

Research Article

The Effect of Fomo, Perceived Scarcity, and Price Discounts on Impulse Buying Behavior in Tiktok Shop

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Abstract: This study aims to analyze the influence of Fear of Missing Out (FOMO), perceived scarcity, and price discounts on impulsive buying behavior among TikTok Shop users in Banyumas Regency. Impulsive buying behavior is often triggered by digital marketing strategies that emphasize urgency, viral trends, and limited-time offers. This research employed a quantitative approach with a survey method. Data were obtained through an online questionnaire distributed to 140 respondents who are active TikTok Shop users residing in Banyumas Regency. The sampling technique used was purposive sampling with the criteria that respondents had made purchases within the last six months. Data were analyzed using multiple linear regression. The results showed that FOMO had a positive and significant effect on impulsive buying behavior, perceived scarcity had a positive and significant effect on impulsive buying behavior, and price discounts also had a positive and significant effect on impulsive buying behavior. Simultaneously, these three variables contributed to encouraging impulsive buying behavior among TikTok Shop consumers in Banyumas Regency. These findings are expected to provide insights for making more prudent purchasing decisions.

Keywords: FOMO; impulsive buying; perceived scarcity; price discount; TikTok Shop.

1. Introduction

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The development of digital technology and social media has significantly transformed marketing strategies. TikTok, which initially served solely as an entertainment platform, has now evolved into an effective marketing medium with the TikTok Shop feature, which enables direct in-app transactions, from product selection to purchase. This serves as a form of social commerce (Yusriyah, 2023). TikTok's high accessibility encourages impulsive purchases triggered by emotional impulses. Its inclusive features make it easy to use for all groups, while social media transforms conventional activities into virtual ones, both through live shopping and digital promotions. These changes provide significant opportunities for businesses to reach a wider market (A. D. Puspitasari et al., 2023).

Impulse buying is a widespread business phenomenon in Indonesia. Christanto & Haryanti (2021) noted that up to 80% of purchases in certain categories are impulsive. One factor driving this is the emergence of Fear of Missing Out (FOMO), the fear of missing out on valuable moments or opportunities. Laini et al. (2024) stated that the convenience of online shopping increases the tendency for impulsive buying, while research by N. D. Sari et al. (2025) found that FOMO has only a small influence on purchasing decisions.

Besides FOMO, perceived scarcity is also a factor that triggers impulsive buying behavior. Rahma et al. (2022) showed that scarcity messages have a significant positive influence on impulsive buying. Meanwhile, according to Zaidan & Sukresna (2021), perceived scarcity can increase a product's appeal because consumers tend to feel more enthusiastic about purchasing when they realize the product is limited.

Furthermore, price discounts have a significant positive effect on impulse buying behavior. Consumers are encouraged to buy when offered a lower price than usual because they perceive a greater benefit. This finding is consistent with research by Nadia & Budi (2022), which confirms that price discounts can increase product appeal and encourage consumers to make purchases.

Given the mixed results of previous research, this study is crucial to re-examine the influence of FOMO, perceived scarcity, and price discounts on impulse buying behavior, particularly among TikTok Shop consumers in Banyumas Regency. This region was chosen because it has shown significant growth in digital platform usage, both by consumers and local MSMEs, which have begun utilizing TikTok Shop as a promotional tool.

2. Proposed Method

This study employed a quantitative approach with a survey design. The research location was Banyumas Regency, with data collection taking place from June to July 2025. The study population consisted of active TikTok Shop users, with respondents having made a purchase in the past six months. A purposive sampling technique was used to select 140 respondents.

The research instrument, a questionnaire with a five-point Likert scale, covered the variables of FOMO, perceived scarcity, price discounts, and impulse buying. Each variable was operationalized into several indicators, whose validity and reliability were tested before use.

3. Results and Discussion

The characteristics of the respondents in this study show that the majority are women (68.6%), while men are 31.4%. In terms of expenditure per transaction, 70% spend Rp30,000–Rp150,000, while 30% spend more than Rp150,000. Meanwhile, the income of most respondents is in the range of Rp1,000,000–Rp1,999,999 (47.1%) and Rp2,000,000–Rp2,999,999 (31.4%). A small portion of the other income is below Rp1,000,000 and Rp3,000,000–Rp4,000,000 (8.6% each), and more than Rp4,000,000 (4.3%).

In data analysis, the validity test showed that all statement items in the questionnaire were declared valid, with a calculated r value greater than r table (0.166), which indicates the correctness of the measurement. The reliability test also showed positive results, where all variables - FOMO, Perceived Scarcity, price discounts and impulsive buying - were declared reliable with a Cronbach's Alpha value of more than 0.60, which indicates high internal consistency. The results of the classical assumption test showed that the data were normally distributed (Asymp.Sig. 0.200 > 0.05), there was no multicollinearity (VIF value < 10 and Tolerance > 0.1 for all variables), and there were no symptoms of heteroscedasticity (Sig value, > 0.05 for all variables).

Multiple linear regression analysis produces a regression equation $Y = -3.966 + 0.402X_1 + 0.601X_2 + 0.510X_3 + e$. The constant of -3.966 indicates impulsive buying if all independent variables are zero, the coefficient for FOMO (0.402) shows a positive influence, while the coefficient for Scarcity (0.601), on the other hand the coefficient for Price Discount (0.510) shows a positive influence. Hypothesis testing shows that (X1) FOMO has a significant positive effect on Impulsive Buying Behavior, (t count = 5.941: Sig. = < 0.001 < 0.05) so that H1 is accepted. (X2) Perceived scarcity has a significant positive effect on Impulsive Buying Behavior, (t count = 7.291: Sig. = < 0.001 < 0.05) so that H2 is accepted. (X3) Price Discount has a significant positive effect on Impulsive Buying Behavior. (t count = 6.282: Sig. = < 0.001 < 0.05) so that H3 is accepted. The coefficient of determination (R²) value of 0.713 shows that 71.3% of the variation in impulsive buying can be explained by the independent variable, the rest is influenced by other models 28.7%.

The discussion of the results of this study describes the influence of each variable (FOMO, perceived scarcity, discount) on impulsive buying behavior.

3.1. The Influence of FOMO on Impulse Buying Behavior

FOMO has a significant positive effect on impulse buying behavior. These results align with Alfian (2024), who showed that FOMO drives consumers to make quick decisions without rational consideration due to the fear of missing out. Within the S-O-R theory framework, promotional content, viral trends, and time constraints act as stimuli that trigger anxiety and curiosity (organisms), thus driving the response of impulsive buying.

3.2. The Influence of Perceived Scarcity on Impulse Buying Behavior

Scarcity has a significant positive effect on impulse buying behavior. This finding aligns with Erna Diana Yanti et al. (2025), who demonstrated that product limitations increase consumers' emotional urge to purchase immediately, and Rosiqin & Setiyo Pambudi (2025), who asserted that stock and time scarcity strategies encourage consumers to feel compelled to purchase immediately. Similarly, Zakiyah et al. (2025) demonstrated that flash sales and double-date events can stimulate impulsive buying behavior. Within the S-O-R theory framework, promotional messages such as "limited stock" or "flash sale" act as stimuli that trigger feelings of anxiety and urgency (organism), resulting in a response in the form of an impulsive buying decision.

3.3. The Effect of Price Discounts on Impulse Buying

Price discounts have a significant positive effect on impulse buying behavior. This finding aligns with F. Latief (2025) and Sapa Lenny et al. (2023), who showed that price discounts encourage consumers to exceed their initial needs while triggering an emotional impulse to make spontaneous purchases. Within the S-O-R theory framework, discounts act as an external stimulus in the form of large price cuts or limited-time promotions that evoke feelings of excitement and fear of missing out.

4. Conclusions

Based on an analysis of 140 TikTok Shop user respondents in Banyumas Regency, multiple linear regression results indicate that FOMO, perceived scarcity, and price discounts each have a significant positive effect on impulse buying. The higher the level of FOMO, the greater the tendency for consumers to make unplanned purchases. Perceived product scarcity also encourages consumers to buy immediately when they perceive a limited supply. Meanwhile, price discounts emerged as the most dominant factor because they create the perception of significant benefits and trigger spontaneous purchasing decisions. Thus, emotional marketing elements have proven effective in encouraging unplanned consumer behavior on social e-commerce platforms like TikTok Shop.

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