	0.368
FOMO3	0.340	**0.718**	0.354	0.210
FOMO4	0.261	**0.795**	0.437	0.237
FOMO5	0.149	**0.769**	0.395	0.149
IB1	0.189	0.398	**0.790**	0.320
IB2	0.205	0.478	**0.810**	0.235
IB3	0.234	0.341	**0.706**	0.328
IB4	0.382	0.437	**0.853**	0.547
IB5	0.246	0.438	**0.775**	0.254
RI1	0.421	0.292	0.439	**0.805**
RI2	0.444	0.269	0.428	**0.843**
RI3	0.479	0.247	0.383	**0.863**
RI4	0.414	0.235	0.196	**0.645**
RI5	0.452	0.183	0.262	**0.749**

The measurement model was first evaluated to ensure the constructs' distinctiveness. Discriminant validity was robustly established using three established criteria. Firstly, all Heterotrait-Monotrait (HTMT) ratio values were substantially below the conservative threshold of 0.90, with the highest value recorded at 0.661 (Hair et al., 2019). Secondly, in accordance with the Fornell-Larcker criterion, the square root of the Average Variance Extracted (AVE) for each construct was greater than its correlations with all other constructs. For example, the square root of AVE for Social Presence (0.782) exceeded its highest correlation with any other variable. Finally, a cross-loadings assessment confirmed that all indicators loaded more strongly on their intended construct than on any other. Collectively, these results provide strong evidence of discriminant validity, justifying the progression to the structural model analysis.

The structural model was examined to test the hypothesized relationships. The results, summarized in Table 7, indicate mixed support for the proposed hypotheses. The analysis revealed a strong, significant, and positive direct effect of Social Presence on Repurchase Intention, thereby supporting H1. Furthermore, Social Presence was also found to have a significant positive influence on Impulsive Buying, confirming H2, although the strength of this relationship was more modest.

In contrast, the posited direct path from FOMO to Repurchase Intention (H3) was not supported, as the relationship was found to be non-significant. The theoretical justification for proposing this relationship was exploratory in nature. While previous studies consistently identify Fear of Missing Out (FOMO) as a psychological driver that stimulates immediate and spontaneous purchasing behavior, particularly impulsive buying, its influence on longer-term behavioral outcomes such as repurchase intention remains less clear in the literature. FOMO typically generates a sense of urgency and anxiety about missing limited opportunities, which encourages consumers to act quickly in the moment rather than develop a deliberate commitment to future purchases. However, a strong and significant positive effect of FOMO on Impulsive Buying was observed, providing support for H4. As hypothesized, Impulsive Buying itself was a significant and positive predictor of Repurchase Intention, thereby supporting H5.

Regarding the mediation hypotheses, the analysis confirmed significant indirect effects. The path from Social Presence to Repurchase Intention through Impulsive Buying was significant,

indicating that Impulsive Buying acts as a partial mediator and supports H6. Similarly, a significant mediating role of Impulsive Buying was found in the relationship between FOMO and Repurchase Intention. This finding suggests that while FOMO does not directly influence Repurchase Intention, it exerts a significant indirect effect by fostering Impulsive Buying tendencies, thus supporting H7.

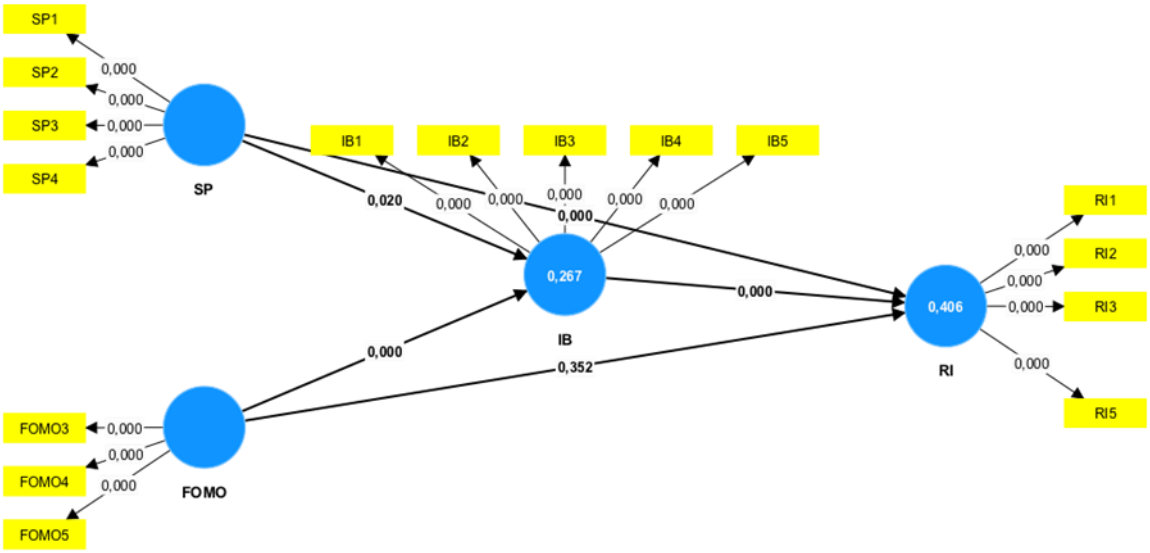

Figure 1. Bootstrapping (Inner model with t-values)

Table 7. Hypotheses Test

	Hypotheses	Path Coeff	P Values	Result
H1	SP > RI	0,470	0,000	Supported
H2	SP > IB	0,200	0,020	Supported
H3	FOMO > RI	-0,072	0,352	Not Supported
H4	FOMO > IB	0,423	0,000	Supported
H5	IB > RI	0,345	0,000	Supported
H6	SP > IB > RI	0,069	0,022	Mediation
H7	FOMO > IB > RI	0,146	0,001	Mediation

Discussion

This study extends the Stimulus–Organism–Response (S-O-R) framework by explaining how psychological stimuli in live-streaming commerce shape consumers' post-purchase behavioral intentions through different psychological pathways. The findings reveal that social presence (SP), fear of missing out (FOMO), and impulsive buying (IB) play distinct roles in influencing repurchase intention (RI).

First, the results confirm that social presence functions as a critical relational stimulus within live commerce environments. Consistent with the S-O-R framework, SP operates as an external stimulus that creates perceptions of interpersonal warmth, immediacy, and psychological closeness between consumers and streamers. These relational cues reduce perceived uncertainty and foster trust, which ultimately encourages consumers to develop stronger behavioral intentions toward the seller or platform. This finding aligns with previous studies emphasizing the role of social interaction and real-time communication in building trust and loyalty in social commerce environments (Farida & Qomariah, 2024; Herzallah et al., 2025). In the context of live commerce, interactive features such as real-time chat, direct product demonstrations, and immediate responses from streamers enhance the perception that consumers are engaging in a social interaction rather than merely participating in a transactional

process. As a result, social presence strengthens consumers' psychological attachment and increases their willingness to repurchase.

Second, the results indicate that social presence also significantly increases impulsive buying behavior. This finding suggests that interactive environments in live commerce not only foster relational trust but also stimulate emotional arousal that encourages spontaneous purchasing decisions. In live-streaming contexts, product demonstrations, real-time recommendations, and peer interactions often create a sense of immediacy and excitement that reduces cognitive deliberation. As a consequence, consumers become more likely to make quick purchasing decisions without extensive evaluation. Previous studies similarly show that highly interactive digital environments tend to increase impulsive consumption behavior because they amplify emotional engagement and reduce psychological distance between consumers and sellers (Maharani et al., 2025; Widjaja et al., 2025; Zhang et al., 2023). Therefore, SP plays a dual role in live commerce: it simultaneously strengthens relational loyalty and triggers spontaneous buying behavior that can lead to repeat purchases.

Third, the findings demonstrate that impulsive buying positively influences repurchase intention. Although impulsive purchases are traditionally associated with temporary satisfaction and post-purchase regret, this study suggests that impulsive buying can also serve as an entry point for loyalty formation when the post-purchase experience is satisfactory. In live commerce environments, consumers who experience positive product quality, reliable delivery, and satisfactory service after an impulsive purchase may reinterpret their spontaneous decision as a rewarding consumption experience. This positive reinforcement can transform impulsive behavior into repeated purchasing patterns. Similar conclusions have been reported in prior research, indicating that impulsive purchases do not necessarily undermine long-term customer relationships if consumers perceive value and satisfaction after the purchase (Hou, 2025; Ngo et al., 2024). Thus, impulsive buying may function as an initial stage in the development of behavioral loyalty rather than merely representing irrational consumption.

An important and somewhat unexpected finding of this study is that FOMO does not have a direct effect on repurchase intention. This result suggests that the psychological mechanism underlying FOMO differs from that of social presence. While SP builds relational trust and attachment, FOMO primarily operates as a short-term emotional trigger that generates urgency and psychological pressure. Consumers experiencing FOMO are typically motivated by the fear of missing limited-time deals, exclusive promotions, or trending products during live-streaming sessions. As a result, their decision-making process is largely reactive and situational rather than reflective or commitment-oriented. Because FOMO-driven decisions are motivated by immediate opportunity rather than long-term value evaluation, they do not automatically translate into sustained loyalty toward a specific seller or platform.

Another explanation relates to the highly dynamic and competitive nature of live commerce environments. Consumers who experience FOMO are often motivated to explore multiple streams, sellers, or platforms in search of the best deals. This opportunity-seeking behavior may encourage frequent switching between brands rather than strengthening attachment to a single seller. Consequently, FOMO may stimulate purchasing activity but does not necessarily foster stable repurchase intentions.

However, the findings also reveal that FOMO significantly influences impulsive buying, which in turn leads to repurchase intention. This indicates that the influence of FOMO on loyalty is indirect and mediated through impulsive buying behavior. From the perspective of the S-O-R framework, FOMO functions as a stimulus that activates emotional arousal within the organism stage, which then manifests as impulsive purchasing behavior before influencing behavioral responses. This pattern suggests that FOMO becomes behaviorally meaningful only when it triggers an impulsive action that later results in a satisfying consumption experience. Previous research has similarly identified FOMO as a psychological driver that intensifies impulsive consumption in digital environments (Ahmed et al., 2025; Djamhari et al., 2024; Kumar & Kumar, 2024). Therefore, the role of FOMO in shaping loyalty is conditional: it

requires the presence of impulsive behavior and a positive post-purchase experience to ultimately translate into repurchase intention.

Overall, these findings refine the S-O-R framework by demonstrating that different emotional stimuli influence consumer behavior through distinct psychological pathways in live commerce environments. Social presence contributes to loyalty both directly and indirectly through impulsive buying, whereas FOMO primarily functions as an affective trigger that requires impulsive action to generate long-term behavioral outcomes.

CONCLUSION

This study contributes to the growing literature on live-streaming commerce by explaining how social and psychological mechanisms influence repurchase intention through the Stimulus–Organism–Response (SOR) framework. The findings demonstrate that social presence plays a central role in shaping post-purchase behavior. Through real-time interaction, visual cues, and perceived social closeness during live streaming sessions, social presence fosters trust and emotional connection between sellers and consumers, which directly encourages repurchase intention. In addition, social presence also increases impulsive buying tendencies, suggesting that interactive communication in live commerce environments can simultaneously strengthen relational attachment and stimulate spontaneous purchasing decisions.

In contrast, fear of missing out (FOMO) does not directly influence repurchase intention. This finding indicates that urgency-based psychological pressure alone is insufficient to generate long-term behavioral commitment. Instead, FOMO primarily functions as a short-term emotional trigger that stimulates impulsive buying. When consumers act upon this impulse and subsequently experience satisfactory outcomes from their purchase, impulsive buying can transform into repurchase intention. Thus, the results highlight the mediating role of impulsive buying in translating situational emotional stimuli into longer-term behavioral intentions.

From a practical perspective, these findings provide several implications for live commerce practitioners and Micro, Small, and Medium Enterprises (MSMEs). First, sellers should prioritize strategies that strengthen social presence during live streaming sessions. This can be achieved by maintaining active interaction with viewers, responding to comments in real time, acknowledging customers personally, and providing detailed and authentic product demonstrations. Such practices help build emotional engagement and trust, which are essential in fostering repeat purchase behavior.

Second, although FOMO-driven tactics such as limited-time promotions, flash sales, or countdown offers can effectively stimulate impulsive purchases, sellers should avoid relying solely on urgency-based marketing strategies. Excessive pressure may increase short-term transactions but does not necessarily foster long-term loyalty. Therefore, these strategies should be combined with relationship-building efforts that enhance consumer satisfaction and trust.

Third, the findings emphasize the importance of post-purchase experience in converting impulse purchases into repeat buying behavior. MSMEs should ensure consistent product quality, reliable delivery, and responsive customer service after transactions occur. Follow-up communication, such as order updates, appreciation messages, or after-sales support, can reinforce positive emotions and increase the likelihood of future purchases.

Despite its contributions, this study has several limitations. First, the study focuses on a limited sample within the context of livestreaming commerce, which may restrict the generalizability of the findings to other digital commerce environments. Second, the cross-sectional research design limits the ability to capture changes in consumer behavior over time. Third, the study concentrates on a specific set of psychological variables, while other potentially relevant factors, such as perceived value, trust in the platform, or streamer credibility, were not included in the model.

Future Research Directions

Despite its contributions, this study has several limitations that open opportunities for future research. First, this study focuses on Millennials and Gen Z consumers in the context of live commerce in Indonesia. Future studies could expand the scope by including other demographic segments, such as older consumers or different cultural contexts, to examine whether the psychological mechanisms identified in this study operate similarly across diverse consumer groups.

Second, the model in this study primarily examines social presence and FOMO as external stimuli influencing impulsive buying and repurchase intention. Future research may consider incorporating additional psychological or contextual variables that may further explain consumer behavior in live commerce, such as perceived trust, perceived value, entertainment value, or streamer credibility. These variables may provide a more comprehensive understanding of how emotional and cognitive factors interact in shaping consumer responses.

Third, this study uses a cross-sectional research design, which captures consumer perceptions at a single point in time. Future studies could employ longitudinal or experimental approaches to better observe how impulse-driven purchases evolve into long-term loyalty over time and to examine causal relationships more robustly.

Finally, given the rapid development of live commerce technologies, future research could explore the role of emerging features such as artificial intelligence-based recommendations, virtual influencers, or gamification elements in influencing consumer engagement and purchasing behavior. Investigating these technological developments may provide deeper insights into the evolving dynamics of digital consumer behavior in live commerce ecosystems.

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