JSSH (Jurnal Sains Sosio Humaniora)
Vol. 10 (2), 2026
https://online-journal.unja.ac.id/jssh
e-ISSN: **2580-2305;** p-ISSN: **2580-1244**

The Effect of Short-Form Videos on Impulse Buying: The Mediating Role of Emotional Arousal and the Moderating Role of Fear of Missing Out (FOMO)

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ARTICLE INFO

Keywords:
Short-form Video, *Emotional Arousal*, *Impulse Buying*, *Fear of Missing Out* (FOMO), *Social Commerce*

DOI:
10.22437/jssh.v10i2.58171

Received:
June 15th, 2026

Reviewed:
June 18th, 2026

Accepted:
July 3rd, 2026

ABSTRACT

The rise of social commerce platforms that integrate short-form video creates a more engaging shopping experience, which can influence consumer purchasing behavior. This study aims to analyze the influence of short-form video on impulse buying, with emotional arousal as a mediator and fear of missing out (FOMO) as a moderator, among Generation Z TikTok users in Indonesia. The study employs a quantitative approach using a survey method with 140 respondents and is analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that short-form videos have a positive and significant effect on emotional arousal with a coefficient of 0.712 and a p-value of 0.000, emotional arousal has a positive and significant effect on impulse buying with a coefficient of 0.156 and a p-value of 0.021, and emotional arousal mediates the effect of short-form videos on impulse buying with a coefficient of 0.111 and a p-value of 0.020. Furthermore, FOMO was found to positively moderate the relationship between emotional arousal and impulse buying with a coefficient of 0.082 and a p-value of 0.043. These findings indicate that emotional responses and FOMO play a significant role in explaining impulsive buying behavior on short-form video-based social commerce platforms.

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1. Introduction

The rapid growth of e-commerce has transformed consumer purchasing behavior from conventional transactions to digital shopping. In Indonesia, e-commerce recorded a growth rate of 30.5% in 2024, reflecting the increasing role of digital platforms in consumers' purchasing activities (GoodStats, 2024). Along with this development, social commerce has emerged by integrating social networking and online shopping into a single platform, enabling consumers to discover products, interact with sellers, and complete purchases without leaving the application. Among various social commerce platforms, TikTok Shop has become one of the fastest-growing marketplaces due to its integration of entertainment-oriented content and seamless purchasing features.

TikTok has experienced remarkable user growth in Indonesia, making it one of the country's most influential social media platforms. According to DataReportal (2024), TikTok

had approximately 126.8 million users aged 18 years and above in Indonesia, representing around 64.8% of the adult population. Unlike conventional e-commerce platforms, TikTok Shop relies heavily on short-form videos that combine entertainment and product promotion within a highly engaging environment. Such content effectively captures users' attention and stimulates emotional responses because product information is delivered in an attractive, concise, and immersive format (Abhiram & Geeta, 2025). Consequently, short-form video has become an important marketing strategy capable of influencing consumers' purchase decisions.

Generation Z represents the most active user segment of TikTok Shop. Growing up in a digital environment, Generation Z is highly accustomed to visual content, interactive media, and instant access to information, making them more responsive to short-form video content than previous generations (Shanthi et al., 2023). Their intensive exposure to entertaining promotional content increases the likelihood of making spontaneous purchases driven by emotional reactions rather than deliberate evaluation (Qureshi et al., 2025). As a result, impulse buying has become a prominent consumer behavior among Generation Z in social commerce environments.

The relationship between short-form video and impulse buying can be explained through the Stimulus–Organism–Response (S-O-R) theory proposed by Mehrabian and Russell (1974). According to this theory, external environmental stimuli influence an individual's internal psychological state before producing a behavioral response. In this study, short-form video functions as the external stimulus, while emotional arousal represents the internal emotional state experienced by consumers. Consumer engagement, defined as the level of consumers' cognitive, emotional, and behavioral involvement with marketing content (Hollebeek et al., 2014), strengthens consumers' interaction with short-form videos and intensifies the emotional responses generated by such content. These emotional reactions subsequently encourage impulse buying behavior as the behavioral response.

Besides emotional arousal, impulse buying behavior is also associated with Fear of Missing Out (FOMO), which refers to the apprehension that others may be having rewarding experiences from which one is absent (Przybylski et al., 2013). On TikTok Shop, consumers are frequently exposed to viral products, positive customer reviews, and limited-time promotional campaigns through short-form videos. Such exposure creates social validation and a sense of urgency, encouraging consumers to make immediate purchase decisions. Previous studies suggest that individuals with higher levels of FOMO are more likely to experience stronger emotional reactions toward marketing stimuli, thereby increasing their tendency to engage in impulse buying (Azhar, 2025).

Although previous studies have investigated the relationships among short-form video, emotional arousal, FOMO, and impulse buying, the existing literature remains fragmented. Kurniawati and Umam (2025) primarily examined the role of FOMO in explaining impulse buying behavior without considering consumers' emotional responses to marketing content. Meanwhile, Abhiram and Geeta (2025) explored the influence of short-form video on impulse buying through emotional arousal but did not incorporate FOMO as a moderating factor. Consequently, limited research has simultaneously integrated short-form video as a marketing stimulus, emotional arousal as a mediating mechanism, and FOMO as a moderating variable within a single theoretical framework, particularly in the context of Generation Z users of TikTok Shop in Indonesia.

Therefore, this study addresses the existing research gap by developing an integrated model based on the Stimulus–Organism–Response (S-O-R) theory. Specifically, this study examines the effect of short-form video on impulse buying, investigates the mediating role of

emotional arousal, and analyzes the moderating effect of FOMO among Generation Z TikTok Shop users in Indonesia. The findings are expected to enrich the literature on consumer behavior in social commerce while providing practical insights for digital marketers in designing more effective short-form video marketing strategies.

2. Literature Review

2.1 Short-form Video

Short-form video refers to brief video content designed to deliver information effectively through a combination of visual, audio, and engaging storytelling (Riwayanto & Zahra, 2024). In digital marketing, short-form videos have become an effective promotional medium because they can quickly capture consumers' attention, present product information in an attractive format, and stimulate initial consumer responses toward marketed products (Wahyudi et al., 2025). Within social commerce platforms such as TikTok Shop, short-form videos not only provide product information but also create immersive shopping experiences that encourage consumer engagement. Therefore, this study defines short-form video as brief promotional video content that serves as a marketing stimulus capable of influencing consumers' psychological and behavioral responses.

2.2 Emotional Arousal

Emotional arousal refers to the intensity of an individual's emotional activation resulting from exposure to external stimuli (Mehrabian & Russell, 1974). According to the Stimulus–Organism–Response (S-O-R) theory, emotional arousal represents the internal psychological state that mediates the relationship between environmental stimuli and behavioral responses. In digital marketing, emotionally appealing content can evoke feelings such as excitement, pleasure, or enthusiasm, which subsequently influence consumers' purchasing decisions (Herliani et al., 2025). Accordingly, emotional arousal in this study is defined as the level of emotional activation experienced by consumers after being exposed to short-form video content on TikTok Shop.

2.3 Impulse Buying

Impulse buying refers to spontaneous purchasing behavior that occurs without prior planning and is primarily driven by emotional impulses rather than rational evaluation (Rook, 1987). In social commerce environments, impulse buying is often stimulated by attractive promotional content, social interaction, and engaging shopping experiences that reduce consumers' deliberation before making purchase decisions (Hermawan & Dermawan, 2023). Therefore, impulse buying in this study is defined as consumers' tendency to make immediate and unplanned purchases in response to marketing stimuli encountered on TikTok Shop.

2.4 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is defined as the pervasive apprehension that others may be having rewarding experiences from which an individual is absent (Przybylski et al., 2013). In digital environments, continuous exposure to trending products, influencer recommendations, and user-generated content can intensify consumers' fear of missing valuable opportunities or experiences (Yuwono & Fitriyah, 2025). Such psychological pressure may encourage consumers to make quicker purchasing decisions to avoid feeling left behind. Therefore, this study defines FOMO as a psychological condition characterized by consumers' concern about missing consumption opportunities, which motivates immediate purchasing behavior.

2.5 The Effect of Short-form Video on Emotional Arousal

Short-form video serves as a digital marketing stimulus that influences consumers' psychological states. Engaging and easily understandable content can enhance consumers' emotional involvement by evoking feelings of interest, enjoyment, and excitement during content interaction (Abhiram & Geeta, 2025). Therefore, greater exposure to short-form video is expected to increase consumers' emotional arousal (Zeta et al., 2025).

H1: Short-form video positively affects emotional arousal.

2.6 The Effect of Emotional Arousal on Impulse Buying

Emotional arousal reflects consumers' emotional activation after being exposed to external stimuli. Higher emotional arousal encourages consumers to rely more on affective responses than rational evaluation when making purchase decisions (Chan et al., 2021). Consequently, stronger emotional arousal is expected to increase consumers' tendency toward impulse buying (Yanti et al., 2025).

H2: Emotional arousal positively affects impulse buying.

2.7 The Mediating Role of Emotional Arousal

In digital marketing, engaging short-form video content can evoke consumers' emotional arousal, which subsequently encourages spontaneous purchasing behavior (Yanti et al., 2025). As emotional activation increases, consumers become more likely to engage in impulse buying after being exposed to digital marketing stimuli (Suwito & Susilowati, 2025). Therefore, emotional arousal is proposed as a mediating variable linking short-form video to impulse buying.

H3: Emotional arousal mediates the relationship between short-form video and impulse buying.

2.8 The Moderating Role of Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) refers to the concern of missing valuable experiences or opportunities enjoyed by others, which motivates individuals to act immediately (Solikha & Putranto, 2025). In the context of social commerce, consumers with higher levels of FOMO are more likely to translate emotional responses into impulsive purchasing behavior (Li et al., 2025). Therefore, FOMO is proposed as a moderating variable that strengthens the relationship between emotional arousal and impulse buying.

H4: Fear of Missing Out (FOMO) moderates the relationship between emotional arousal and impulse buying.

2.9 Conceptual Framework

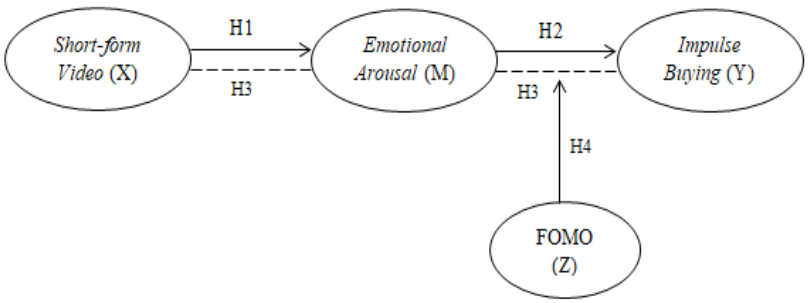

Figure 1 Conceptual Framework

3. Research Methodology

3.1 Research Design

This study employed a quantitative research design using a cross-sectional survey to examine the relationships among short-form video, emotional arousal, Fear of Missing Out (FOMO), and impulse buying among Generation Z users of TikTok Shop in Indonesia. A quantitative approach was considered appropriate because it enables the empirical testing of the proposed conceptual model and hypotheses based on the Stimulus–Organism–Response (S-O-R) theory. Data were collected at a single point in time using a structured online questionnaire distributed through Google Forms.

3.2 Participants

The target population comprised Generation Z consumers in Indonesia who had experience using TikTok Shop and had watched short-form videos featuring product promotions. Participants were selected using a purposive sampling technique to ensure that respondents met the research criteria. The inclusion criteria were: (1) belonging to Generation Z (aged 18–27 years), (2) actively using TikTok, (3) having watched product-related short-form videos on TikTok Shop, and (4) having impulse buying products through TikTok Shop. A total of 140 responses were obtained and used for data analysis.

3.3 Instruments

Data were collected using a structured questionnaire consisting of two sections: respondent demographic information and measurement items for the research constructs. All constructs were measured using previously validated scales adapted to the context of TikTok Shop and assessed using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Short-form video was measured using indicators adapted from Hollebeek et al. (2014), emotional arousal was measured based on Mehrabian and Russell (1974), impulse buying was measured using the scale developed by Rook and Fisher (1995), and FOMO was measured using the scale proposed by Przybylski et al. (2013).

3.4 Data Analysis Procedures

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The analysis consisted of two stages. First, the measurement model (outer model) was evaluated by examining convergent validity, discriminant validity, and construct reliability. Second, the structural model (inner model) was assessed through the coefficient of determination (R^2), hypothesis testing using the bootstrapping procedure, mediation analysis of emotional arousal, and moderation analysis of FOMO. A hypothesis was considered supported when the p-value was less than 0.05.

4. Findings

4.1 Measurement Model Assessment

4.1.1 Convergent Validity

The Average Variance Extracted (AVE) values for all constructs are presented in Table 2. Emotional arousal, FOMO, impulse buying, and short-form video achieved AVE values of 0.687, 0.666, 0.610, and 0.615, respectively. All values exceeded the recommended threshold of 0.50, indicating that each construct explained more than 50% of the variance in its corresponding indicators. These findings confirm that all constructs demonstrated adequate convergent validity and were therefore suitable for further analysis.

Table 1. Average Variance Extracted (AVE)

Variabel Penelitian	*Average Variance Extracted* (AVE)
Emotional arousal **(M)**	0.687
FOMO (Z)	0.666
Impulse buying **(Y)**	0.610
Short-form video **(X)**	0.615

4.1.2. Discriminant Validity

Table 2 presents the cross-loading values for all measurement indicators. Each indicator exhibited the highest loading on its corresponding construct compared with the other constructs, indicating that the indicators were more strongly associated with their intended latent variables than with other constructs in the model. These results confirm that the measurement model achieved satisfactory discriminant validity, demonstrating that each construct was empirically distinct and measured a unique concept.

Table 2. Cross Loading

	Emotional arousal **(M)**	**FOMO (Z)**	***Impulse buying*** **(Y)**	***Short-form video*** **(X)**
M1	**0.818**	0.609	0.573	0.557
M2	**0.873**	0.633	0.609	0.593
M3	**0.836**	0.553	0.525	0.582
M4	**0.780**	0.530	0.489	0.551
M5	**0.833**	0.638	0.585	0.658
X2	0.534	0.339	0.243	**0.786**
X3	0.553	0.397	0.254	**0.767**
X4	0.538	0.395	0.330	**0.819**
X5	0.563	0.386	0.294	**0.784**
X6	0.594	0.413	0.362	**0.763**
Y1	0.444	0.613	**0.735**	0.292
Y2	0.520	0.657	**0.806**	0.338
Y3	0.554	0.645	**0.808**	0.265
Y4	0.590	0.640	**0.773**	0.335
Y5	0.529	0.608	**0.702**	0.332
Y6	0.541	0.672	**0.772**	0.347
Y7	0.536	0.732	**0.820**	0.302
Y8	0.452	0.604	**0.769**	0.187
Y9	0.560	0.740	**0.838**	0.273
Z1	0.652	**0.836**	0.706	0.505
Z2	0.545	**0.720**	0.586	0.426
Z3	0.604	**0.837**	0.748	0.363
Z4	0.491	**0.780**	0.630	0.385
Z5	0.578	**0.853**	0.751	0.379
Z6	0.636	**0.861**	0.689	0.371

4.1.3. Construct Reliability

Table 3 presents the reliability assessment of the measurement model using Cronbach's alpha and Composite Reliability (CR). All constructs achieved Cronbach's alpha values ranging from 0.843 to 0.920 and Composite Reliability values ranging from 0.889 to 0.934, exceeding the recommended threshold of 0.70. These findings indicate that all constructs possess satisfactory internal consistency and reliability, confirming that the measurement instruments consistently captured their respective latent constructs.

Table 3. Construct Reliability

Variabel Penelitian	*Cronbach's alpha*	*Composite Reliability*
***Emotional arousal* (M)**	0.886	0.916
FOMO (Z)	0.899	0.923
***Impulse buying* (Y)**	0.920	0.934
***Short-form video* (X)**	0.843	0.889

4.2. Structural Model Assessment

Table 4 presents the coefficient of determination (R^2) for the endogenous constructs. The R^2 value for emotional arousal was 0.506, indicating that short-form video explained 50.6% of the variance in emotional arousal. Meanwhile, the R^2 value for impulse buying was 0.733, suggesting that short-form video, emotional arousal, and Fear of Missing Out (FOMO) collectively explained 73.3% of the variance in impulse buying. According to commonly accepted guidelines for PLS-SEM, these results indicate that the proposed model demonstrates moderate explanatory power for emotional arousal and substantial explanatory power for impulse buying. Therefore, the structural model exhibits satisfactory predictive capability in explaining consumers' impulse buying behavior on TikTok Shop.

Table 4. R-Square

Variabel Penelitian	*R-square*
***Emotional arousal* (M)**	0.506
***Impulse buying* (Y)**	0.733

4.3. Hypothesis Testing

4.3.1. Direct Effect

Table 5 presents the results of the direct effects analysis obtained through the bootstrapping procedure. The findings indicate that short-form video had a positive and significant effect on emotional arousal ($\beta = 0.712$, $t = 12.285$, $p < 0.001$), supporting H1. This result suggests that engaging short-form video content effectively stimulates consumers' emotional responses. Furthermore, emotional arousal exerted a positive and significant effect on impulse buying ($\beta = 0.156$, $t = 2.026$, $p = 0.021$), supporting H2. This finding indicates that consumers experiencing higher levels of emotional arousal are more likely to make spontaneous purchasing decisions on TikTok Shop.

Table 5. Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
***Short-form video* (X) -> *Emotional arousal* (M)**	0.712	0.711	0.058	12.285	0.000
***Emotional arousal* (M) -> *Impulse buying* (Y)**	0.156	0.164	0.077	2.026	0.021

4.3.2 Indirect Effect

Table 6 presents the results of the mediation analysis. The indirect effect of short-form video on impulse buying through emotional arousal was positive and statistically significant ($\beta = 0.111$, $t = 2.055$, $p = 0.020$), supporting H3. These findings indicate that emotional arousal mediates the relationship between short-form video and impulse buying. In other words, exposure to engaging short-form video content enhances consumers' emotional arousal, which subsequently increases their tendency to engage in impulse buying on TikTok Shop.

Table 6. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Short-form video **(X) -> *Emotional arousal*** **(M) -> *Impulse buying*** **(Y)**	0.111	0.116	0.054	2.055	0.020

4.3.3 Moderating Effect

Table 7 presents the results of the moderation analysis. The interaction effect between Fear of Missing Out (FOMO) and emotional arousal on impulse buying was positive and statistically significant (β = 0.082, t = 1.714, p = 0.043), supporting H4. These findings indicate that FOMO strengthens the positive relationship between emotional arousal and impulse buying. In other words, consumers with higher levels of FOMO are more likely to translate their emotional arousal into impulsive purchasing behavior when exposed to marketing stimuli on TikTok Shop.

Table 7. Moderating Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
FOMO (Z) x *Emotional arousal* **(M) -> *Impulse buying*** **(Y)**	0.082	0.072	0.048	1.714	0.043

5. Discussion

5.1. The Effect of Short-form Video on Emotional Arousal

Based on the hypothesis testing results, short-form video was found to have a positive and significant effect on emotional arousal, with a t-statistic of 12.285 and a p-value of 0.000. This finding indicates that the more engaging the short-form video content presented on TikTok Shop, the stronger the emotional responses experienced by consumers when interacting with promoted products on the social commerce platform. This result is consistent with the study conducted by Abhiram and Geeta (2025), which suggested that the characteristics of short-form videos, including dynamic visuals, concise storytelling, and social interaction features, are capable of evoking consumers' feelings of interest, enjoyment, and excitement.

Furthermore, the R^2 value of 0.506 for emotional arousal indicates that short-form video has a moderate ability to explain consumers' emotional activation. This finding reinforces the role of short-form video as an effective marketing stimulus in generating consumers' emotional responses within the social commerce environment. According to Zeta et al. (2025), consumers' attention and engagement while watching digital content can strengthen the emotional responses they experience. Therefore, the more attractive, interactive, and engaging the video content is, the greater the level of emotional arousal experienced by consumers while browsing products on TikTok Shop.

5.2. The Effect of Emotional Arousal on Impulse Buying

Based on the hypothesis testing results, emotional arousal was found to have a positive and significant effect on impulse buying, with a t-statistic of 2.026 and a p-value of 0.021. These findings indicate that the stronger the emotional responses experienced by consumers, the

greater their tendency to engage in impulse buying. This result is consistent with Chan et al. (2021), who reported that heightened emotional arousal reduces consumers' tendency to engage in rational evaluation, thereby increasing the likelihood of impulsive purchasing behavior.

Within the TikTok Shop environment, this condition may occur because consumers are continuously exposed to various marketing stimuli that capture their attention within a short period, such as product demonstrations, user reviews, and promotional offers repeatedly displayed through short-form videos. The rapid and continuous exposure to such information encourages consumers to focus more on the immediate excitement they experience than on carefully evaluating product attributes before making purchasing decisions. This finding supports the study by Yanti et al. (2025), which explained that higher levels of emotional arousal are associated with a stronger tendency to engage in impulse buying.

5.3. The Mediating Role of Emotional Arousal in the Relationship between Short-form Video and Impulse Buying

The results of the indirect effect analysis revealed that emotional arousal significantly mediates the relationship between short-form video and impulse buying, with a *t*-statistic of 2.055 and a *p*-value of 0.020. These findings indicate that the influence of short-form video on impulse buying does not occur directly but rather through the emotional activation experienced by consumers after being exposed to marketing stimuli embedded in video content. This result is consistent with Yanti et al. (2025), who argued that digital marketing stimuli enhance consumers' emotional arousal, which subsequently encourages impulse buying behavior in digital environments.

The mediating role of emotional arousal suggests that the effectiveness of short-form video in encouraging impulse buying depends largely on its ability to first stimulate consumers' internal emotional states. When consumers become interested in and emotionally engaged with video content, they are more likely to make spontaneous purchasing decisions. This finding is also supported by Suwito and Susilowati (2025), who concluded that increased emotional arousal strengthens consumers' tendency to engage in impulse buying. Therefore, emotional arousal serves as an important psychological mechanism that explains how short-form video influences impulse buying among TikTok Shop users.

5.4. The Moderating Role of Fear of Missing Out (FOMO) in the Relationship between Emotional Arousal and Impulse Buying

Based on the moderation analysis, FOMO was found to significantly moderate the relationship between emotional arousal and impulse buying, with a *t*-statistic of 1.714 and a *p*-value of 0.043. These findings indicate that the positive effect of emotional arousal on impulse buying becomes stronger when consumers experience higher levels of FOMO. However, the *t*-statistic, which is only slightly above the significance threshold, suggests that the moderating effect of FOMO is relatively weak. Although FOMO significantly strengthens this relationship, its influence is not as substantial as other factors that may also contribute to consumers' impulse buying behavior.

In the context of social commerce, FOMO may arise when consumers encounter products that are trending, widely used, or receive considerable attention from other users on TikTok Shop. Such situations encourage consumers to make immediate purchasing decisions to avoid feeling left behind or missing valuable opportunities. This finding is consistent with Solikha and Putranto (2025), who argued that FOMO intensifies consumers' emotional motivation to engage in spontaneous purchases. Similarly, Li et al. (2025) found that individuals with

higher levels of FOMO are more likely to convert emotional excitement into impulsive purchasing behavior. Therefore, FOMO acts as an important psychological factor that strengthens the relationship between emotional arousal and impulse buying among TikTok Shop users.

6. Conclusion

This study concludes that short-form video significantly enhances emotional arousal, which subsequently increases impulse buying among Generation Z TikTok Shop users. Furthermore, emotional arousal serves as a significant mediating mechanism linking short-form video to impulse buying, while Fear of Missing Out (FOMO) strengthens the relationship between emotional arousal and impulse buying. These findings extend the application of the Stimulus–Organism–Response (S-O-R) theory by demonstrating the psychological mechanism through which digital marketing stimuli influence consumers' purchasing behavior in the context of social commerce.

From a practical perspective, the findings suggest that businesses and digital marketers should develop engaging short-form video content capable of evoking consumers' emotional responses to encourage impulse buying. Nevertheless, this study is limited to Generation Z TikTok Shop users in Indonesia, which may restrict the generalizability of the findings to other consumer groups or social commerce platforms. In addition, the relatively modest moderating effect of FOMO indicates that other psychological or situational factors may also influence impulse buying behavior. Future research is therefore encouraged to investigate additional moderating variables and examine different social commerce platforms or demographic groups to further validate and extend the proposed research model.

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