FOMO (Fear Of Missing Out) and social media influencers: Exploring their impact on impulsive buying behavior among young TikTok users in Tra Vinh City

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ARTICLE INFO	ABSTRACT

The rapid evolution of social media platforms, particularly TikTok, has transformed consumer behavior, driving impulsive purchasing trends among young users. TikTok Shop's innovative "shoppertainment" model seamlessly blends entertainment with shopping, fostering unplanned purchases. This study integrates the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and the black box model of consumer behavior to provide a comprehensive understanding of the factors influencing impulsive buying behavior among young people in Tra Vinh City. By focusing on Fear Of Missing Out (FOMO), social media influencers, perceived enjoyment, trust, price, and discounts, and impulsiveness, the study reveals significant psychological and environmental drivers of consumer behavior in social commerce. Based on 320 valid responses, Structural Equation Modeling (SEM) reveals that FOMO and influencers enhance perceived enjoyment by 21.7% and 17.7%, respectively, significantly contributing to impulsive buying behavior. The urgency to avoid missing out and the credibility of influencers create engaging shopping experiences that encourage spontaneous purchases. Additionally, price and discounts positively impact impulsive buying, while trust strengthens consumer confidence. These insights suggest that businesses on TikTok Shop can boost customer engagement and drive sales by implementing FOMO-driven campaigns, partnering with credible influencers, and maintaining transparency in product information and customer support.

1. Introduction

In the digital age, e-commerce has become an essential shopping channel worldwide, driving significant changes in consumer behavior. In Vietnam, e-commerce has experienced remarkable growth, achieving a revenue of $20.5 billion in 2023, accounting for approximately 7.8 - 8% of total retail sales and service revenue (Ministry of Industry and Trade of Vietnam, 2024). Forecast project that e-commerce revenue will exceed 310 trillion VND in 2024, representing a 35% growth compared to the previous year.

Amid this competitive landscape, TikTok Shop has emerged as a leading platform, combining entertainment and shopping in a unique "shoppertainment" model. TikTok Shop

has made significant progress since its launch in Vietnam in April 2022. By Q3 2023, it achieved a revenue of 10.122 trillion VND, expanding its market share from 3% (Q3 2022) to 16% within a year (Metric, 2022). Its success lies in leveraging short videos, livestream sales, and promotional campaigns to influence consumer behavior. According to ByteDance, TikTok had 67.72 million users aged 18 and above in Vietnam by early 2024 (DataReportal, 2024). Of these, 83% were attracted by video advertisements, and 89% reported making unplanned purchases after watching videos on the platform (TikTok, 2021). These statistics underline TikTok Shop's effectiveness in engaging younger demographics, a group highly responsive to emerging trends.

With a population exceeding one million, Tra Vinh is undergoing a significant economic transformation. In the first half of 2024, the province's retail sales revenue reached 21.989 trillion VND, marking a 20.67% increase compared to the same period last year, while GRDP growth was estimated at 10.27% (General Statistics Office, 2024). Local policies have supported the activation of over 150,000 e-commerce accounts in the province, showcasing nearly 1,300 products, including over 110 OCOP-certified items (Vietnam Union of Science and Technology Associations, 2024). TikTok Shop, with its integration of entertainment and shopping, is rapidly becoming a popular platform in the region, offering businesses and sellers significant opportunities to tap into this market.

While the rapid adoption of TikTok Shop across Vietnam signals a significant shift in consumer behavior, critical gaps remain in understanding its unique effects on impulsive buying. Existing studies on TikTok primarily focus on its roles in marketing, education, or tourism, but often overlook the nuanced interplay of factors like Fear Of Missing Out (FOMO), social media influencers, and perceived enjoyment in driving unplanned purchases. Specifically, the concept of FOMO - one of the key psychological triggers amplified by TikTok's real-time promotions and limited-time offers - has not been fully examined in the context of its influence on enjoyment and subsequent impulsive behavior.

Moreover, little research has been conducted in economically developing regions like Tra Vinh, where the adoption of e-commerce platforms is rising but faces unique challenges such as digital literacy and infrastructure limitations. Unlike metropolitan areas such as Ho Chi Minh City or Hanoi, where consumer behaviors have been extensively studied, Tra Vinh presents a unique environment to explore how younger demographics respond to TikTok Shop's "shoppertainment" model. Understanding these dynamics is crucial as local businesses increasingly adopt TikTok Shop as a competitive channel.

This research, therefore, addresses a critical gap by examining how TikTok Shop's features, such as short videos, live-streaming, and promotional campaigns, influence impulsive buying behavior among young consumers in Tra Vinh City. By focusing on the combined effects of FOMO, social media influencers, and perceived enjoyment, this study offers new insights into the psychological and contextual drivers of impulsive purchases. Furthermore, it aims to provide actionable strategies for businesses to capitalize on these factors, particularly in less-researched regions with high growth potential like Tra Vinh.

This study seeks to address the following questions:

1. What factors on TikTok most strongly influence the impulsive buying behavior of young consumers in Tra Vinh City?

2. How do variables like FOMO, social media influencers, and TikTok's unique features impact such behavior?

3. How can businesses leverage these factors to enhance user engagement and boost sales?

By analyzing the effects of FOMO and social media influencers on perceived enjoyment and impulsive buying behavior among young consumers in Tra Vinh City, this research aims to provide practical solutions for optimizing strategies on TikTok Shop while contributing to the growth of Vietnam's e-commerce market.

2. Theoretical basis

2.1. Literature review

This study integrates the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), and the black box model of consumer behavior to investigate the impacts of Fear Of Missing Out (FOMO) and social media influencers on perceived enjoyment and impulsive buying behavior among young people on TikTok in Tra Vinh City. These theories were selected due to their complementary strengths in explaining the psychological, technological, and environmental aspects of consumer behavior in a social commerce context.

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), expands the Theory of Reasoned Action (TRA) by incorporating perceived behavioral control to account for actions not entirely under volitional control. TPB is particularly relevant to this study as it explains how behavioral intentions, influenced by attitudes, subjective norms, and perceived behavioral control, drive impulsive buying behavior. For instance, trust in influencers or platforms can enhance perceived control and foster unplanned purchasing decisions.

The Technology Acceptance Model (TAM), proposed by Davis (1989), emphasizes user acceptance of technology, focusing on perceived usefulness and ease of use. These factors significantly influence perceived enjoyment, as platforms like TikTok rely on user-friendly interfaces and engaging features to enhance shopping experiences. In this study, TAM provides a framework to understand how perceived enjoyment mediates the impact of FOMO and influencers on impulsive buying behavior.

The black box model of consumer behavior, articulated by Kotler (1967), explains how external stimuli, such as marketing campaigns or influencer endorsements, interact with internal responses (needs, perceptions, and attitudes) to shape observable consumer behaviors. This model highlights the role of FOMO and influencers as external stimuli that trigger impulsive buying decisions through heightened emotional engagement.

By integrating these theories, the study provides a comprehensive understanding of the mechanisms driving impulsive buying behavior on TikTok. For example, perceived enjoyment acts as a key mediator, translating the urgency created by FOMO and the credibility of influencers into spontaneous purchases. Trust, while initially considered, aligns with TPB as it influences perceived behavioral control, but was excluded from the final model due to limited significance in this specific context.

2.2. Research hypotheses

2.2.1. Fear Of Missing Out (FOMO)

The psychological phenomenon "Fear Of Missing Out" (FOMO) has been widely applied in the marketing field to stimulate consumers' impulsive buying behavior. FOMO positively influences consumers' perceived enjoyment in impulsive purchasing activities on online shopping platforms like Shopee Live and TikTok Live (Lutviari et al., 2024). FOMO triggers anxiety when consumers fear missing out on attractive shopping opportunities,

prompting them to engage in unplanned purchasing activities. This enhances their sense of enjoyment as they make immediate buying decisions during livestream sessions. In other words, this behavior arises from the desire to fulfill short-term emotions, as consumers feel connected and unwilling to miss out on unique experiences. Based on this, the study tests the relationship between FOMO and consumers' perceived enjoyment through the following hypothesis:

H1: Fear of Missing Out (FOMO) positively affects young consumers' perceived enjoyment on the TikTok platform

2.2.2. Social media influencers

Consumers' emotional attachment to a brand is often influenced by the reputation of celebrities, social media influencers, and the brand itself (Özer et al., 2022). Social media influencers, who are primarily content creators with expertise in specific fields, attract a large following and play a significant role in shaping consumers' perceptions. Consumers are more likely to engage with influencers perceived as experts on brands and products (Lou & Yuan, 2019). When influencers possess in-depth product knowledge and effective communication skills, they can enhance viewers' satisfaction and enjoyment. Hemsley-Brown (2023) highlights a strong connection between the reputation of social media influencers and consumers' brand perceptions, which can lead to impulsive buying behavior. Perceived enjoyment, defined as the level of satisfaction and excitement experienced during the online shopping process, depends not only on product performance but also on the overall shopping experience (Häubl & Trifts, 2000). A more enjoyable shopping experience increases the likelihood of impulsive purchases. Based on this, the authors propose the following hypothesis to examine the influence of social media influencers on consumers' perceived enjoyment:

H2: Social media influencers positively affect young consumers' perceived enjoyment on the TikTok platform

2.2.3. Perceived enjoyment

Positive emotions in consumers include excitement, enjoyment, relaxation, and inspiration (Verhagen & van Dolen, 2011). As satisfaction levels increase while using online platforms, the likelihood of consumers making impulsive purchases rises significantly. This stems from the stimulating effect of perceived enjoyment experienced by consumers. The role of perceived enjoyment as a mediating factor is highlighted by studies showing a positive relationship between enjoyment and impulsive buying tendencies on e-commerce platforms (Xiang et al., 2016). Previous research by Floh and Madlberger (2013), Saad and Metawie (2015) also revealed a similar mediating relationship between perceived enjoyment and online impulsive buying behavior. Accessing websites often brings a sense of enjoyment, which motivates consumers to engage in actions like online shopping (Ingham et al., 2015). Sometimes, viewers watch videos seeking enjoyment and feel satisfied with the shared content, which directly influences their immediate purchasing decisions. Based on this, the authors propose the following hypothesis to examine the impact of perceived enjoyment on impulsive buying behavior:

H3: Perceived enjoyment positively influences impulsive buying behavior among young people on TikTok

2.2.4. Trust

Trust is a core factor that fosters reliability among consumers when shopping online (Kim & Han, 2009). Wu et al. (2016) also highlighted that consumer trust in e-commerce

websites directly influences purchase decisions, even in the presence of risks. Komiak and Benbasat (2004) emphasized that customers' trust levels could be affected by their perceptions of information transmitters (such as influencers or sellers) and trust in the promoted product, underscoring the critical role of credible information disseminators. Mahliza (2020), Alam and Usman (2021) affirmed that trust is essential, positively influencing purchase intentions and driving successful transactions in e-commerce. Given this, the authors propose examining whether trust influences impulsive buying behavior through the hypothesis:

H4: Trust positively influences impulsive buying behavior among young people on TikTok

2.2.5. Price and discounts

Building on the studies of Prihastama (2016), Wahyudi (2017), consumer tendencies to engage in uncontrolled buying behaviors are often driven by sales promotion stimuli, particularly price reductions or discounts. These promotional tactics effectively trigger positive consumer responses, increasing the likelihood of impulsive purchases. Price remains one of the most influential factors motivating online shopping behavior (Huang & Chien, 2011). Product pricing strategies, including retail price reductions on selected items, act as powerful marketing tools to attract customers and create competitive advantages, significantly impacting cross-product purchase decisions (Zhu et al., 2018). Beyond influencing buying behavior, discounts enhance consumers' perceived enjoyment of the shopping experience, adding excitement and satisfaction to the process (Lee et al., 2021). Moreover, price plays a critical role not only in driving purchasing decisions but also in shaping customer satisfaction throughout the shopping journey (Haws et al., 2017). Based on this, the authors propose the following hypothesis to examine the influence of price and discounts on impulsive buying behavior among young TikTok users:

H5: Price and discounts positively influence impulsive buying behavior among young people on TikTok

2.2.6. Impulsiveness

Impulsiveness serves as a key driver of online impulsive buying behavior, representing consumers' inclination to make unplanned purchasing decisions with minimal reflection. According to Beatty and Ferrell (1998), impulsiveness is characterized by "the tendencies (1) to feel sudden and spontaneous urges to make immediate purchases and (2) to act on these urges with limited conscious thought or consideration of potential consequences" (Beatty & Ferrell, 1998, p. 174). Consumers with high levels of impulsiveness are more likely to engage in impulsive buying (Youn & Faber, 2000). Furthermore, highly impulsive consumers interacting with quality e-commerce platforms demonstrate stronger tendencies for impulsive purchases compared to less impulsive individuals (Wells et al., 2011). This highlights the interplay between individual impulsiveness and the quality of online shopping experiences in enhancing impulsive buying behavior. Liu et al. (2013) also emphasize that impulsive consumers are more susceptible to being drawn into purchasing decisions without careful evaluation. Based on this, the authors propose the following hypothesis to examine the impact of impulsiveness on impulsive buying behavior among young TikTok users:

H6: Impulsiveness positively influences impulsive buying behavior among young people on TikTok

Figure 1

Research Model
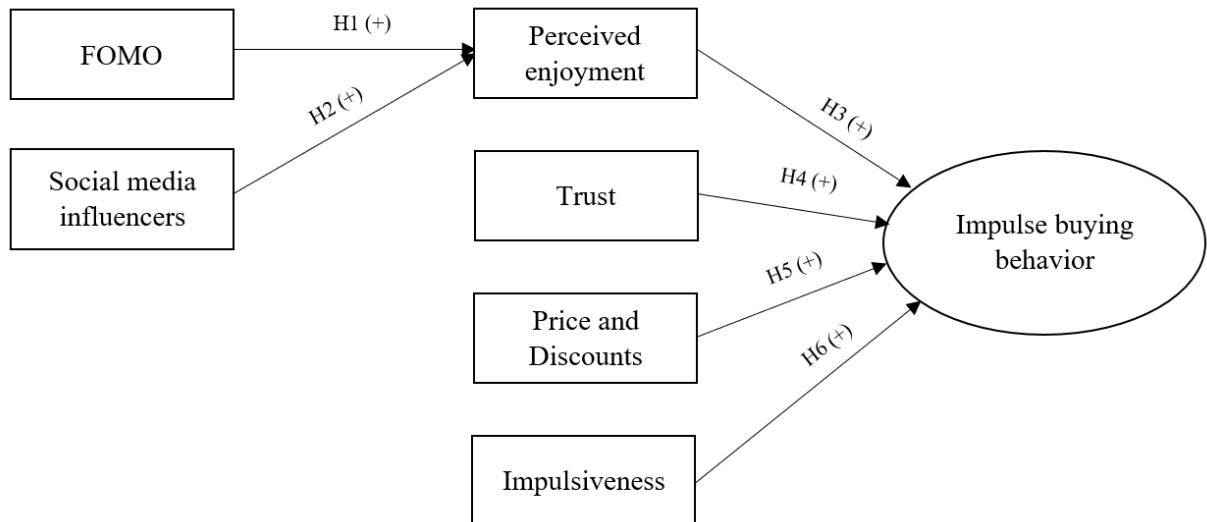
Note. The authors

3. Methodology

3.1. Data collection

The data for this study was collected through an online survey targeting individuals aged 16 to 35 residing in Tra Vinh, who have previously made purchases on TikTok Shop. A total of 320 valid responses were obtained, focusing on participants with prior experience on the platform to ensure the relevance of the data to impulsive buying behavior.

The survey employed a convenient sampling method, chosen for its cost-effectiveness, time efficiency, and widespread use in similar studies. This approach effectively engaged the target audience, particularly individuals active on digital platforms like TikTok. The survey questions were adapted from validated scales established in prior research, including Rook and Fisher (1995), Beatty and Ferrell (1998), Pham and Nguyen (2017). These scales were pre-tested with 10 participants to ensure clarity and relevance, aligning with TikTok's unique features such as livestream shopping and interactive experiences.

3.2. Measurements

The measurement process was conducted in two stages. In the qualitative phase, relevant literature was reviewed to identify key constructs and develop a preliminary measurement scale. Semi-structured interviews with three consumer behavior experts refined the scale, ensuring it accurately captured the nuances of impulsive buying behavior on TikTok.

In the quantitative phase, a finalized questionnaire using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) was administered to young TikTok users in Tra Vinh, along with demographic questions. Data analysis was performed using SPSS 26, where frequency analysis described respondent demographics. Cronbach's Alpha assessed the reliability of the scales, and Exploratory Factor Analysis (EFA) validated the measurement model's structure. Confirmatory Factor Analysis (CFA) further confirmed the constructs' validity and reliability, while Structural Equation Modeling (SEM) evaluated the relationships and significance of factors influencing impulsive buying behavior within the proposed model.

4. Results and discussion

4.1. Research sample

Table 1 presents demographic information about the respondents, including gender, marital status, age, income, purchase frequency, and occupation. The diverse sample highlights the characteristics of TikTok users and their purchasing behaviors on the platform.

Table 1

Demographic Information of Respondents

Classification	Categories	Frequency	Percent (%)
Gender	Male	114	35.6
	Female	206	64.4
Marital status	Single	284	88.8
	Marriage	19	5.9
	Other	17	5.3
Age	15 - 25 years old	286	89.4
	26 - 35 years old	34	10.6
Income (VND)	< 01 million	81	25.3
	01 - 05 million	138	43.1
	05 - 10 million	78	24.4
	> 10 million	23	7.2
Purchase frequency	0 - 01 time/month	57	17.8
	02 - 03 times/month	144	45
	04 - 05 times/month	96	30
	More than 05 times/month	23	7.2
Occupation	Student/University student	200	62.5
	Worker	45	14.1
	Office employee	28	8.8
	Freelancer	22	6.9
	Other	25	7.8

Note. Data analysis result of the research

Gender and age: The majority of respondents are female (64.4%), suggesting that women are more engaged with shopping on TikTok than men (35.6%). Most respondents are aged 15 - 25 (89.4%), consistent with the study's focus on younger generations, while only 10.6% are aged 26 - 35.

Marital status: The sample is predominantly single (88.8%), highlighting that single individuals are more likely to spend time on entertainment activities such as shopping and browsing TikTok.

Income: The largest proportion of respondents earn between 01 to 05 million VND per month (43.1%), followed by those earning less than 01 million VND (25.3%) and those in the 05 to 10 million VND range (24.4%). Only 7.2% have incomes exceeding 10 million VND, indicating that TikTok Shop users primarily belong to middle-income groups.

Occupation: Students constitute the majority of respondents (62.5%), followed by workers (14.1%) and office employees (8.8%). This suggests that TikTok is particularly appealing to younger demographics, especially students.

Purchase frequency: Most respondents shop on TikTok 02 - 03 times per month (45%), indicating regular engagement. Meanwhile, 30% of user's shop 04 - 05 times monthly, and 7.2% shop more than five times monthly, reflecting active shopping habits among a segment of users.

Table 2 summarizes the suggestions provided by respondents aimed at improving the TikTok shopping experience.

Table 2

User Suggestions for Improving TikTok Shopping

Suggestions	Frequency	Percent (%)
Increase the number of promotional vouchers	80	25
Enhance product quality	83	25.9
Improve customer experience during live sessions	20	6.3
Increase product information transparency	45	14.1
Strengthen return policies and support	39	12.2
Shorten delivery time	20	6.3
Other	33	10.3

Note. Data analysis result of the research

The data reveal that users prioritize increasing the number of promotional vouchers (25%) and enhancing product quality (25.9%). These factors highlight the importance of perceived value, encompassing both price and quality. Additionally, product information transparency (14.1%) and improved return policies (12.2%) are significant concerns, reflecting the need for a reliable and user-friendly shopping experience.

While aspects such as improving live shopping interactions (6.3%) and shortening delivery times (6.3%) received lower attention, they remain relevant, especially for younger users who value efficiency and engaging experiences.

4.2. Reliability analysis using Cronbach's Alpha

The measurement scale is considered acceptable if it meets two criteria: eliminating variables with a correlation coefficient with the total score smaller than 0.3, and ensuring the Cronbach's Alpha coefficient of the scale is greater than 0.6 (Nunnally, 1978). A measurement scale is considered highly reliable when the Cronbach's Alpha coefficient exceeds 0.8 (Dinh, 2020). All observed variables met these criteria and were retained for further Exploratory Factor Analysis (EFA). Table 3 summarizes the results:

Table 3

Reliability Analysis Results

Source	Scale	Coding	Cronbach's Alpha	Item-Total Correlation
Lutviari et al. (2024)	Fear of Missing Out (BL)	BL1	0.857	0.664
		BL2		0.668
		BL3		0.625
		BL4		0.658
		BL5		0.665
		BL6		0.609
Herlina (2023)	Social media influencers (AH)	AH1	0.883	0.680
		AH2		0.728
		AH3		0.768
		AH4		0.724
		AH5		0.674
		AH6		0.599
Herlina (2023); Lutviari et al. (2024)	Perceived enjoyment (TT)	TT1	0.863	0.546
		TT2		0.587
		TT3		0.732
		TT4		0.743
		TT5		0.714
		TT6		0.623
Herlina (2023); Pham and Nguyen (2017); Tran and Tran (2023)	Trust (NT)	NT1	0.841	0.543
		NT2		0.717
		NT3		0.687
		NT4		0.708
		NT5		0.590
Herlina (2023); Lutviari et al. (2024); Nguyen (2019); Tran and Tran (2023)	Price and Discounts (GG)	GG1	0.863	0.665
		GG2		0.645
		GG3		0.643
		GG4		0.668
		GG5		0.686
		GG6		0.642

Source	Scale	Coding	Cronbach's Alpha	Item-Total Correlation
Liu et al. (2013); Nguyen (2019); Pham and Nguyen (2017); Tran and Tran (2023)	Impulsivenes (NH)	NH1	0.858	0.620
		NH2		0.659
		NH3		0.636
		NH4		0.716
		NH5		0.653
		NH6		0.633
Herlina (2023); Lutviari et al. (2024); Nguyen (2019); Nguyen et al. (2020); Tran and Tran (2023)	Impulse buying behavior (HV)	HV1	0.893	0.713
		HV2		0.653
		HV3		0.687
		HV4		0.683
		HV5		0.747
		HV6		0.688
		HV7		0.679

Note. Data analysis result of the research

4.3. Exploratory Factor Analysis (EFA)

The author employed the Principal Component method to extract factors. The Exploratory Factor Analysis (EFA) of the independent variables resulted in a KMO coefficient of 0.850, while the mediating variables and dependent variables yielded KMO coefficients of 0.844 and 0.908, respectively. All variables demonstrated KMO values greater than 0.5. Furthermore, the significance value (Sig.) in Bartlett's Test of Sphericity was less than 0.05 (0.000), indicating sufficient correlation among the items.

Table 4

Rotated Factor Matrix

Factor	Code	Component				
		1	2	3	4	5
EFA for Independent Variables						
Social media influencers (AH)	AH3	0.826				
	AH4	0.823				
	AH2	0.792				
	AH1	0.780				
	AH5	0.773				
	AH6	0.710				

Factor	Code	Component				
		1	2	3	4	5
Price and Discounts (GG)	GG5		0.783			
	GG4		0.778			
	GG1		0.772			
	GG2		0.758			
	GG6		0.741			
	GG3		0.725			
Impulsiveness (NH)	NH4			0.802		
	NH2			0.765		
	NH5			0.761		
	NH6			0.747		
	NH3			0.739		
	NH1			0.726		
Fear of Missing Out (BL)	BL5				0.765	
	BL1				0.746	
	BL2				0.752	
	BL4				0.751	
	BL6				0.749	
	BL3				0.732	
Trust (NT)	NT1					0.840
	NT2					0.793
	NT3					0.788
	NT4					0.735
	NT5					0.654
Eigenvalues	2.374					
Total Variance Explained (%)	61.182					
EFA for Mediator Variables						
Perceived enjoyment (TT)	TT4	0.840				
	TT3	0.830				
	TT5	0.815				
	TT6	0.743				
	TT2	0.710				
	TT1	0.672				
Eigenvalues	3.568					
Total Variance Explained (%)	59.470					

Factor	Code	Component				
		1	**2**	**3**	**4**	**5**
EFA for Dependent Variables						
Impulse buying behavior (HV)	HV5	0.826				
	HV1	0.800				
	HV3	0.777				
	HV6	0.777				
	HV4	0.775				
	HV7	0.769				
	HV2	0.747				
Eigenvalues		4.279				
Total Variance Explained (%)		61.124				

Note. Data analysis result of the research

4.4. Structural Equation Modeling (SEM) analysis

The structural model was tested after confirming the reliability and validity of the measurement model. The fit indices met the following criteria:

CMIN/df = 1.654 (≤ 5, Bentler & Bonett, 1980).

CFI = 0.918 (> 0.9).

TLI = 0.912 (> 0.9).

RMSEA = 0.45 (< 0.08, Hu & Bentler, 1995; Garver & Mentzer, 1999).

Additionally, the estimation coefficients for all parameters in the model are statistically significant at the 5% level, indicating that the measurement model fits the observed data well.

Based on the Estimate table, the author has compiled the necessary information for hypothesis testing (Table 6) as follows:

Table 6

Result of Analyzing the SEM Model

Ho	Relationships			Estimate	Estimate Standardized	P value	Results
H1	TT	←	BL	0.238	0.217	0.000	Approved
H2	TT	←	AH	0.172	0.177	0.005	Approved
H3	HV	←	TT	0.192	0.203	0.000	Approved
H4	HV	←	NT	0.106	0.100	0.041	Approved
H5	HV	←	GG	0.276	0.247	0.000	Approved
H6	HV	←	NH	0.854	0.598	0.000	Approved

Note. Data analysis result of the research

The SEM results reveal that all six hypotheses (H1 - H6) were supported (p < 0.05). Among these, impulsiveness (NH) (β = 0.598) had the strongest direct effect on impulsive

buying behavior (HV), followed by price and discounts (GG) (β = 0.247). FOMO (BL) (β = 0.217) and social media influencers (AH) (β = 0.177) significantly enhanced perceived enjoyment (TT), which in turn influenced impulsive buying behavior (β = 0.203).

These findings align with the literature, confirming that perceived enjoyment mediates the effects of FOMO and influencers on impulsive purchases (Floh & Madlberger, 2013; Lutviari et al., 2024). However, the weaker impact of trust (NT) (β = 0.100, p = 0.041) highlights the unique dynamics of TikTok, where entertainment may override concerns about trust in purchasing decisions.

5. Conclusion

5.1. Discussion

This study provides critical insights into the factors influencing impulsive buying behavior among young people on TikTok Shop, including FOMO, social media influencers, perceived enjoyment, price/discounts, trust, and impulsiveness. The results confirm that FOMO and influencers significantly enhance perceived enjoyment, a key mediator that drives impulsive buying behavior. Among the direct factors, impulsiveness and price and discounts were the strongest predictors, while trust showed a weaker impact. These findings align with prior research highlighting the importance of emotional and psychological triggers in online shopping environments (Floh & Madlberger, 2013; Lutviari et al., 2024).

Theoretically, this research contributes to the integration of TPB, TAM, and the Black Box Model by demonstrating the interplay of psychological (e.g., FOMO, impulsiveness) and environmental factors (e.g., social media influencers) in shaping consumer behavior on social commerce platforms. By emphasizing perceived enjoyment as a mediating factor, this study extends prior applications of TPB and TAM by incorporating emotional engagement and entertainment-driven shopping experiences unique to TikTok Shop (Verhagen & van Dolen, 2011; Xiang et al., 2016). These findings highlight how time-sensitive strategies and influencer credibility amplify consumer engagement, providing a new perspective on impulsive buying behavior in digital environments.

5.2. Implications

The findings suggest actionable strategies for businesses on TikTok Shop to enhance consumer engagement and drive impulsive purchases. Time-sensitive campaigns, such as flash sales or limited quantity promotions, combined with countdown timers during live streams, can effectively create urgency and encourage immediate purchases. This aligns with previous findings indicating that FOMO-driven offers heighten consumer excitement and urgency (Lutviari et al., 2024).

Businesses should also prioritize collaborations with credible influencers who resonate with their target audience. Influencers with strong communication skills and experience in livestreaming can foster trust and create personalized shopping experiences that stimulate impulsive behavior. Research by Lou and Yuan (2019) confirms that consumers are more likely to trust and engage with influencers perceived as knowledgeable and credible.

Moreover, businesses should focus on improving the overall user experience. High-quality video content, detailed product descriptions, and real-time interaction during livestreams can enhance perceived enjoyment and reduce consumer uncertainty (Verhagen & van Dolen, 2011). Clear return policies and efficient customer support further strengthen trust and foster long-term customer loyalty (Kim & Han, 2009; Wu et al., 2016). Lastly, pricing strategies such

as regular discounts or odd pricing can attract younger, price-sensitive consumers and increase perceived value, driving repeat purchases (Lee et al., 2021; Zhu et al., 2018).

For young consumers, understanding marketing tactics like FOMO-driven campaigns is essential for making informed decisions. While time-sensitive offers may be enticing, consumers should evaluate whether the products align with their actual needs. Engaging in livestream sessions provides an opportunity to assess product details and ask questions directly to sellers, helping consumers make more confident purchases. Previous studies have highlighted the value of interactive experiences in building trust and improving the shopping experience (Xiang et al., 2016). By relying on trustworthy sources like authentic reviews, consumers can minimize risks and ensure a positive shopping experience.

5.3. Limitations and future research

This study has several limitations that may affect the generalizability of its findings. First, the geographic focus on Tra Vinh City limits the applicability of the results to other regions, especially urban areas with distinct consumer behaviors. Second, the sample predominantly includes female respondents, with a high proportion aged 16 - 25, which introduces demographic bias and may not reflect the behaviors of older or male consumers. Additionally, the reliance on convenience sampling, while practical, may not fully represent the broader population, reducing the validity of the findings. These limitations are consistent with concerns raised in prior research on sampling methods in social commerce studies (Lutviari et al., 2024; Pham & Nguyen, 2017).

Future research should expand the demographic and geographic scope to provide a more comprehensive understanding of impulsive buying behavior. Including respondents from diverse age groups, genders, and locations would enhance the generalizability of the results. Furthermore, mixed-methods approaches, such as combining surveys with in-depth interviews or focus groups, could provide deeper insights into consumer motivations and emotional drivers (Floh & Madlberger, 2013).

Future studies could explore other dimensions of consumer behavior beyond impulsive buying, such as sustainable consumption practices, the impact of negative experiences (e.g., mistrust or dissatisfaction), and the role of community engagement in social commerce. Comparing TikTok Shop with other e-commerce platforms, such as Shopee or Lazada, would also offer valuable cross-platform insights, shedding light on platform-specific dynamics and competitive strategies.

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NO CONFLICT OF INTEREST STATEMENT

All authors declare that they have no conflict of interest.

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