



From Shopping Lifestyle to Repurchase Intention: The Mediating Roles of Impulsive Buying and Satisfaction in TikTok Shop Consumers

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Abstract

This study examines the effects of Shopping Lifestyle, Live Streaming Shopping, Discount, and Fear of Missing Out (FOMO) on Repurchase Intention among TikTok Shop users in Samarinda City, with Impulsive Buying and Satisfaction as intervening variables. This study employed a quantitative approach using data collected through questionnaires from 156 TikTok Shop users in Samarinda City. The sampling technique used was accidental sampling, and responses were measured using a five-point Likert scale. The data were analyzed using path analysis with IBM SPSS Statistics 27.0 and Structural Equation Modeling (SEM) with AMOS 26.0. The analysis included instrument validity and reliability testing, classical assumption testing, parameter estimation, and structural model fit assessment. The findings indicate that Discount and FOMO have significant effects on Impulsive Buying, while Shopping Lifestyle and Live Streaming Shopping have no significant effects on Impulsive Buying. Shopping Lifestyle and Live Streaming Shopping significantly affect Satisfaction, whereas Discount and FOMO do not significantly affect Satisfaction. Furthermore, Shopping Lifestyle and Live Streaming Shopping have significant effects on Repurchase Intention, while Discount and FOMO do not have significant direct effects on Repurchase Intention. Impulsive Buying significantly affects both Satisfaction and Repurchase Intention, while Satisfaction also has a significant effect on Repurchase Intention. These findings highlight the importance of understanding both situational shopping stimuli and consumer psychological responses in explaining repurchase behavior in TikTok Shop.

Keywords: *Fear of Missing Out; Impulsive Buying; Repurchase Intention; Satisfaction; TikTok Shop*

1. Introduction

The rapid growth of digital technology and social media has transformed consumer behavior and the way businesses conduct commercial activities. E-commerce has evolved from

conventional online shopping platforms into social commerce environments that integrate entertainment, social interaction, product discovery, and purchasing activities. This transformation is particularly evident in TikTok Shop, which combines short-form video content, live streaming, and online shopping within an integrated platform. The combination of entertainment and commerce creates a highly interactive shopping environment that may influence consumers' purchasing decisions and post-purchase behavior (Agnihotri et al., 2022; Elverda et al., 2025; Simbolon et al., 2022).

TikTok Shop has become an important social commerce platform in Indonesia (Abell & Biswas, 2023; Adiningtyas & Hasanah, 2023; Alcántara-Pilar et al., 2024). Its features, including live streaming shopping, discounts, product recommendations, and real-time interaction between sellers and consumers, provide various stimuli that may encourage consumers to purchase products. However, stimulating an initial or spontaneous purchase does not necessarily guarantee that consumers will return to the platform or repurchase products. Therefore, repurchase intention is an important outcome for understanding the sustainability of consumer relationships in social commerce.

Repurchase intention reflects a consumer's willingness to purchase a product or service again based on previous purchasing and consumption experiences (Phan et al., 2026). In digital commerce, repurchase intention is commonly associated with satisfaction, perceived value, trust, service quality, and shopping experience (Phan et al., 2026). However, the characteristics of TikTok Shop suggest that repurchase intention may also be influenced by lifestyle and situational factors, including shopping lifestyle, live streaming shopping, discounts, and Fear of Missing Out (FOMO) (Charles & Immanuel, 2025).

Shopping lifestyle reflects the extent to which shopping becomes part of consumers' interests, activities, and consumption patterns. Meanwhile, live streaming shopping provides real-time interaction and product demonstrations that can increase consumer engagement (Dewi & Adi, 2023). Previous studies have shown that discounts and FOMO can stimulate impulsive buying (Kumalasari & Aditama, 2026a). However, the relationship between these factors and impulsive buying is not always consistent.

In addition to impulsive buying, satisfaction may explain how consumers evaluate their shopping experiences after making a purchase. Nevertheless, the relationship between factors such as FOMO and satisfaction remains inconsistent (Charles & Immanuel, 2025). FOMO may encourage consumers to participate in trends and make purchases, but the resulting purchase does not necessarily produce satisfaction if the product or shopping experience fails to meet expectations.

These inconsistencies indicate an important research gap. Previous studies have examined shopping lifestyle, live streaming shopping, discounts, FOMO, impulsive buying, satisfaction, and repurchase intention, but their findings regarding several relationships remain contradictory. Furthermore, limited research has examined these variables simultaneously within an integrated model of TikTok Shop consumer behavior in an Indonesian regional context.

This study contributes to the literature by integrating behavioral, promotional, lifestyle, and psychological factors into a single model of repurchase intention in social commerce. It also provides empirical evidence from TikTok Shop consumers in Samarinda, contributing a regional Indonesian perspective to the growing literature on digital consumer behavior. The findings may provide practical insights for TikTok Shop sellers and marketers in designing strategies that not only stimulate immediate purchases but also create satisfying shopping experiences that encourage consumers to repurchase.

2. Literature Review

2.1 Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) framework explains consumer behavior as a process in which external stimuli influence consumers' internal states and subsequently shape their behavioral responses (Hochreiter et al., 2022) (Ming et al., 2021). In a digital shopping environment, stimuli can originate from the shopping platform, promotional activities, interactive features, and social or psychological influences surrounding the purchase process. Consumers do not necessarily respond to these stimuli directly. Instead, the stimuli may first influence how consumers experience, evaluate, or react to the shopping situation before producing a subsequent behavioral response.

The S-O-R framework is particularly relevant to TikTok Shop because purchasing takes place in an environment that combines entertainment, social interaction, product information, and commercial incentives. In this study, Shopping Lifestyle, Live Streaming Shopping, Discount, and Fear of Missing Out (FOMO) are positioned as Stimuli (S). These variables represent different sources of influence encountered by consumers during the TikTok Shop shopping process. Shopping Lifestyle represents the consumer's orientation toward shopping as part of everyday activities and interests, whereas Live Streaming Shopping represents the interactive shopping environment. Discount represents an economic promotional stimulus, while FOMO represents a psychological and socially influenced stimulus that may arise from trends, limited opportunities, or the consumption activities of others.

The Organism (O) component represents the consumer's internal response to these stimuli. In the present study, Impulsive Buying and Satisfaction are positioned as the organismic mechanisms through which the external stimuli are translated into subsequent behavioral intentions. Impulsive Buying captures the immediate behavioral tendency arising from the consumer's interaction with shopping stimuli, particularly when the shopping situation creates urgency or reduces deliberation. Satisfaction represents the consumer's subsequent evaluation of the shopping experience and purchase outcome. Thus, these two variables capture different aspects of the consumer's internal process: Impulsive Buying reflects the immediate purchasing response, whereas Satisfaction reflects the consumer's evaluation of the experience after the purchase.

Finally, Repurchase Intention is positioned as the Response (R) because it represents the subsequent behavioral intention resulting from consumers' experiences and evaluations during the shopping process. Repurchase intention reflects whether consumers are willing to continue purchasing through TikTok Shop after being exposed to various shopping stimuli and experiencing the resulting purchasing process. Accordingly, the proposed S-O-R structure is formulated as Shopping Lifestyle, Live Streaming Shopping, Discount, and FOMO → Impulsive Buying and Satisfaction → Repurchase Intention.

This mapping also reflects the distinction between short-term purchasing stimulation and longer-term behavioral intention. Discounts and FOMO may create immediate pressure or motivation to purchase, while shopping lifestyle and live streaming may shape the broader shopping experience. The resulting impulsive buying behavior and satisfaction may then contribute to consumers' intention to purchase again. Therefore, the S-O-R framework provides a theoretical basis for examining not only whether shopping stimuli influence repurchase intention, but also how these influences may operate through consumers' purchasing responses and evaluations.

2.2 Shopping Lifestyle

Consumers with a strong shopping-oriented lifestyle may therefore be more actively involved in shopping activities and more responsive to commercial stimuli (Dewi & Adi, 2023). Consumers who perceive shopping as an important part of their lifestyle may develop stronger purchasing tendencies and greater willingness to revisit a platform. (Ningrum & Widanti, 2023) However, previous findings regarding the relationship between shopping lifestyle and impulsive buying have been inconsistent, suggesting that the relationship may depend on the characteristics of the shopping environment and consumer experience.

2.3 Live Streaming Shopping

Live Streaming Shopping refers to a form of online shopping in which sellers present products and interact with consumers in real time through live video. This format enables consumers to observe product demonstrations, obtain information, ask questions, and receive immediate responses from sellers. The combination of visual information and real-time interaction distinguishes live streaming shopping from conventional e-commerce (M. Li et al., 2022). The immediacy of interaction and promotional information may also encourage consumers to make purchasing decisions and develop positive evaluations of their shopping experience (Chen et al., 2020). Consequently, live streaming shopping may influence both consumers' immediate purchasing responses and their intention to repurchase.

2.4 Discount

Discounts are widely used in e-commerce to attract consumers, increase perceived value, and stimulate purchasing decisions (Xu & Huang, 2014). In TikTok Shop, discounts are frequently combined with live streaming, limited-time offers, vouchers, and other promotional mechanisms. These conditions may create a sense of urgency and encourage consumers to make spontaneous purchases (Anggarwati et al., 2023). However, the effect of discounts may primarily stimulate short-term purchasing behavior and does not necessarily result in long-term repurchase intention (Salsafira & Trianasari, 2022). Therefore, the relationship between discount and subsequent consumer responses remains relevant for empirical investigation.

2.5 Fear of Missing Out (FOMO)

FOMO has become increasingly relevant in social media environments because users are continuously exposed to information about other people's activities, preferences, and consumption behavior (Charles & Immanuel, 2025). FOMO may therefore stimulate immediate and spontaneous purchasing behavior (Çelik et al., 2019). Nevertheless, a purchase motivated by FOMO may not necessarily result in satisfaction or continued purchasing intention because the psychological motivation may decline after the purchase.

2.6 Impulsive Buying

The characteristics of TikTok Shop provide various conditions that can stimulate impulsive buying, including live streaming, discounts, viral products, and FOMO (Juliandhani & Tjahjawati, 2025). These stimuli may reduce consumers' deliberation time and increase the likelihood of spontaneous purchases. However, the consequences of impulsive buying may depend on the consumer's subsequent evaluation of the purchased product and shopping experience (Kumalasari & Aditama, 2026a). A successful purchase experience may generate satisfaction and potentially contribute to future purchasing intentions.

2.7 Satisfaction

In TikTok Shop, satisfaction may be generated not only by the products received but also by the interactive shopping process. Features such as live streaming, real-time communication, promotional benefits, and convenient transactions can contribute to consumers' overall evaluations. Positive satisfaction is generally associated with stronger intentions to maintain a relationship with a platform and make future purchases (PASYA, n.d.).

2.8 Repurchase Intention

Stimuli such as discounts and FOMO may encourage immediate purchases, long-term repurchase intention may depend more strongly on whether consumers perceive their overall shopping experience as satisfactory and valuable (Angel & Pasaribu, 2022). Therefore, examining the relationships among shopping stimuli, impulsive buying, satisfaction, and repurchase intention provides a more comprehensive understanding of consumer behavior in TikTok Shop.

3. Research Methodology

3.1 Research Design

This study employed a quantitative research approach to examine the relationships between shopping lifestyle, live streaming shopping, discount, Fear of Missing Out (FOMO), impulsive buying, satisfaction, and repurchase intention among TikTok Shop users. The study used a cross-sectional design, in which data were collected from respondents at a single period using a structured questionnaire. Structural Equation Modeling (SEM) with AMOS was employed to examine both the measurement model and the structural relationships among the research constructs.

3.2 Population and Sample

The population of this study consisted of TikTok Shop users who had experience purchasing products through the platform. The respondents were selected using purposive sampling based on the following criteria: (1) respondents had used TikTok Shop, (2) respondents had purchased products through TikTok Shop, and (3) respondents had sufficient experience with TikTok Shop to evaluate the variables examined in this study.

A total of 156 valid responses were obtained and used for further analysis. The sample size was considered adequate for the structural equation modeling (SEM) analysis employed in this study. The analysis was conducted using IBM SPSS and IBM AMOS to examine the measurement and structural relationships among the variables.

3.3 Data Collection

Primary data were collected through a structured online questionnaire. The questionnaire used a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire items were adapted from previously established measures and adjusted to the context of TikTok Shop. Prior to data analysis, the responses were screened to ensure that the respondents met the predetermined criteria and that the questionnaires were complete.

3.4 Measurement of Variables

The variables in this study were measured using indicators adapted from previous studies. The measurement items were adjusted to the context of TikTok Shop and assessed using a Likert-type scale. The measurement instruments consisted of Shopping Lifestyle, Live Streaming Shopping, Discount, Fear of Missing Out (FOMO), Impulsive Buying, Satisfaction, and Repurchase Intention. The indicators used in this study and their respective sources are presented in Table 1.

Tabel 1. Measurement of Variables

Variable	Indicators Used	Source
Shopping Lifestyle (X1)	1. Responding to advertising offers. 2. Buying the latest products. 3. Shopping for well-known brands. 4. Believing that famous brands provide the best quality. 5. Frequently buying different brands.	Edwin Japariato & Sugiharto (2011); adapted from Cobb and Hoyer in Tuzzahra & Tirtayasa (2020)
Live Streaming Shopping (X2)	1. Credibility of the streamer. 2. Media richness. 3. Interactivity.	Song & Liu (2021)
Discount (X3)	1. Quantity discount. 2. Seasonal discount. 3. Cash discount. 4. Trade discount.	Kotler & Armstrong (2017); Blois (1994)
FOMO (X4)	1. Worry. 2. Anxiety. 3. Fear. 4. Desire to constantly connect with others.	Savitri (2019)
Impulsive Buying (Y1)	1. Spontaneous buying. 2. Purchasing without thinking about the consequences. 3. Rush purchases. 4. Purchasing influenced by emotional states.	Pereira et al. (2023); Putra & Santika (2018)
Satisfaction (Y2)	1. Product quality. 2. Service quality. 3. Emotional satisfaction.	Kotler (2015); Chatzoglou et al. (2022)
Repurchase Intention (Y3)	1. Transactional intention. 2. Referential intention. 3. Preferential intention. 4. Exploratory intention.	Faradisa et al. (2016); Saraswati et al. (2021)

Source: Processed by the authors (2025).

3.5 Data Analysis

The data were analyzed using IBM SPSS and Structural Equation Modeling (SEM) with AMOS. Descriptive analysis was conducted to describe the characteristics of the respondents. Before testing the structural relationships, the measurement model was evaluated using Confirmatory Factor Analysis (CFA). The validity and reliability of the measurement model were assessed using standardized factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE). The structural model was subsequently evaluated using several goodness-of-fit indices, including CMIN/DF, GFI, AGFI, NFI, IFI, TLI, CFI, and RMSEA.

3.6 Common Method Bias

Because the data for the independent, mediating, and dependent variables were collected from the same respondents using a self-administered questionnaire, the possibility of common method bias (CMB) was considered. Procedural measures were implemented to reduce this potential bias, including the use of clear and concise measurement statements, standardized questionnaire administration, and instructions encouraging respondents to provide answers based on their actual experience with TikTok Shop.

In addition, Harman's single-factor test was conducted as a statistical assessment of common method bias. All measurement items were entered simultaneously into an unrotated exploratory factor analysis. The first factor accounted for 37% of the total variance. This value was below the 50% threshold, indicating that no single factor accounted for the majority of the covariance among the measurement items. Therefore, common method bias was not considered a substantial threat to the results of this study.

4. Results and Discussion

4.1 Respondent Characteristics

A total of 156 respondents participated in this study. Table X presents the characteristics of the respondents based on TikTok Shop usage, gender, age, education, occupation, and monthly income. The results of respondent characteristic are presented in Table below.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
TikTok Shop Usage	First time	14	9.0
	More than twice	142	91.0
Gender	Male	13	8.3
	Female	143	91.7
Age	≤ 17 years	22	14.1
	17–25 years	112	71.8
	26–30 years	22	14.1
Education	Junior high school/equivalent	15	9.6
	Senior high school/equivalent	96	61.5
	Diploma (D1–D3)	2	1.3
	Bachelor's degree (S1)	43	27.6
Occupation	Private employee	68	43.6
	Student	66	42.3
	Other	12	7.7
	Entrepreneur	4	2.6
	Housewife	2	1.3
	Teacher (P3K)	1	0.6
	Civil servant (PNS)	1	0.6
	Military/Police (TNI/POLRI)	1	0.6
Monthly Income	≤ IDR 3.7 million	127	81.4
	IDR 3.7–5.8 million	23	14.7
	IDR 5.9–7.0 million	2	1.3
	≥ IDR 7 million	4	2.6
Total		156	100.0

Source: Processed by the authors (2025).

The respondents were predominantly female (91.7%) and aged 17–25 years (71.8%). Most respondents had a senior high school/equivalent educational background (61.5%), while private employees (43.6%) and students (42.3%) represented the largest occupational groups. In terms of monthly income, most respondents reported an income of ≤ IDR 3.7 million (81.4%). Regarding TikTok Shop usage, 91.0% of respondents reported having used the platform more than twice, indicating that the sample largely consisted of experienced TikTok Shop users.

4.2 Validity dan Reliability Test

The validity and reliability of the measurement model were evaluated to ensure that the indicators adequately represented their respective constructs and consistently measured the intended concepts. The results of the validity and reliability assessment are presented in Table 3.

Table 3. Validity and Reliability Test Results

Variables	Code	Standardized Loading	Information	Reliability
Shopping Lifestyle (X1)	X1.1	0.663	VALID	0.785
	X1.2	0.726	VALID	
	X1.3	0.808	VALID	
	X1.4	0.724	VALID	
	X1.5	0.752	VALID	
Live Streaming Shopping (X2)	X2.1	0.881	VALID	0.802
	X2.2	0.841	VALID	
	X2.3	0.829	VALID	

Discount (X3)	X3.1	0.726	VALID	0.721
	X3.2	0.748	VALID	
	X3.3	0.792	VALID	
	X3.4	0.687	VALID	
FOMO (X4)	X4.1	0.869	VALID	0.872
	X4.2	0.909	VALID	
	X4.3	0.900	VALID	
	X4.4	0.732	VALID	
Impulsive Buying (Y1)	Y1.1	0.866	VALID	0.851
	Y1.2	0.881	VALID	
	Y1.3	0.815	VALID	
	Y1.4	0.771	VALID	
Satisfaction (Y2)	Y2.1	0.813	VALID	0.713
	Y2.2	0.835	VALID	
	Y2.3	0.795	VALID	
Repurchase Intention (Y3)	Y3.1	0.724	VALID	0.622
	Y3.2	0.794	VALID	
	Y3.3	0.747	VALID	

Source: Processed by the authors (2025).

4.3 Goodness-of-Fit Test

The goodness-of-fit test was conducted to evaluate whether the proposed structural model adequately represented the observed data. The results are presented in Table 4.

Table 4. Goodness-of-Fit Results of the Overall Model

Goodness-of-Fit Index	Cut-off Value	Model Result	Assessment
Probability	≥ 0.05	0.081	Fit
RMR	≤ 0.10	0.099	Fit
RMSEA	≤ 0.08	0.029	Fit
GFI	≥ 0.90	0.886	Marginal Fit
AGFI	≥ 0.90	0.833	Marginal Fit
CMIN/DF	≤ 2.00	1.130	Fit
TLI	≥ 0.95	0.978	Fit
CFI	≥ 0.95	0.984	Fit

Source: Processed by the authors (2025).

The results indicate that the proposed model demonstrates an acceptable overall fit. Six goodness-of-fit indices met the specified cut-off criteria, including Probability (0.081), RMR (0.099), RMSEA (0.029), CMIN/DF (1.130), TLI (0.978), and CFI (0.984). Meanwhile, GFI (0.886) and AGFI (0.833) were categorized as marginal fit. Overall, the combination of fit and marginal-fit indices indicates that the structural model has an adequate level of fit and can therefore be used for further hypothesis testing.

4.4 Hypothesis Testing

The hypotheses were tested using Structural Equation Modeling (SEM) with AMOS 26.0. The significance of the structural relationships was assessed based on the Critical Ratio (C.R.) and probability value (p-value). A relationship was considered statistically significant when the p-value was below 0.05 and the C.R. exceeded 1.96.

Table 5. Hypothesis Testing Results

Hypothesis	Relationship	Estimate	C.R.	P-value	Decision
H1	Shopping Lifestyle → Impulsive Buying	-.290	-1.510	.131	Not Significant

H2	Live Streaming Shopping → Impulsive Buying	-.492	-1.784	.074	Not Significant
H3	Discount → Impulsive Buying	.464	3.184	.001	Significant
H4	FOMO → Impulsive Buying	.499	6.556	.000	Significant
H5	Shopping Lifestyle → Satisfaction	.299	2.181	.029	Significant
H6	Live Streaming Shopping → Satisfaction	.739	2.181	.029	Significant
H7	Discount → Satisfaction	-.057	-.568	.570	Not Significant
H8	FOMO → Satisfaction	.054	.737	.461	Not Significant
H9	Shopping Lifestyle → Repurchase Intention	.841	3.432	.000	Significant
H10	Live Streaming Shopping → Repurchase Intention	.825	2.367	.018	Significant
H11	Discount → Repurchase Intention	-.253	-1.618	.106	Not Significant
H12	FOMO → Repurchase Intention	-.027	-.364	.716	Not Significant
H13	Impulsive Buying → Satisfaction	.234	2.995	.003	Significant
H14	Impulsive Buying → Repurchase Intention	.400	3.471	.000	Significant
H15	Satisfaction → Repurchase Intention	.502	3.048	.002	Significant

Source: Processed by the authors (2025).

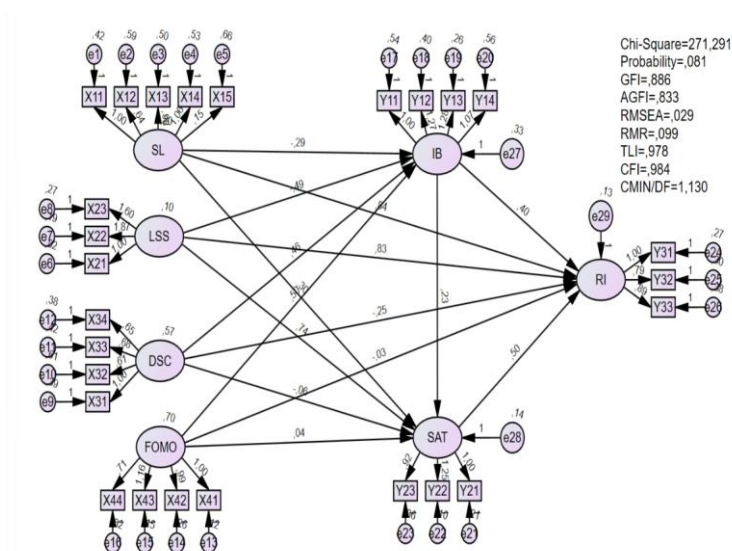


Figure 1. Hypothesis Testing Results

The hypothesis testing results are presented in Table X. Overall, 10 of the 15 hypothesized relationships were statistically significant, while five were not supported. For Impulsive Buying, Discount and FOMO showed significant positive effects, whereas Shopping Lifestyle and Live Streaming Shopping did not show significant effects. For Satisfaction, Shopping Lifestyle and Live Streaming Shopping had significant positive effects, while Discount and FOMO were not significant.

Regarding Repurchase Intention, Shopping Lifestyle and Live Streaming Shopping had significant positive effects, whereas Discount and FOMO did not have significant direct effects. In addition, Impulsive Buying significantly affected both Satisfaction and Repurchase Intention, while Satisfaction significantly affected Repurchase Intention. Thus, H3–H6, H9–H10, and H13–H15 were supported, whereas H1–H2, H7–H8, and H11–H12 were not supported.

The findings indicate that the factors associated with immediate purchasing behavior differ from those associated with consumers' subsequent evaluations and repurchase intentions. Discount and FOMO were significant predictors of Impulsive Buying, while Shopping Lifestyle and Live Streaming Shopping were more consistently associated with Satisfaction and Repurchase Intention.

4.5 Direct and Estimated Indirect Effects

The direct effects of the exogenous variables on Repurchase Intention were assessed using the structural model. The analysis examined whether Shopping Lifestyle, Live Streaming Shopping, Discount, and FOMO had direct relationships with Repurchase Intention. The results of the direct-effect analysis are presented in Table 6.

Table 6. Direct Effects on Repurchase Intention

Relationship	Estimate	C.R.	P-value	Decision
Shopping Lifestyle → Repurchase Intention	0.841	3.432	<0.001	Significant
Live Streaming Shopping → Repurchase Intention	0.825	2.367	0.018	Significant
Discount → Repurchase Intention	-0.253	-1.618	0.106	Not Significant
FOMO → Repurchase Intention	-0.027	-0.364	0.716	Not Significant

Source: Processed by the authors (2025).

The results indicate that Shopping Lifestyle has a positive and significant effect on Repurchase Intention ($\beta = 0.841$, $p < 0.001$). Live Streaming Shopping also has a positive and significant effect ($\beta = 0.825$, $p = 0.018$). In contrast, Discount ($\beta = -0.253$, $p = 0.106$) and FOMO ($\beta = -0.027$, $p = 0.716$) do not have significant direct effects on Repurchase Intention.

These findings indicate that repurchase intention is more strongly associated with consumers' shopping orientation and interactive shopping experience than with temporary promotional incentives or fear of missing out. The results also suggest that the effects of Discount and FOMO on Repurchase Intention may operate through other variables in the proposed model rather than through direct relationships.

The estimated indirect effects were examined to identify the potential pathways through which Shopping Lifestyle, Live Streaming Shopping, Discount, and FOMO may be associated with Repurchase Intention through Impulsive Buying and Satisfaction. The indirect effects were estimated by multiplying the relevant path coefficients in the structural model. The results are presented in Table 7.

Table 7. Estimated Indirect Effects

Indirect Relationship	Indirect Effect
Shopping Lifestyle → Impulsive Buying → Repurchase Intention	-0.116
Live Streaming Shopping → Impulsive Buying → Repurchase Intention	-0.197
Discount → Impulsive Buying → Repurchase Intention	0.186
FOMO → Impulsive Buying → Repurchase Intention	0.200
Shopping Lifestyle → Satisfaction → Repurchase Intention	0.150
Live Streaming Shopping → Satisfaction → Repurchase Intention	0.371
Discount → Satisfaction → Repurchase Intention	-0.029
FOMO → Satisfaction → Repurchase Intention	0.027
Shopping Lifestyle → Impulsive Buying → Satisfaction → Repurchase Intention	-0.034
Live Streaming Shopping → Impulsive Buying → Satisfaction → Repurchase Intention	-0.058
Discount → Impulsive Buying → Satisfaction → Repurchase Intention	0.054
FOMO → Impulsive Buying → Satisfaction → Repurchase Intention	0.059

Source: Processed by the authors (2025).

The estimated indirect effects show that Discount and FOMO have positive indirect coefficients through Impulsive Buying (0.186 and 0.200, respectively), whereas Shopping Lifestyle and Live Streaming Shopping have negative coefficients through the same pathway (−0.116 and −0.197). Through Satisfaction, Shopping Lifestyle and Live Streaming Shopping show positive indirect coefficients of 0.150 and 0.371, respectively, while Discount and FOMO show relatively small coefficients of −0.029 and 0.027.

For the sequential pathways through Impulsive Buying and Satisfaction, the estimated coefficients are −0.034 for Shopping Lifestyle, −0.058 for Live Streaming Shopping, 0.054 for Discount, and 0.059 for FOMO. Among all estimated indirect pathways, the pathway from Live Streaming Shopping to Repurchase Intention through Satisfaction has the largest positive coefficient (0.371).

These results describe the direction and estimated magnitude of the indirect pathways in the structural model. However, because bootstrap confidence intervals or significance tests for the indirect effects were not obtained, the coefficients should not be interpreted as evidence of statistically significant mediation. The findings therefore provide an indication of the potential pathways through which the antecedent variables may be associated with Repurchase Intention, while the statistical significance of these indirect effects remains subject to further testing.

4.6 Discussion

Shopping Lifestyle does not significantly influence Impulsive Buying (Kumalasari & Aditama, 2026b), suggesting that a shopping-oriented lifestyle alone may not trigger spontaneous purchases. However, its significant effects on Satisfaction and Repurchase Intention indicate that shopping orientation may contribute more to consumers' overall evaluation and continued purchasing behavior (Setiawan & Supriyanto, 2023).

Live Streaming Shopping also does not significantly influence Impulsive Buying but significantly affects Satisfaction and Repurchase Intention (X. Li et al., 2024). Suggesting that live streaming may function primarily as an experience-enhancing mechanism through real-time interaction, product demonstrations, and seller responsiveness.

In contrast, Discount and FOMO significantly influence Impulsive Buying but do not significantly influence Satisfaction or Repurchase Intention (Dwisuardinata & Darma, 2023; Promalessy et al., 2026). These findings indicate that discounts and fear of missing out are effective short-term purchasing stimuli but are insufficient to establish long-term repurchase behavior. Thus, promotional pressure may encourage immediate purchases without necessarily creating lasting consumer relationships.

Overall, the findings suggest a distinction between immediate purchase stimulation and sustained repurchase behavior. While Discount and FOMO encourage immediate purchasing responses, Shopping Lifestyle, Live Streaming Shopping, Impulsive Buying, and Satisfaction are more closely associated with Repurchase Intention. This finding reinforces the relevance of the S-O-R framework in explaining consumer responses in social commerce.

5. Conclusion

This study demonstrates that the determinants of consumer responses on TikTok Shop vary across stages of the purchasing process. Discount and FOMO significantly influence Impulsive Buying, whereas Shopping Lifestyle and Live Streaming Shopping do not. In contrast, Shopping Lifestyle and Live Streaming Shopping significantly influence Satisfaction and Repurchase Intention, while Discount and FOMO show no significant direct effects on these

outcomes. Impulsive Buying is also positively associated with Satisfaction and Repurchase Intention, and Satisfaction significantly contributes to Repurchase Intention.

Overall, the findings suggest that **repurchase intention is shaped more by consumers' shopping orientation, interactive shopping experience, and satisfaction than by short-term promotional stimuli**. For TikTok Shop sellers, this implies that strategies aimed at encouraging repeat purchases should extend beyond discounts and urgency-based promotions toward creating engaging and satisfying shopping experiences.

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