

# Economic and Business Horizon

ISSN: 2963-2765

Economic and Business  
Horizon

Volume: 04  
Issue: 02  
Year: 2025  
Page: 365-374

## Citation:

Ayyasy, M. Z., Belinda, K. I., & Dirgantara, I. M. B. (2025). FOMO Related Impulse Buying on Social Commerce: A Literature Review. *Economic and Business Horizon*, 4(2), 365-374.

## FOMO Related Impulse Buying on Social Commerce: A Literature Review

Muhammad Zhafran Ayyasy<sup>1\*</sup>, Karissa Inas Belinda<sup>1</sup>, I Made Bayu Dirgantara<sup>1</sup>

<sup>1</sup> Universitas Diponegoro, Semarang, Indonesia

\* Corresponding author: Muhammad Zhafran Ayyasy ([zhafranayyasy06@gmail.com](mailto:zhafranayyasy06@gmail.com))

### Abstract

In the context of modern digital commerce, the Fear of Missing Out (FOMO) phenomenon emerges as an emotional response to social pressure and time urgency, amplified by interactive features in Live Commerce Platforms. Consumers, especially the younger generation, are often trapped in consumption patterns driven by false urgency and social validation. This research examines articles from reputable journals through a Systematic Literature Review (SLR) approach. Thematic analysis shows that FOMO-based marketing strategies such as time-limited promotions, product exclusivity, and social validation trigger the emotional drive of consumers, especially Gen Z, to make impulse buying. Findings also show that customer experience is an important mediating variable that amplifies the FOMO effect. In addition to the psychological and social impacts, ethical aspects were also examined, specifically related to low financial literacy that increases consumers' vulnerability to aggressive FOMO campaigns. It was found that FOMO has potential as a campaign tool for sustainable minimalist consumption, if directed strategically. Through conceptual mapping and comparative discussion across studies, this article offers a theoretical foundation for the development of Sustainable Marketing Strategies that are not only effective, but also ethical and oriented towards sustainable consumption behavior.

### Keywords

Consumer, Impulse Buying, Live Commerce, Marketing Strategies.

## 1. Introduction

The digital age has given birth to a new form of online commerce that is more interactive and social, namely social commerce. This concept combines social media functions with e-commerce features, allowing consumers to not only shop, but also interact in real-time through product reviews, comments and live broadcasts. Within this framework, a psychological phenomenon has emerged that is now receiving much attention, namely Fear of Missing Out (FOMO). FOMO refers to the anxiety of missing out on a current experience or opportunity, and is a strong trigger for impulse purchase decisions. Impulse buying behavior is no longer solely driven by functional needs, but is more often influenced by emotional and social pressures. FOMO has a significant influence on impulse buying behavior during large promotional campaigns such as the Shopee Twin Date Event (Ghaniyah, 2024). This study identified that time pressure, product exclusivity, and social expectations contribute to accelerating the process of making purchase decisions without careful consideration.

This phenomenon is not only limited to seasonal promotions, but also amplified through live-streaming-based marketing strategies, which are now an important part of social commerce. The ease of building social connections and online interactions is a key driver of impulse buying. This finding is in line with reports that external stimuli on streaming platforms (e.g., social interactions and media features) effectively trigger emotional responses that lead digital natives to impulse purchase behavior (Lina et al., 2022). This factor is further strengthened by the presence of the mediating variable of customer experience, which emphasizes that purchasing decisions are not only logical, but also highly emotional and social. In practice, strategies that emphasize time urgency, limited quantities, and product exclusivity successfully activate FOMO. These strategies are also effective in triggering social validation where the need to be recognized by others for buying or owning a particular product. FOMO and social validation have a strong impact on impulse buying behavior on live-streaming-based e-commerce platforms. In live-streaming commerce, the quality of information through live product presentations, active interaction with other users, and the social atmosphere of the broadcast encourage positive emotions and social pressure, thereby increasing the sense of urgency and triggering impulse buying behavior (Chung et al., 2025).

Apart from marketing and consumer psychology, the social dimension also reinforces the role of FOMO in purchasing decisions. Generation Z, as active users of social media and major consumers of e-commerce, is highly susceptible to social pressure and peer group expectations. Among Generation Z, impulse buying tendencies in online shopping are triggered by the need to stay relevant in digital social communities and the pressure to follow trends, which reinforces their emotional connection with online social environments (Chetioui & Bouzidi, 2023).

Interestingly, there is the addition of a new angle where FOMO not only encourages excessive consumption, but can also be used to promote minimalist and sustainable consumption behavior, depending on how the social campaign is positioned. When minimalism campaigns are presented as trending social movements on social media, FOMO can actually become a persuasion tool to shape more conscious and responsible consumption (Lu & Sinha, 2024).

In addition to the psychological and social aspects, ethical implications also need to be considered. Using FOMO aggressively in marketing can have a negative impact on the financial health of consumers, especially younger age groups. FOMO and social pressure play a significant role in driving impulse buying behavior among Gen Z, especially in the context of purchasing expensive concert tickets. Moreover, low financial literacy reinforces these tendencies, making financial literacy-based interventions important to limit the negative impact of FOMO-based marketing

strategies (Chetioui & Bouzidi, 2023). Thus, understanding the relationship between FOMO, social commerce, and impulsive behavior is crucial, not only for the effectiveness of marketing strategies, but also to ensure that the approaches used remain ethical and sustainable.

This literature review is expected to provide comprehensive insights for academics and practitioners in designing more humane and responsible digital strategies in the modern e-commerce ecosystem. The high exposure of social media increases vulnerability to FOMO, which in turn encourages unplanned purchasing behavior. However, it does not rule out the possibility that a minimalism campaign strategy combined with FOMO could be geared towards promoting.

## **2. Literature Review**

### **2.1. Consumer Behavior Dynamics in Social Commerce**

Social commerce (s-commerce) represents an evolution of traditional e-commerce by integrating social interaction features supported by Web 2.0 technologies and social media platforms. Unlike conventional online shopping, s-commerce facilitates interpersonal interactions among consumers, thereby fostering trust and social engagement during the purchase process (Mou & Benyoucef, 2021; Dehnavi & Khoojine, 2025). Key components such as user reviews, social recommendations, online communities, and user-generated content form a social environment that mitigates perceived risks and enhances purchase decisions (Sheikh et al., 2019).

The influence of s-commerce on consumer behavior is evident in its ability to promote spontaneous purchase intentions. Social commerce constructs such as virtual groups, ratings, and community recommendations have been found to significantly influence consumer participation intentions (Zhao & Li, 2020; Kutabish & Soares, 2021; Gao et al., 2022). Trust in the online community, emotional commitment, and user satisfaction play crucial roles in strengthening these intentions (Attar et al., 2021). Furthermore, live-streaming commerce adds a layer of real-time engagement that intensifies emotional connection and impulsivity in purchasing, especially when influencers are involved (Ma et al., 2023; Lu & Sinha, 2024).

Thus, s-commerce creates a deeper consumer experience beyond mere transactions. It fosters a sense of community and shared consumer identity that is vital in today's digital environment. As Zhou (2024), Zhang and Benyoucef (2016), and Xu et al. (2024) suggest, the presentation of social proof and real-time social cues strengthens the persuasive power of s-commerce platforms, ultimately shaping more impulsive, trust-based purchasing behaviors.

### **2.2. Fear of Missing Out (FOMO) and Its Implications for Impulse Buying**

Fear of Missing Out (FOMO) is a growing psychological phenomenon in the digital age, particularly relevant in the context of social commerce. FOMO is described as a cognitive and emotional experience driven by the anxiety of being excluded from ongoing social experiences or trends (Neumann, 2020). According to Ulfa (2024), FOMO is closely linked to unmet psychological needs, particularly relatedness and self-needs, which include competence and autonomy. When these needs are unfulfilled, individuals turn to the internet and social media to feel more connected and in control (Aydin et al., 2021; Khasanah & Sasana, 2022; Harahap et al., 2023).

In s-commerce, FOMO is often exploited through marketing strategies involving scarcity, exclusivity, and real-time social proof. Limited-time offers, viral trends, and exclusive deals generate urgency, prompting consumers to make quick, impulsive decisions (Japutra et al., 2025). Zhou (2024), and Rachman et al. (2024) highlights that emotional experience acts as a mediator between scarcity-based promotions and purchasing intentions. This sense of urgency, intensified by time constraints and

social influence, significantly enhances the likelihood of impulsive purchases (Ghaniyah, 2024).

Moreover, Generation Z consumers, who are highly active on social media, are particularly susceptible to FOMO, especially when exposed to endorsements by social media influencers (Lina et al., 2022). The desire to stay relevant and informed drives them to consume rapidly, often leading to cognitive dissonance post-purchase (Chetioui & Bouzidi, 2023; Hussain et al., 2023). Thus, FOMO not only fuels consumer engagement but also reinforces compulsive buying patterns, turning emotional insecurity into a powerful driver of consumption in digital ecosystems.

### **2.3. Sustainable Digital Marketing Strategies in Social Commerce**

Sustainable digital marketing in the realm of social commerce emphasizes long-term value creation over short-term sales. A sustainable approach involves personalizing content using consumer data, maintaining transparent communication, and fostering a community-oriented environment around the brand (Attar et al., 2021). Trust, surface credibility, and customer satisfaction are foundational pillars that support long-term customer relationships in s-commerce ecosystems.

According to Chung et al. (2025), and Cutinha and Mokshagundam (2024), social commerce platforms that apply the Stimulus-Organism-Response (SOR) framework, particularly in live streaming commerce, can elicit emotional responses that lead to impulsive buying. However, such strategies should be balanced with ethical and relational marketing practices. Community-based marketing, where consumers are encouraged to actively participate and co-create brand narratives, has been shown to increase loyalty and reduce the negative consequences of impulse buying (Lu & Sinha, 2024).

Attar et al. (2021) also emphasizes the role of responsive customer service, user-friendly interfaces, and platform credibility in sustaining consumer satisfaction. Transparency regarding products and company values further builds consumer trust and mitigates buyer's remorse (Okeke, 2025; Huy & Phuc, 2025). Furthermore, involving consumers in brand storytelling or collaborative campaigns enhances their emotional investment in the brand.

## **3. Methods**

To gain an in-depth understanding of the relationship between Fear of Missing Out (FOMO), social commerce, and impulse buying behavior in the digital era, this study employed a Systematic Literature Review (SLR) approach. This method offers a transparent, structured, and replicable framework for identifying, evaluating, and synthesizing prior research (Kamara & Widagdo, 2022). Through SLR, this research aims to map the extent to which FOMO influences consumer behavior within the increasingly interactive and real-time environment of social commerce, as well as to uncover conceptual patterns and research gaps.

The literature search was conducted using the Watase Uake platform, which accesses reputable sources from the Scopus database. A combination of keywords including "FOMO," "consumer impulse buying," "digital marketing technologies," "sustainable marketing strategies," and "live commerce platforms" was used to retrieve relevant literature. This search yielded 541 scholarly articles published between 2020 and 2025.

The screening process followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. Articles were filtered based on their alignment with the study's focus and their quality as indicated by Scopus journal rankings (Q1–Q2). After initial screening, 276 articles remained. Further evaluation led to the selection of 24 articles that met the inclusion criteria: (1) publication in a Scopus-indexed Q1 or Q2 journal, (2) publication date within 2020-

2025, and (3) explicit focus on at least two of the three main variables FOMO, impulse buying, and live commerce platforms.

Additionally, one relevant article from outside the Watase Uake platform was incorporated to strengthen the analysis. In total, 25 articles were finalized for thematic and comparative synthesis. This allowed the study to identify theoretical contributions and conceptual linkages among psychological, social, and technological factors driving impulse buying.

By systematically reviewing and analyzing these selected works, this research offers a comprehensive understanding of how FOMO operates within digital ecosystems to influence consumer decisions especially within real-time, trust-based environments like live commerce. The inclusion of studies from top-tier journals further ensures the rigor and relevance of the findings presented.

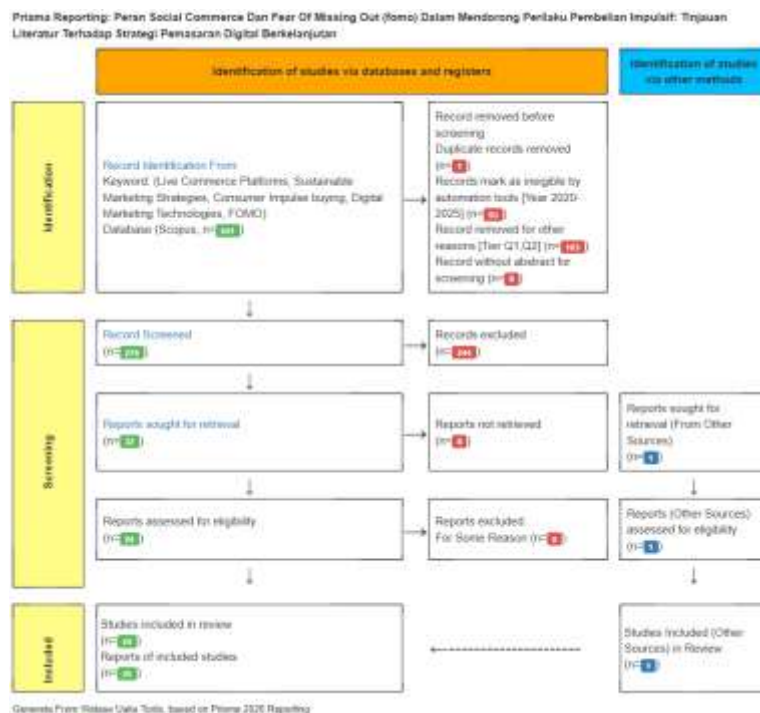


Figure 1. Prism Analysis Report

#### 4. Results

Based on the results of a systematic literature review of 25 selected scientific articles, Fear of Missing Out (FOMO) has a strong and significant influence on impulse buying behavior in the context of social commerce, particularly on live commerce platforms. FOMO arises as an emotional response to conditions that create a fear of missing out on opportunities, such as limited-time offers, product exclusivity, and social pressure from digital communities. In such situations, consumers are compelled to make immediate purchases without thorough planning, in an effort to remain relevant in a rapidly changing digital social environment. FOMO creates an emotional urgency that drives consumers to act quickly to secure trending deals or products, often at the expense of rational consideration. This fear of missing out is further intensified by the fast-paced and dynamic nature of social commerce platforms, where consumers feel the need to act swiftly to avoid regret.

Live commerce platforms have proven highly effective in triggering FOMO. Features such as live product broadcasts, real-time user comments, and direct interaction with sellers create an urgent and emotionally charged atmosphere, increasing consumers' tendency to make impulsive purchases. Live broadcasts allow

consumers to view products in real time, often accompanied by engaging presentations from hosts or influencers that enhance emotional appeal. Comments from other viewers, such as praise for the product or purchase confirmations, generate social pressure that makes consumers feel the need to participate to avoid being left out. Additionally, features like countdown timers for limited-time offers or low-stock notifications reinforce the perception of scarcity, prompting consumers to act quickly without considering their needs or budget. This interactivity creates a strong sense of social connection, where consumers feel part of a digital community experiencing an exclusive moment together. This sensation reinforces the urge to buy, as consumers seek to participate in that collective experience.

Customer experience on digital platforms serves as a mediating variable that strengthens the relationship between FOMO and impulse buying behavior. Consumers who feel comfortable, entertained, and emotionally engaged during the online shopping process are more likely to be swayed by FOMO pressure to make unplanned purchases. A pleasant digital experience, such as easy navigation, personalized recommendations, or gamified elements like reward points, enhances consumer emotional engagement. When consumers enjoy their shopping experience, they tend to be less critical of their purchasing decisions, thereby amplifying the emotional impact of social and time pressure created by FOMO. Well-designed platforms with appealing interfaces and interactive features can leverage this customer experience to maximize FOMO-driven sales. However, this approach also raises ethical concerns about the exploitation of consumers' emotional vulnerabilities to drive potentially irrational or unnecessary purchases.

The study also identifies Generation Z as the most vulnerable group to the influence of FOMO in the context of social commerce. This generation, which is deeply connected to social media, tends to seek social validation from digital communities and is highly responsive to online trends. Their intense engagement with digital platforms makes them more sensitive to social pressure, such as seeing peers or influencers purchase certain products during live broadcasts. This creates a desire to conform to trends in order to remain relevant within their communities. Generation Z often responds quickly to marketing tactics that emphasize exclusivity, limited availability, or social endorsement, such as viral campaigns or time-restricted promotions. Marketers frequently target this group with FOMO-based strategies, leveraging influencers or interactive features to create urgency and drive impulse buying. Gen Z's tendency to follow trends and seek social approval makes them an effective target for these marketing strategies, but also increases the risk of unwise purchasing decisions.

Interestingly, several articles in the literature also highlight the potential of using FOMO for more positive and sustainable purposes. When the values of conscious consumption and minimalist lifestyle are packaged as ongoing social trends, FOMO can be used to encourage more responsible consumption behavior. For example, campaigns promoting limited-edition eco-friendly products or highlighting the social prestige of sustainable practices can trigger FOMO in ways that align with ethical values. This approach allows businesses to create urgency similar to traditional FOMO tactics, but with a focus on positive impact, such as reducing waste or supporting ethical production. For instance, brands marketing reusable items or ethically sourced fashion can create a sense of exclusivity that motivates consumers to buy in order to be part of a meaningful trend. In this way, FOMO is not only a trigger for impulsive consumption but can also be harnessed to shape more ethical and sustainable consumption patterns.

However, FOMO-based marketing strategies also carry ethical implications that must be considered. Consumers with low levels of financial literacy are more easily influenced by FOMO pressure, which can lead to financially harmful purchasing decisions, such as overspending or accumulating debt. The emotional manipulation

inherent in tactics like creating artificial scarcity or leveraging social pressure raises concerns about exploiting consumers' psychological vulnerabilities. The research underscores the importance of businesses developing marketing strategies that are not only effective but also take into account social responsibility and long-term sustainability. Transparent marketing practices, such as clear pricing information or promoting mindful consumption, can help reduce the risk of consumer harm. Additionally, businesses can contribute to financial literacy by providing education on budgeting or the consequences of impulsive buying, thereby building consumer trust and loyalty.

This literature review underscores the profound impact of FOMO on impulse buying behavior in social commerce, especially on live commerce platforms. Real-time features and community engagement on these platforms enhance emotional urgency, while enjoyable customer experiences strengthen the link between FOMO and impulse purchases. Generation Z, with their strong digital connectivity, emerges as the most vulnerable group, making them a prime target for FOMO-based marketing strategies. However, FOMO also holds potential for promoting sustainable consumption when directed toward ethical values. Nevertheless, the ethical implications of these strategies call for a balance between business profitability and social responsibility, ensuring that marketing does not exploit vulnerable consumers. These findings offer valuable insights for businesses, policymakers, and researchers aiming to understand and manage the complex dynamics of FOMO in social commerce, while prioritizing consumer well-being.

## **5. Discussion**

The results of this study confirm that Fear of Missing Out (FOMO) is one of the dominant triggers in impulse buying behavior, particularly within the context of live-streaming-based social commerce. FOMO functions as an emotional response to conditions such as time pressure, product scarcity, and social validation, which drive consumers to make unplanned purchases. This finding is reinforced by Xu et al. (2024), who demonstrated that scarcity-based promotions significantly enhance impulse purchase intentions through the FOMO mechanism, especially when consumers perceive constraints in time and product availability (Marpaung et al., 2024; Suparjo & Dana, 2024).

In live commerce settings, the FOMO effect is further amplified by interactive features such as live product demonstrations, real-time viewer comments, and two-way communication between hosts and consumers. This digital environment fosters a sense of urgency and competitive social atmosphere. Zhou (2024), Qu et al. (2023), and Hao and Huang (2025) found that scarcity promotions in live-streaming commerce elicit strong emotional experiences, which in turn increase the likelihood of impulsive purchases. Chung et al. (2025), and Min and Tan (2022) using the Stimulus-Organism-Response (SOR) framework, further explain how live-streamed stimuli provoke emotional responses that drive spontaneous buying behavior.

Additionally, consumer experience plays a mediating role in strengthening the relationship between FOMO and impulsive behavior. When consumers feel entertained, comfortable, and engaged in digital interactions, they are more susceptible to making impulsive purchases. Ma et al. (2023), and Zheng et al. (2022) found that emotional experiences during live broadcasts significantly contribute to consumer engagement and spontaneous buying. Attar et al. (2021) also emphasized that satisfaction in the social commerce environment is heavily influenced by interactive engagement, which affects decision-making and loyalty.

These findings are particularly relevant to Generation Z, a demographic highly responsive to digital social stimuli. As digital natives, Gen Z is deeply embedded in online communities and often relies on social media for decision-making. Chetioui and Bouzidi (2023) revealed that Gen Z exhibits a heightened tendency toward

impulsive purchases, especially driven by peer pressure and the fear of missing out on trends. Lina et al. (2022) supported this by highlighting the role of online convenience and social media influencers in strengthening impulsive behaviors among Gen Z consumers.

However, FOMO-based marketing strategies also present ethical concerns. Consumers with low financial literacy are especially vulnerable to detrimental impulsive buying. Japutra et al. (2025) discussed the link between FOMO, obsessive brand passion, and compulsive buying, particularly among younger consumers. Hussain et al. (2023) also showed that FOMO contributes to compulsive buying tendencies, especially when mindfulness is low. Similarly, Harahap et al. (2023) raised concerns about how FOMO and the use of "pay later" applications can lead to financial behaviors that conflict with spiritual or ethical values.

Nevertheless, FOMO is not inherently negative. When strategically directed, it can promote sustainable consumption behaviors. Lu and Sinha (2024) demonstrated that FOMO could encourage minimalist lifestyles if it is framed as a positive social trend. This aligns with the insights of Okeke (2025), and Cutinha and Mokshagundam (2024), who advocate for responsible use of social commerce platforms to support ethical and environmentally friendly consumption patterns.

Thus, the findings of this study suggest that digital marketing strategies in the age of social commerce must balance effectiveness with ethical responsibility. FOMO can be a powerful tool to drive consumer behavior and boost sales, but marketers must also consider its psychological and social consequences. A humanistic and sustainability-oriented approach is vital, ensuring that digital strategies are not only aggressive in their commercial goals but also ethical and beneficial to consumers in the long run (Ghaniyah, 2024; Neumann, 2020; Mou & Benyoucef, 2021; Rachman et al., 2024).

## 6. Conclusion

The findings of this study conclude that fear of missing out (FOMO) significantly influences impulse buying behavior on social commerce platforms, particularly in live-streaming environments that emphasize urgency, scarcity, and social interaction. These marketing strategies create a sense of immediacy and competition that trigger unplanned purchases, especially among Generation Z, who are highly responsive to digital stimuli and social pressure. Furthermore, consumer experience such as entertainment, emotional engagement, and interactivity was found to amplify the impact of FOMO, making individuals more susceptible to impulsive buying during live commerce sessions.

Despite its effectiveness in driving sales, the use of FOMO also raises ethical concerns, particularly regarding its potential to encourage overconsumption and compulsive buying among vulnerable groups such as young consumers with low financial literacy. Nevertheless, when directed positively, FOMO can be leveraged for social good, such as promoting minimalist or sustainable consumption behaviors by reframing it as a desirable social trend. As this research is based on literature review, the findings remain conceptual and not empirically validated. Therefore, future studies are encouraged to conduct quantitative or experimental research to examine the causal relationships between FOMO, consumer experience, and impulse buying, and to develop digital marketing models that are both ethically responsible and sustainability-oriented.

## References

- Attar, R. W., Shanmugam, M., & Hajli, N. (2021). Investigating the antecedents of e-commerce satisfaction in social commerce context. *British Food Journal*, 123(3), 849–868.
- Aydin, D., Selvi, Y., Kandeger, A., & Boysan, M. (2021). The relationship of consumers' compulsive buying behavior with biological rhythm, impulsivity, and fear of missing out. *Biological Rhythm Research*, 52(10), 1514–1522.
- Chetioui, Y., & Bouzidi, L. E. (2023). An investigation of the nexus between online impulsive buying and cognitive dissonance among gen Z shoppers: are female shoppers different?. *Young Consumers*, 24(4), 406–426.
- Chung, X. L., Yasmin, F., Haider, S. A., Sinnappan, P., Poulouva, P., Baskaran, S., ... & Idris, I. (2025). Impulsive buying behaviour in live-streaming commerce: an application of SOR theory. *Cogent Social Sciences*, 11(1), 2474861.
- Cutinha, Z. P., & Mokshagundam, D. S. (2024). Sustainability practices in E-commerce: Opportunities and challenges for digital marketers. *International Journal of Research Publication and Reviews*, 5(2), 1068–1075.
- Dehnavi, F. N., & Khoojine, N. S. (2025). Cultural Dynamics in Social Commerce: An In-Depth Analysis of Consumer Behavior and Interaction Patterns. *Changing Societies & Personalities*, 9(1), 242–274.
- Gao, B., Li, Z., & Yan, J. (2022). The influence of social commerce on eco-friendly consumer behavior: Technological and social roles. *Journal of Consumer Behaviour*, 21(4), 653–672.
- Ghaniyah, S. H. (2024). The impact of fear of missing out on impulsive buying. *International Journal of Business Studies*, 8(3), 220–232.
- Hao, S., & Huang, L. (2025). The persuasive effects of scarcity messages on impulsive buying in live-streaming e-commerce: the moderating role of time scarcity. *Asia Pacific Journal of Marketing and Logistics*, 37(2), 441–459.
- Harahap, M. I., Soemitra, A., & Nawawi, Z. M. (2023). Analysis of the effect of Fear of Missing Out (FOMO) and the use of paylater application on impulse buying behavior (review of Maqashid Syariah). *Manajemen Dan Bisnis*, 22(2), 67–73.
- Hussain, S., Raza, A., Haider, A., & Ishaq, M. I. (2023). Fear of missing out and compulsive buying behavior: The moderating role of mindfulness. *Journal of Retailing and Consumer Services*, 75(2), 103512.
- Huy, P. Q., & Phuc, V. K. (2025). Insight into how social media platforms in building relational social commerce capability for green entrepreneurial innovation. *Future Business Journal*, 11(1), 58.
- Japutra, A., Gordon-Wilson, S., Ekinci, Y., & Adams, E. D. (2025). The dark side of brands: Exploring fear of missing out, obsessive brand passion, and compulsive buying. *Journal of Business Research*, 186(2), 114990.
- Kamara, A. M., Widayat, & Widagdo, B. (2022). The Effectiveness of Training and Development on Employee Performance to Enhance Competitive Advantage: A Case Study of Social Enterprise Development Sierra Leone (Send-Sl). *Manajemen Bisnis*, 12(02), 102–121.
- Khasanah, U., & Sasana, H. (2022). Empirical relationship between gender equality and socio-economic developments: An error correction model. *Arthatama*, 6(1), 12–25.
- Kutabish, S. M., & Soares, A. M. (2021). The Role of Social Commerce Components on the Consumer Decision-Making Process. In *Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business*, 21(3), 227–239.
- Lina, Y., Hou, D., & Ali, S. (2022). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in psychology*, 13(4), 951249.
- Lu, F. C., & Sinha, J. (2024). How social media usage and the fear of missing out impact minimalistic consumption. *European Journal of Marketing*, 58(4), 1083–1114.
- Ma, X., Aw, E. C. X., & Filieri, R. (2023). From screen to cart: how influencers drive impulsive buying in livestreaming commerce?. *Journal of Research in Interactive Marketing*, 18(6), 1034–1058.
- Marpaung, C. R., Za'im Tsabit, I. A., & Pangestuti, I. R. D. (2024). The role of Gen-Z in supporting sustainable development through green economy towards Golden Indonesia 2045. *Research Horizon*, 4(4), 315–320.

- Min, Y., & Tan, C. C. (2022). A Stimulus-Organism-Response (SOR) framework for live streaming commerce with a socio-technical perspective. *International Journal of Arts and Social Science*, 5(4), 118-140.
- Mou, J., & Benyoucef, M. (2021). Consumer behavior in social commerce: Results from a meta-analysis. *Technological Forecasting and Social Change*, 167(1), 120734.
- Neumann, D. (2020). Fear of missing out. *The international encyclopedia of media psychology*, 21(2), 1-9.
- Okeke, L. N. (2025). Social Media and Sustainable Consumer Behaviour in Electronic Commerce. *African Banking and Finance Review Journal*, 19(19), 107-128.
- Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. *Journal of Retailing and Consumer Services*, 75(4), 103534.
- Rachman, A., Efawati, Y., & Anmoel, J. T. (2024). Understanding The Role of Fomo (Fear of Missing Out) In Impulse Purchase for Smes. *Riset: Jurnal Aplikasi Ekonomi Akuntansi Dan Bisnis*, 6(2), 117-134.
- Sheikh, Z., Yezheng, L., Islam, T., Hameed, Z., & Khan, I. U. (2019). Impact of social commerce constructs and social support on social commerce intentions. *Information Technology & People*, 32(1), 68-93.
- Suparjo, S., & Dana, Y. A. (2024). The Role of Corporate Social Responsibility and Reputation Management in Global Marketing Success. *Economic and Business Horizon*, 3(3), 102-107.
- Ulfa, V. M. (2024). Memanfaatkan Fear of Missing Out (Fomo) di Era Digital: Peran Pemasaran Media Sosial Dalam Mengubah Keputusan Pembelian Konsumen. *Journal of Innovation Research and Knowledge*, 4(5), 2841-2852.
- Xu, J., Wang, Y., & Yuan, S. (2024). A comprehensive study on factors influencing online impulse buying: The mediating role of product presentation in Shopee video. *Heliyon*, 10(5), e26297.
- Zhang, K. Z., & Benyoucef, M. (2016). Consumer behavior in social commerce: A literature review. *Decision support systems*, 86(3), 95-108.
- Zhao, N., & Li, H. (2020). How can social commerce be boosted? The impact of consumer behaviors on the information dissemination mechanism in a social commerce network. *Electronic Commerce Research*, 20(5), 833-856.
- Zheng, R., Li, Z., & Na, S. (2022). How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective. *Journal of retailing and consumer services*, 68(1), 103015.
- Zhou, R. (2024). The impact of scarcity promotions in live streaming e-commerce on purchase intention: the mediating effect of emotional experience. *Asia Pacific Journal of Marketing and Logistics*.



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).