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|---|---|---|---|---|---|---|---|---|---|
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| 3 | 4 | 4 | 5 | 4 | 1 | 1 | 1 | 1 | 1 |
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| 4 | 5 | 3 | 5 | 4 | 3 | 3 | 3 | 4 | 3 |
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| 4 | 4 | 5 | 4 | 4 | 2 | 1 | 1 | 1 | 1 |
| 3 | 3 | 3 | 4 | 4 | 2 | 2 | 2 | 3 | 2 |
|   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |
| 4 | 4 | 3 | 4 | 4 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
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| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
|   |   |   |   |   |   |   |   |   |   |
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| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
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| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 5 | 4 | 1 | 2 | 1 | 2 |
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| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
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| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |

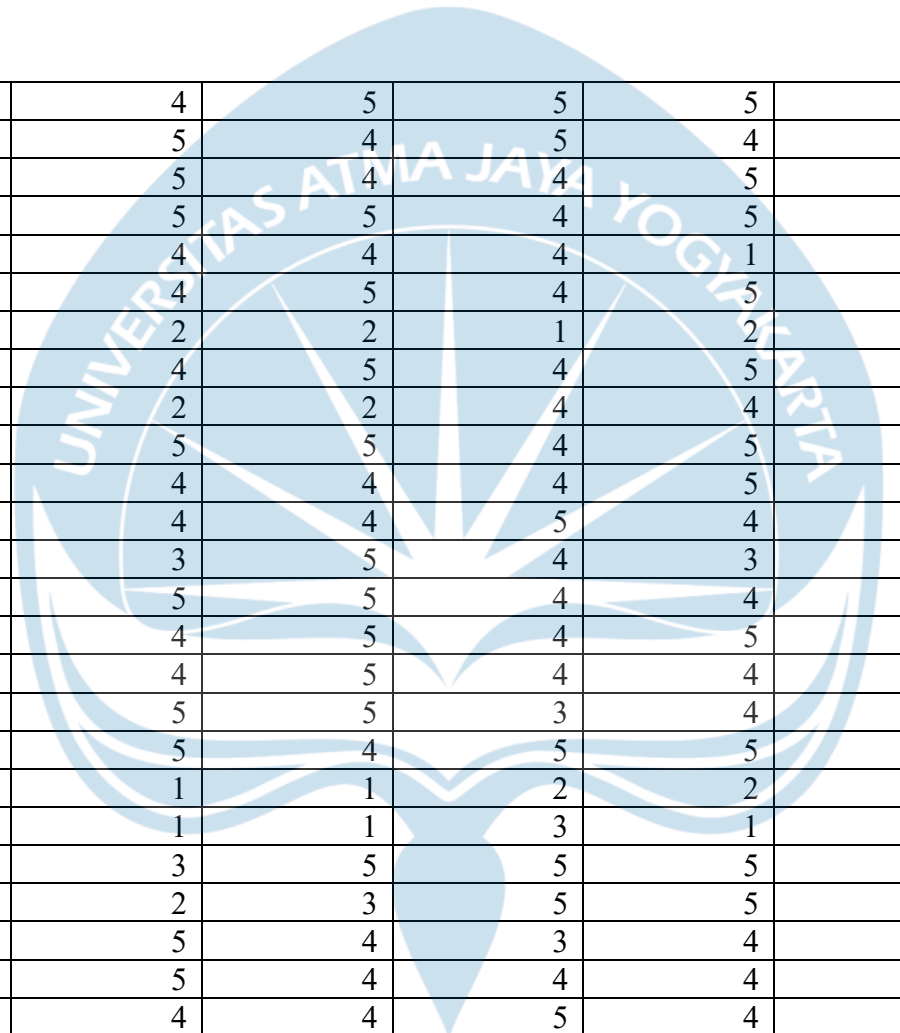
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| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 |
| 4 | 4 | 3 | 4 | 4 | 2 | 3 | 2 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 1 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 4 |
| 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 3 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 3 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 |

| FOMO1 | FOMO2 | FOMO3 | FOMO4 | CB1 | CB2 | CB3 | CB4 | CB5 |
|-------|-------|-------|-------|-----|-----|-----|-----|-----|
| 4     | 4     | 5     | 4     | 4   | 5   | 5   | 4   | 4   |
| 5     | 5     | 5     | 5     | 5   | 5   | 5   | 4   | 5   |
| 3     | 3     | 3     | 3     | 5   | 5   | 5   | 5   | 4   |
|       |       |       |       |     |     |     |     |     |
| 1     | 2     | 2     | 1     | 3   | 3   | 3   | 3   | 4   |
| 5     | 5     | 4     | 5     | 5   | 4   | 5   | 5   | 4   |
| 2     | 2     | 1     | 1     | 1   | 1   | 2   | 4   | 3   |
| 2     | 1     | 1     | 1     | 2   | 3   | 4   | 3   | 3   |
| 1     | 1     | 1     | 1     | 1   | 1   | 1   | 1   | 1   |
| 1     | 1     | 1     | 1     | 1   | 1   | 1   | 1   | 1   |
| 3     | 4     | 5     | 5     | 2   | 1   | 2   | 3   | 4   |

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|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 1 |
|   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| 1 | 1 | 4 | 2 | 2 | 2 | 2 | 2 | 3 |
| 1 | 2 | 1 | 2 | 3 | 4 | 3 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 1 |
| 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 1 | 1 | 4 | 1 | 4 | 4 |
| 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |
| 3 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 1 |
| 2 | 2 | 1 | 1 | 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 5 | 3 | 4 | 5 | 5 |
| 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 |
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| 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 1 | 1 | 1 | 1 | 2 | 5 | 3 | 4 | 3 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 2 | 2 | 2 | 2 | 3 | 4 | 5 | 4 | 3 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 5 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 5 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 1 | 1 | 5 | 4 | 3 | 5 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
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| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
|   |   |   |   |   |   |   |   |   |
| 1 | 1 | 2 | 2 | 3 | 3 | 4 | 2 | 3 |
| 1 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
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| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 |
| 1 | 1 | 5 | 1 | 1 | 1 | 1 | 4 | 1 |
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| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
|   |   |   |   |   |   |   |   |   |
| 2 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 3 |
| 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |

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|---|---|---|---|---|---|---|---|---|
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| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 1 | 1 | 1 | 1 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 1 |
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| 2 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 4 |
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| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
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| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 |
| 1 | 1 | 1 | 1 | 1 | 1 | 4 | 1 | 1 |
| 2 | 2 | 2 | 2 | 4 | 4 | 4 | 3 | 3 |
|   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
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| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
|   |   |   |   |   |   |   |   |   |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |



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|---|---|---|---|---|---|---|---|---|
| 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
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| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 1 | 1 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 2 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 2 |
| 3 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 3 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 |
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| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 1 | 1 | 1 | 1 | 2 | 2 | 2 | 4 | 4 |
| 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 |
| 5 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 5 |
| 2 | 2 | 2 | 3 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 |

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|---|---|---|---|---|---|---|---|---|
| 4 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |

| Jenis Kelamin | Usia          | Pekerjaan                 | Rata-rata Pendapatan       | Waktu yang dihabiskan untuk membuka TikTok dalam sehari |
|---------------|---------------|---------------------------|----------------------------|---------------------------------------------------------|
| Laki-laki     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam                                               |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam                                        |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam                                               |
|               |               |                           |                            |                                                         |
| Perempuan     | 18 - 24 Tahun | Lainnya                   | Rp3.000.001 – Rp5.000.000  | 4 – 6 jam                                               |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam                                               |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam                                        |
| Perempuan     | 25 - 34 Tahun | Pelajar / Mahasiswa       | Rp5.000.001 – Rp10.000.000 | 4 – 6 jam                                               |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | < Rp1.000.000              | Kurang dari 1 jam                                       |
| Perempuan     | 25 - 34 Tahun | Pegawai Negeri (PNS/BUMN) | Rp5.000.001 – Rp10.000.000 | 4 – 6 jam                                               |
| Laki-laki     | 35 - 44 Tahun | Karyawan Swasta           | Rp3.000.001 – Rp5.000.000  | Kurang dari 1 jam                                       |
| Perempuan     | 18 - 24 Tahun | Karyawan Swasta           | Rp3.000.001 – Rp5.000.000  | Kurang dari 1 jam                                       |
|               |               |                           |                            |                                                         |
|               |               |                           |                            |                                                         |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | < Rp1.000.000              | Lebih dari 6 jam                                        |
| Perempuan     | 18 - 24 Tahun | Ibu Rumah Tangga          | < Rp1.000.000              | 4 – 6 jam                                               |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam                                        |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam                                        |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | < Rp1.000.000              | 1 – 3 jam                                               |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam                                               |
| Perempuan     | 18 - 24 Tahun | Pelajar / Mahasiswa       | < Rp1.000.000              | Kurang dari 1 jam                                       |

|           |               |                        |                            |                   |
|-----------|---------------|------------------------|----------------------------|-------------------|
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | Lebih dari 6 jam  |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp5.000.001 – Rp10.000.000 | Lebih dari 6 jam  |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 1 – 3 jam         |
| Laki-laki | 18 - 24 Tahun | Karyawan Swasta        | < Rp1.000.000              | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | Kurang dari 1 jam |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 1 – 3 jam         |
|           |               |                        |                            |                   |
|           |               |                        |                            |                   |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | Lebih dari 6 jam  |
| Laki-laki | 25 - 34 Tahun | Karyawan Swasta        | < Rp1.000.000              | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp5.000.001 – Rp10.000.000 | Lebih dari 6 jam  |
|           |               |                        |                            |                   |
| Laki-laki | 18 - 24 Tahun | Lainnya                | > Rp10.000.000             | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Wirausaha / Freelancer | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 1 – 3 jam         |

|           |               |                        |                            |                   |
|-----------|---------------|------------------------|----------------------------|-------------------|
| Laki-laki | 18 - 24 Tahun | Wirausaha / Freelancer | > Rp10.000.000             | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 4 – 6 jam         |
| Laki-laki | 18 - 24 Tahun | Wirausaha / Freelancer | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 1 – 3 jam         |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | Kurang dari 1 jam |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Wirausaha / Freelancer | Rp5.000.001 – Rp10.000.000 | 1 – 3 jam         |
| Laki-laki | 18 - 24 Tahun | Karyawan Swasta        | Rp5.000.001 – Rp10.000.000 | 1 – 3 jam         |
| Perempuan | 25 - 34 Tahun | Ibu Rumah Tangga       | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 4 – 6 jam         |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 1 – 3 jam         |
|           |               |                        |                            |                   |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 25 - 34 Tahun | Lainnya                | > Rp10.000.000             | 4 – 6 jam         |
| Laki-laki | < 18 Tahun    | Pelajar / Mahasiswa    | > Rp10.000.000             | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Karyawan Swasta        | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp3.000.001 – Rp5.000.000  | 4 – 6 jam         |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Lainnya                | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Karyawan Swasta        | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa    | < Rp1.000.000              | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp3.000.001 – Rp5.000.000  | 4 – 6 jam         |
| Perempuan | < 18 Tahun    | Pelajar / Mahasiswa    | < Rp1.000.000              | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa    | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |

|           |               |                     |                            |                   |
|-----------|---------------|---------------------|----------------------------|-------------------|
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | < Rp1.000.000              | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp5.000.001 – Rp10.000.000 | 4 – 6 jam         |
| Perempuan | 25 - 34 Tahun | Karyawan Swasta     | Rp5.000.001 – Rp10.000.000 | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa | > Rp10.000.000             | Lebih dari 6 jam  |
|           |               |                     |                            |                   |
|           |               |                     |                            |                   |
|           |               |                     |                            |                   |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | Kurang dari 1 jam |
| Perempuan | 18 - 24 Tahun | Karyawan Swasta     | Rp5.000.001 – Rp10.000.000 | 1 – 3 jam         |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa | < Rp1.000.000              | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
|           |               |                     |                            |                   |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa | < Rp1.000.000              | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 25 - 34 Tahun | Pelajar / Mahasiswa | < Rp1.000.000              | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | < Rp1.000.000              | 4 – 6 jam         |
| Perempuan | < 18 Tahun    | Pelajar / Mahasiswa | < Rp1.000.000              | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Perempuan | 25 - 34 Tahun | Lainnya             | < Rp1.000.000              | 1 – 3 jam         |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp5.000.001 – Rp10.000.000 | 4 – 6 jam         |

|           |               |                     |                            |                   |
|-----------|---------------|---------------------|----------------------------|-------------------|
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp5.000.001 – Rp10.000.000 | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Karyawan Swasta     | Rp3.000.001 – Rp5.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Karyawan Swasta     | Rp3.000.001 – Rp5.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | < Rp1.000.000              | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | Kurang dari 1 jam |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 1 – 3 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | Lebih dari 6 jam  |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | 4 – 6 jam         |
| Perempuan | 18 - 24 Tahun | Pelajar / Mahasiswa | < Rp1.000.000              | 1 – 3 jam         |
| Perempuan | 35 - 44 Tahun | Pelajar / Mahasiswa | Rp1.000.001 – Rp3.000.000  | Lebih dari 6 jam  |
| Laki-laki | 18 - 24 Tahun | Pelajar / Mahasiswa | Rp3.000.001 – Rp5.000.000  | 1 – 3 jam         |

### Lampiran 3. Hasil Olah Data

#### 1. Nilai Mean *Compulsive Buying*

|     | No. | Missing | Mean  | Median | Min   | Max   | Standard ... | Excess Ku... | Skewness |
|-----|-----|---------|-------|--------|-------|-------|--------------|--------------|----------|
| CB1 | 15  | 0       | 3.390 | 4.000  | 1.000 | 5.000 | 1.370        | -0.945       | -0.594   |
| CB2 | 16  | 0       | 3.500 | 4.000  | 1.000 | 5.000 | 1.375        | -0.737       | -0.727   |
| CB3 | 17  | 0       | 3.690 | 4.000  | 1.000 | 5.000 | 1.405        | -0.616       | -0.858   |
| CB4 | 18  | 0       | 3.690 | 4.000  | 1.000 | 5.000 | 1.317        | -0.211       | -0.955   |
| CB5 | 19  | 0       | 3.750 | 4.000  | 1.000 | 5.000 | 1.291        | 0.136        | -1.077   |

#### 2. Nilai Mean *Fear of Missing Out (FOMO)*

|       |    |   |       |       |       |       |       |        |        |
|-------|----|---|-------|-------|-------|-------|-------|--------|--------|
| FOMO1 | 11 | 0 | 3.210 | 4.000 | 1.000 | 5.000 | 1.416 | -1.235 | -0.337 |
| FOMO2 | 12 | 0 | 3.280 | 4.000 | 1.000 | 5.000 | 1.457 | -1.287 | -0.402 |
| FOMO3 | 13 | 0 | 3.390 | 4.000 | 1.000 | 5.000 | 1.421 | -1.177 | -0.443 |
| FOMO4 | 14 | 0 | 3.250 | 4.000 | 1.000 | 5.000 | 1.526 | -1.446 | -0.312 |

### 3. Nilai Mean *Informational Social Influence*

|      |   |   |       |       |       |       |       |       |        |
|------|---|---|-------|-------|-------|-------|-------|-------|--------|
| ISI1 | 1 | 0 | 4.290 | 4.000 | 1.000 | 5.000 | 0.683 | 4.022 | -1.212 |
| ISI2 | 2 | 0 | 4.450 | 5.000 | 1.000 | 5.000 | 0.698 | 5.650 | -1.787 |
| ISI3 | 3 | 0 | 4.270 | 4.000 | 1.000 | 5.000 | 0.835 | 1.556 | -1.176 |
| ISI4 | 4 | 0 | 4.410 | 5.000 | 1.000 | 5.000 | 0.694 | 4.435 | -1.492 |
| ISI5 | 5 | 0 | 4.340 | 4.000 | 1.000 | 5.000 | 0.710 | 5.164 | -1.626 |

### 4. Nilai Mean *Normative Social Influence*

|      |    |   |       |       |       |       |       |        |        |
|------|----|---|-------|-------|-------|-------|-------|--------|--------|
| NSI1 | 6  | 0 | 3.800 | 4.000 | 1.000 | 5.000 | 1.000 | -0.042 | -0.682 |
| NSI2 | 7  | 0 | 3.640 | 4.000 | 1.000 | 5.000 | 1.204 | -0.308 | -0.736 |
| NSI3 | 8  | 0 | 3.630 | 4.000 | 1.000 | 5.000 | 1.278 | -0.724 | -0.645 |
| NSI4 | 9  | 0 | 3.900 | 4.000 | 1.000 | 5.000 | 1.100 | 0.600  | -1.080 |
| NSI5 | 10 | 0 | 3.590 | 4.000 | 1.000 | 5.000 | 1.401 | -1.049 | -0.587 |

### 5. Hasil Uji Validitas Diskriminan

|                                | Compulsive Buying | Fear of Missing Out | Informational Social Influence | Normative Social Influence |
|--------------------------------|-------------------|---------------------|--------------------------------|----------------------------|
| Compulsive Buying              |                   |                     |                                |                            |
| Fear of Missing Out            | 0.854             |                     |                                |                            |
| Informational Social Influence | 0.425             | 0.433               |                                |                            |
| Normative Social Influence     | 0.861             | 0.891               | 0.584                          |                            |

## 6. Hasil Uji Validitas berdasarkan *Outer Loading*

|       | Compulsive Buying | Fear of Missing Out | Informational Social Influence | Normative Social Influence |
|-------|-------------------|---------------------|--------------------------------|----------------------------|
| CB1   | 0.909             |                     |                                |                            |
| CB2   | 0.905             |                     |                                |                            |
| CB3   | 0.899             |                     |                                |                            |
| CB4   | 0.899             |                     |                                |                            |
| CB5   | 0.903             |                     |                                |                            |
| FOMO1 |                   | 0.942               |                                |                            |
| FOMO2 |                   | 0.964               |                                |                            |
| FOMO3 |                   | 0.916               |                                |                            |
| FOMO4 |                   | 0.950               |                                |                            |
| ISI1  |                   |                     | 0.695                          |                            |
| ISI3  |                   |                     | 0.808                          |                            |
| ISI4  |                   |                     | 0.758                          |                            |
| ISI5  |                   |                     | 0.658                          |                            |
| NSI1  |                   |                     |                                | 0.845                      |
| NSI2  |                   |                     |                                | 0.897                      |
| NSI3  |                   |                     |                                | 0.919                      |
| NSI4  |                   |                     |                                | 0.768                      |
| NSI5  |                   |                     |                                | 0.904                      |

7. Hasil Uji Validitas berdasarkan *Average Variance Ectracted* (AVE)

| Average Variance Extracted (AVE) |       |
|----------------------------------|-------|
| Compulsive Buying                | 0.815 |
| Fear of Missing Out              | 0.890 |
| Informational Social Influence   | 0.536 |
| Normative Social Influence       | 0.754 |

8. Hasil Uji *Counstruct Reliability* dan *Composite Reliability*

|                                | Cronbach's Alpha | rho_A | Composite Reliability | Average ... |
|--------------------------------|------------------|-------|-----------------------|-------------|
| Compulsive Buying              | 0.943            | 0.944 | 0.957                 | 0.815       |
| Fear of Missing Out            | 0.959            | 0.962 | 0.970                 | 0.890       |
| Informational Social Influence | 0.722            | 0.765 | 0.821                 | 0.536       |
| Normative Social Influence     | 0.918            | 0.931 | 0.939                 | 0.754       |

9. Hasil Uji *F-Square*

|                                | Compulsive Buying | Fear of Missing Out | Informational Social Influence | Normative Social Influence |
|--------------------------------|-------------------|---------------------|--------------------------------|----------------------------|
| Compulsive Buying              |                   |                     |                                |                            |
| Fear of Missing Out            | 0.203             |                     |                                |                            |
| Informational Social Influence | 0.000             | 0.008               |                                |                            |
| Normative Social Influence     | 0.169             | 1.987               |                                |                            |

### 10. Hasil Uji *R-Square*

|                     | R Square | R Square Adjusted |
|---------------------|----------|-------------------|
| Compulsive Buying   | 0.717    | 0.708             |
| Fear of Missing Out | 0.714    | 0.709             |

### 11. Hasil *Path Coefficients*

|                                                       | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values     |
|-------------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Fear of Missing Out -> Compulsive Buying              | 0.449               | 0.462           | 0.119                      | 3.763                    | <b>0.000</b> |
| Informational Social Influence -> Compulsive Buying   | -0.008              | -0.003          | 0.059                      | 0.137                    | <b>0.891</b> |
| Informational Social Influence -> Fear of Missing Out | -0.054              | -0.040          | 0.066                      | 0.812                    | <b>0.417</b> |
| Normative Social Influence -> Compulsive Buying       | 0.437               | 0.424           | 0.127                      | 3.428                    | <b>0.001</b> |
| Normative Social Influence -> Fear of Missing Out     | 0.871               | 0.866           | 0.040                      | 21.673                   | <b>0.000</b> |

## Lampiran 4. Jurnal Acuan

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MD  
61,11

### Live streaming commerce: a compulsive buying perspective

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#### Abstract

**Purpose** – Live streaming commerce becomes increasingly popular, and some special shopping behaviors existing in traditional e-commerce also emerge in this new context. The current research mainly focuses on determinants of compulsive buying in live streaming commerce by taking fear of missing out (FOMO) and social influence into account.

**Design/methodology/approach** – Using the data collected from 242 experienced consumers in live streaming commerce, the proposed model was empirically assessed by partial least squares based structural equation model.

**Findings** – The results show that both informational and normative social influences have positive effects on FOMO, which in turn exert an influence on compulsive buying. In addition, informational social influence also directly and positively affects compulsive buying.

**Originality/value** – This study provides a deeper understanding of FOMO and social influence in the process of compulsive buying. It offers a new avenue to analyze the mechanism regarding why compulsive buying occurs in live streaming commerce.

**Keywords** Live streaming commerce, Compulsive buying, Fear of missing out, Social influence

**Paper type** Original article

#### 1. Introduction

Live streaming commerce has been adopted by a great number of online sellers to improve their sales performance (Sun *et al.*, 2019). It has become an effective move in online retail business to improve conversion rate and generate faster sales in marketplace. Simultaneity and authenticity are two significant features of live streaming shopping. Specially, all sales activities happen at the same time, leading to high level of simultaneity. Besides, unedited and unpredictable views can give consumers a feeling of authenticity (Kang *et al.*, 2021). Nowadays, sellers in live streaming context are provided with innovative ways to capture consumer attention, enhance shopping experience, and reduce shoppers' uncertainty (Wongkitrungrueng and Assarut, 2020; Zhang *et al.*, 2019).

It is no doubt that online consumers' intention, behavior, and other decision-making process are essential to the success of any e-commerce. As a new development of e-commerce, live streaming commerce has received sufficient research attention. Consumers' purchase or shopping intention (e.g. Ma, 2021; Lu and Chen, 2021), engagement behavior (e.g. Hu and Chaudhry, 2020) and continuance usage (e.g. Hsu and Lin, 2021) have been widely examined in prior literature. On the other hand, like consumer activities in traditional e-commerce, some special behaviors or intentions also exist in live streaming shopping process. Among them, impulse buying in live streaming context has attracted much attention in recent years. The urge to buy impulsively driven by affective state instead of cognitive state has been revealed (Zhang *et al.*, 2022). For example, high level of social presence perceived in live streaming shopping process affects consumers' emotional states of pleasure and arousal, thus leading to impulse buying (Li *et al.*,

2022). Actually, impulsive buying is just a form of compulsive buying. According to Japutra *et al.* (2019), there are two types of compulsive buying behaviors, including impulsive buying and obsessive-compulsive buying. Compulsive consumers are sensitive to marketing stimuli, leading to a lack of impulse control over shopping and excessive buying (Japutra *et al.*, 2019; Horváth and Adigüzel, 2018). Such consumers are usually repetitive and uncontrolled in shopping process. Previous studies tried to explore compulsive buying by concentrating on anxiety and escapism (Darrat *et al.*, 2016), personality disorder (Maraz *et al.*, 2016) and materialism (Pradhan *et al.*, 2018; Islam *et al.*, 2017). But on the other hand, it has been well known that the consumers' engagement in shopping is not only because of personality traits and values but also for satisfying their internal needs when they need attention, want to be with peers, desires to meet people with similar interests or feel a need to exercise (Horváth and Adigüzel, 2018). Unlike traditional shopping websites mainly relying on static pictures to display product information, live streaming commerce provides real-time sight, sound and motion (Zhang *et al.*, 2019). Such real-time systems facilitate communications and interactions with streamers and other covievers. Consequently, various types of relational bonds can be initiated to engage with consumers (Hu and Chaudhry, 2020). However, very few studies have comprehensively investigated the compulsive buying, especially in live streaming context. Although in recent years, researchers have explored factors affecting online compulsive buying from the perspective of gratification seeking (e.g. Ali *et al.*, 2021; Japutra and Song, 2020), and their research contexts are usually online shopping in a general sense. It is still unclear determinants of consumers' compulsive buying in live streaming environment and how the compulsive buying can be influenced. To fill this gap, our research intends to investigate determinants of compulsive buying in live streaming commerce by examining the special marketing patterns, usage environment and consumers' perception. A theory-grounded framework was established to reveal predictors that directly and indirectly lead to the urge to buy compulsively.

The contributions of our research lie mainly in three areas. First, this study sheds light on the importance of social influence in compulsive research. As social influence from peers or professional supervisors has been found to play a salient role in affecting consumers' behavioral intentions (e.g. Jeon *et al.*, 2018; Thomas and Vinuales, 2017), addressing compulsive behaviors as an outcome of informational and normative social influence in live streaming context will provide new knowledge to the literature. Second, exploring the impact of fear of missing out (FOMO) on compulsive buying process demonstrates another perspective to demonstrate why certain compulsive behaviors occur in live streaming environment. In particular, a deeper understanding of the relationship between social influence and FOMO can be an important issue that needs to receive more attention from researchers in the fields of live streaming commerce. Third, from a practical point of view, this study discusses several issues that marketers should consider based on our findings. As compulsive buyers constitute a large and growing segment of the market (Horváth and Adigüzel, 2018), sellers on live streaming platforms may benefit from such trend by utilizing FOMO appeals and social influence perceived in shopping process.

The remainder of this paper is organized in the following manner. First, Section 2 provides the conceptual background of this study. Then, hypotheses and research model are proposed in section 3. Subsequently, the method of this study, data analysis and results are shown in Section 4 and Section 5. After that, implications of findings and limitations are respectively discussed in Section 6 and Section 7. Finally, this study is concluded in section 8.

#### 2. Conceptual background

##### 2.1 Compulsive buying

Compulsive buying is an uncontrolled, obsessive tendency to purchase which is often regarded as the "dark side" of consumer behavior issues (Ridgway *et al.*, 2008; Lim *et al.*, 2020;

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Aw *et al.*, 2018). Some researchers thought that compulsive shopping behavior was a problematic buying associated with behavioral addiction such as shopaholic and excessive purchasing (Japutra *et al.*, 2018). Therefore, adverse consequences including shame, guilt and regret were subsequently produced (Horvath and Adiguzel, 2018). But on the other hand, there also exist studies indicating that compulsive buying may bring some desirable outcomes. For example, compulsive buying enables consumers to obtain intense pleasure and excitement (Trotzke *et al.*, 2015). It alleviates individuals' anxiety (Koran *et al.*, 2006) and then help them escape from life's pressures (Harnish *et al.*, 2019). Because of this, compulsive buying sometimes can also be viewed as a medium for individuals to overcome negative emotions (Gallagher *et al.*, 2017; Japutra and Song, 2020).

Due to the specific features of online shopping such as getting immediate positive feelings and fantasizing about purchases, e-commerce exacerbates compulsive purchases and satisfies the desires of compulsive buyers (He *et al.*, 2018). Live streaming commerce belongs to a new form of social commerce which is also a subclass of e-commerce. It not only inherits general features of social commerce but also strengthens real-time interactivity. All user activities in live streaming context happen in an unedited and somewhat unpredictable approach, leading to a high level of simultaneity and authenticity (Scheibe *et al.*, 2016; Kang *et al.*, 2021). However, until now, few studies have comprehensively investigated the compulsive buying in such context. Determinants of compulsive buying in live streaming environment are still unclear. Given that the resulting consequences of compulsive buying are usually broader and include both social and budgetary problems (Tarka *et al.*, 2022), it is necessary to examine the mechanism of compulsive buying in live streaming commerce and then provide sellers with suggestions to utilize positive sides of compulsive buying.

### 2.2 Fear of missing out (FOMO)

FOMO is often described as a pervasive apprehension that others may be having rewarding experiences from which one is absent (Przybylski *et al.*, 2013). This phenomenon emerges when individuals choose among uncertain current and potential options (Good and Hyman, 2020). As an outcome of deficits in essential psychological needs, FOMO is characterized by the desire to stay continually connected with others and constantly know what others are doing (Lee *et al.*, 2021; Przybylski *et al.*, 2013). Hence, it is an important factor affecting social media utilities and users' well-being. For example, prior literature argued that FOMO on events likely keeps adolescents using Facebook because it enables them to continually keep in touch with their peers (Shapiro and Margolin, 2013). Furthermore, several studies demonstrated that users with high FOMO tended to spend more time on social media use, leading to suffer from compulsive usage behavior and emotional tensions (e.g. stress, depression, anxiety) (Dhir *et al.*, 2018; Beyens *et al.*, 2016). Sometimes FOMO even acts as a determinant of social media addiction (Blackwell *et al.*, 2017).

Live stream is a new form of social media that realizes multimedia online interactions (Guo *et al.*, 2021), and the phenomenon of FOMO is thus likely to be inherited in live streaming context to some extent. FOMO has been found to exist in both nonmarketing and marketing field (Good and Hyman, 2021). Such special psychological phenomenon received widespread attention from marketing scholars and practitioners in recent years. FOMO seems an important factor in consumption process in terms of driving purchases. It increases a tendency to imitate or follow others' behaviors, such as choosing a product or brand (Kang *et al.*, 2020). Nowadays, an increasing number of live streamers become online influencers attracting numerous followers with higher commitment (Shen, 2021). By assimilating products into live streaming content and allowing consumers to participate in content contribution, these influencers are more accessible and appear more trustworthy than traditional brand endorsers (Geng *et al.*, 2020). When shopping through live stream, FOMO

will trigger emotional responses that should subsequently influence purchase behavior (Good and Hyman, 2020), especially for consumers with the desire to imitate their favorite influencers (Dinh and Lee, 2021). But on the other hand, to the best of our knowledge, whether such imitation process resulting from FOMO will lead to compulsive buying has never been fully discussed. Considering this, our research intends to further examine the compulsive buying in live streaming commerce by taking FOMO into account.

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### 2.3 Social influence

People are always influenced by others' opinions and words. They tend to compare themselves to others and then consider whether they did or thought is appropriate (Kuan *et al.*, 2014; Fu *et al.*, 2020). Social influence occurs when people alter their thoughts, feelings, attitudes or behaviors as a result of interactions with other ones (Ambler and Bui, 2011). There are two types of social influence proposed by Deutsch and Gerard (1955): informational social influence and normative social influence. Informational social influence refers to the tendency to accept other people's information and consider that information to be true (Shen *et al.*, 2010). Such type of social influence enables people to assume that others would possess more knowledge, thereby their interpretations of ambiguous situation can be more accurate. In online shopping, informational social influence often comes from product evaluations, preferences, opinions or other social signals through online interactions or observations of other participants' behaviors (Fu *et al.*, 2020). On the other hand, normative social influence reflects members' psychological needs to conform to group norms and standards in order to be accepted by the group (Shen *et al.*, 2010). It is common for normative social influence to affect purchase behavior in social networks where consumers often perform actions similar to relevant others (Kuan *et al.*, 2014). This is because individuals are willing to be affiliated with a referent group and maintain the relationship with the members. They can acquire favorable responses by complying with the norm of others in the social network, including being rewarded, being reinforced or feeling emotionally comfortable (Shen *et al.*, 2010; Fu *et al.*, 2020).

In live streaming commerce, interactions between viewers and streamers are expected to help consumers obtain high-quality products at reasonable prices. Through live streaming, all participants are allowed to create content relevant to their own interests and reach niche viewers who share those interests (Xu and Ye, 2020). They act as information sources and content producers by delivering information through real-time interactions among their peers. Besides, as some parasocial relationships are established in live streaming activities, purchasing influencers' recommended products not only fulfill the need for interpersonal relationships but also facilitate opportunities to identify with these online influencers (Lee *et al.*, 2021). Consequently, both informational and normative social influence will be easily perceived. In view of this, the current study intends to regard the two types of social influence as antecedents in our research model to reveal why compulsive buying occurs in live streaming commerce.

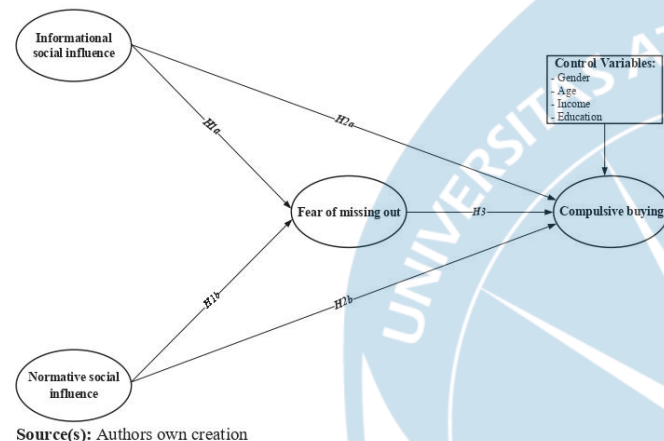
## 3. Research model and hypotheses development

This study proposes a research model to examine consumers' compulsive buying in live streaming commerce from perspectives of FOMO and social influence. Figure 1 shows the established model based on the above conceptual background. To reveal the relationships among constructs in the model, detailed hypotheses are proposed in the following sections.

### 3.1 Social influence and FOMO

As indicated by Kwahk and Kim (2017), informational social influence in social commerce is a process in which consumers determine the successful experience of their social network

Figure 1.  
Research model



group in using a certain product. It leads to the tendency to accept other people's information and consider that information to be true (Bearden *et al.*, 1989). Live streaming commerce allows consumers to watch products displaying and ask relevant questions timely through social interactions in synchronous communications. Viewers who have consumed such information will feel rewarded for utilizing it and then perceive more value of products they intend to purchase (Bao and Zhu, 2022). Under this situation, consumers will concern they do not acquire a product extolled by streamers and other peers, which creates the "missing out" phenomenon (Good and Hyman, 2020), thereby FOMO may emerge.

Additionally, as mentioned above, live streaming contexts lead to the emergence of live streamers with a large number of followers. Such streamers are online influencers who does not solely stem from delivering timely information but also from parasocial relationships in live streaming activities (Lee *et al.*, 2021). Consumers following these influencers often perceive them as close friends on a personal level. Prior research has found that consumers with FOMO tendency are more sensitive to negative consequences of ignoring hedonic-service recommendations by close friends or family members (Good and Hyman, 2021). To enhance their social standing via purchases approved by some close relationships, consumers' FOMO are more likely to be reinforced. Hence, the following two hypotheses were proposed:

H1a. Informational social influence is positively related to FOMO.

H1b. Normative social influence is positively related to FOMO.

### 3.2 Social influence and compulsive buying

Live streaming commerce promoted by online influencers enables powerful real-time dynamic interactions that can arouse consumers' desire to participate (Jiang and Cai, 2021). Consumers not only come across seller-provided product information but also have a high degree of reliance on the information created by live streamers and peer consumers. In social

commerce, if consumers do not have sufficient knowledge or ability to evaluate a product from physical contacts and direct observations, they are more willing to consult shared information or opinions from others (Fu *et al.*, 2020). Therefore, informational social influence may emerge, which lead to the tendency to accept other people's information and then assist decision-making. When informational social influence is strong, consumers tend to escape from full deliberation and use the ready-made recommendations or reviews as evidence (Hu *et al.*, 2019). In this situation, a weak impulse control and repeated purchases are more likely to be triggered. It can be viewed as a proclivity for an obsession with shopping called compulsive buying.

On the other hand, normative influence driven by a need for psychological association with a social group may also works in compulsive buying. Prior literature has shown that normative social influence is broad and strong in social commerce because consumers face a large social circle (Kwahk and Kim, 2017; Hu *et al.*, 2019). As a branch of social commerce, live streaming commerce opens new channel for social media influencers to provide recommendations and shape followers' interest (Park and Lin, 2020). Many influencers attract a lot of followers with their own attractiveness. As members in same social groups are more easily to be rewarded, be reinforced or feel emotionally comfortable by complying with some norms (Fu *et al.*, 2020), normative social influence can create social pressure that motives consumers to gain approval from others when making purchase decisions (Hu *et al.*, 2019). To comply with the opinions of influencers or peers in social circles, promotions or recommendations on live streaming commerce platforms may result in some involuntary purchases. Under this background, excessive purchases including compulsive buying will be probably induced. Summarizing the above arguments, we hypothesized that:

H2a. Informational social influence has a positive effect on compulsive buying.

H2b. Normative social influence has a positive effect on compulsive buying

### 3.3 FOMO and compulsive buying

FOMO is an emotional anxiety that leaves people feeling alienated from their current experiences (Kang *et al.*, 2019). It often results in a feeling of being isolated which then let individuals perceive missing-out anxiety. To mitigate the FOMO-related anxiety, consumers often choose to imitate or follow the behavior of others including purchasing behaviors (Spiller and Belogolova, 2016). Therefore, prior studies have shown that FOMO plays an important role in consumption process, which will eventually generate a higher probability of driving purchases (Kang *et al.*, 2020; Hodkinson, 2019). For large numbers of consumers, regrets about "missing out" tend to be more intense than regrets about wasting money (Davidai and Gilovich, 2018). The higher the anxiety induced by a FOMO-laden appeal, the greater the purchase impetus (Good and Hyman, 2021), which may lead to a weak self-control during shopping episodes. As such, compulsive buying is likely to be triggered. Therefore, we proposed the following hypothesis:

H3. FOMO is positively related to compulsive buying.

### 3.4 Control variables

To reduce exogenous threats to the model, several demographic cues are considered as control variables. First, as adolescents are mostly compulsive generation in history (Schor, 2004), age is controlled in our research. Second, gender is included because researchers have found that men and women often act differently regarding online purchase (Lin *et al.*, 2018). Besides, senior and highly educated consumers are more inclined to make cautious purchase decisions (Luo *et al.*, 2012), thereby the level of education was regarded as another control variable. Finally, we also

controlled income in the research model because Sneath *et al.* (2008) has indicated that consumers' income plays a moderating role in the process of compulsive buying.

#### 4. Methodology

##### 4.1 Measurement items

Measurement items in our research were adapted from the previous literature to ensure the validity of the scale. Specifically, compulsive buying was measured using items adapted from Japutra and Song (2020). The items of FOMO were modified from Dinh and Lee (2021). Besides, the constructs of informational social influence and normative social influence were measured using items adapted from Fu *et al.* (2020). All the above items were rated on a 7-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (7). As the original items were written in English, to ensure the meaning of every measurement item can be accurately understood, a back-translation method was used to convert these items into Chinese. To assess the logical consistency, understandability, and contextual relevance of the questionnaire, a pilot study was conducted with 30 consumers who have live streaming shopping experiences and 5 scholars who focus on social commerce. Ambiguous items and descriptions were reworded to ensure clarity. All survey questions are shown in the Appendix of this paper.

##### 4.2 Research context and data collection

Two leading live streaming platforms in China: Taobao Live and Douyin (the Chinese version of TikTok) were selected as the research context to collect data. Taobao Live belonging to the Alibaba group has become one of the most influential live streaming shopping platforms not only in China but also at a global level. Moreover, there is a high level of diversity among sellers that utilize Taobao Live to promote their products (Hu and Chaudhry, 2020). Therefore, Taobao Live is often viewed as a typical research context of live streaming commerce in previous studies (e.g. Park and Lin, 2020; Guo *et al.*, 2021). Douyin originally existed as a short video App specializing in social media entertainment (Zhang, 2021), but now several live streaming functions have added to it, enabling social media influencers with numerous followers to carry out live streaming shopping activities. As an emerging live streaming platform, Douyin integrates e-commerce shops into its platform and thus can also be regarded as a representation of live streaming commerce platforms (Yang *et al.*, 2023). Overall, we believe the above two platforms can provide an adequate source for our investigation.

Our questionnaire was presented through the Wenjuanxing website (<https://www.wjx.cn/>), which is a professional data collection website in China. The web link of the questionnaire was forwarded to potential respondents through social media. We offered all valid respondents 5 RMB to increase the response rate. To ensure the suitability of all potential respondents, a screening question was included at the beginning of our online questionnaire by asking respondents if they had experience of live streaming shopping through Taobao Live or Douyin. Only experienced consumers were then instructed to survey questions. A total of 302 responses were collected during the survey process. Respondents who never purchase anything from Taobao Live or Douyin were removed. Meanwhile, we deleted questionnaires with identical scores in most questions. Finally, there were 242 valid respondents. The demographic characteristics of respondents were described in Table 1.

#### 5. Data analysis and results

This study employed partial least squares based structural equation model (PLS-SEM) to validate the measures and test hypotheses in our proposed model. PLS-SEM is a powerful method that can be used to analyze complex models using relatively smaller samples

| Demographics                     | Category                   | Frequency | Percentage |
|----------------------------------|----------------------------|-----------|------------|
| Gender                           | Male                       | 106       | 43.8%      |
|                                  | Female                     | 136       | 56.2%      |
| Age                              | Below 20                   | 19        | 7.9%       |
|                                  | 20–30                      | 105       | 43.4%      |
|                                  | 31–40                      | 78        | 32.2%      |
|                                  | 41–50                      | 33        | 13.6%      |
|                                  | Above 50                   | 7         | 2.9%       |
| Monthly income (RMB)             | Below 4000                 | 23        | 9.5%       |
|                                  | 4000–6000                  | 81        | 33.5%      |
|                                  | 6001–8000                  | 67        | 27.7%      |
|                                  | 8001–10000                 | 40        | 16.5%      |
|                                  | Above 10,000               | 31        | 12.8%      |
| Education                        | High school and below      | 18        | 7.4%       |
|                                  | College/University         | 153       | 63.2%      |
|                                  | Graduated school and above | 71        | 29.3%      |
| Source(s): Authors' own creation |                            |           |            |

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**Table 1.**  
Demographics of the  
sample

(Ringle *et al.*, 2012). It has fewer restrictions on sample size and normality of data than covariance based SEM (Chin, 1998). Therefore, PLS-SEM is more suitable for exploratory studies such as the current research. Following the two-step approach suggested by Anderson and Gerbing (1988), we checked the measurement model and structural model respectively via Smart PLS software.

##### 5.1 Measurement model

The measurement model was assessed by checking the reliability, convergent validity and discriminant validity of all constructs. First, Cronbach's alpha and composite reliability (CR) were used to test the reliability. Table 2 shows that the values of Cronbach's  $\alpha$  range from 0.821 to 0.950, and meanwhile the CR values range from 0.881 to 0.958. Both metrics exceed the suggested value of 0.70, indicating that the measurement items for each construct have good reliability (Fornell and Larcker, 1981). Besides, as shown in Table 2 and Table 3, the AVE for all constructs range from 0.650 to 0.739, exceeding the threshold of 0.50, and additionally all indicator factor loadings exceed 0.70. All these results represent the convergent validity of each construct was sufficient (Hair *et al.*, 2011). For discriminant validity, the square roots of AVE for the constructs in Table 2 are larger than any correlations between that construct and other constructs (Fornell and Larcker, 1981). Moreover, the diagonal elements in Table 3 suggest that the loading of each measurement item on its assigned latent variable is larger than its loading on any other construct. These results mean that the discriminant validity is acceptable (Chin, 1998).

| Construct                          | CA    | AVE   | CR    | (1)          | (2)          | (3)          | (4)          |
|------------------------------------|-------|-------|-------|--------------|--------------|--------------|--------------|
| (1) Compulsive buying              | 0.910 | 0.690 | 0.930 | <i>0.830</i> |              |              |              |
| (2) FOMO                           | 0.950 | 0.739 | 0.958 | 0.657        | <i>0.860</i> |              |              |
| (3) Informational social influence | 0.821 | 0.650 | 0.881 | 0.487        | 0.540        | <i>0.806</i> |              |
| (4) Normative social influence     | 0.882 | 0.738 | 0.918 | 0.500        | 0.633        | 0.551        | <i>0.859</i> |

**Note(s):** CA = Cronbach's alpha, CR = Composite reliability, AVE = Average variance extracted  
Diagonal lines rendered in italics show the square of AVE of each construct

**Source(s):** Authors' own creation

**Table 2.**  
Construct reliability  
and validity

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| Items | CB    | FOMO  | ISI   | NSI   |
|-------|-------|-------|-------|-------|
| CB1   | 0.875 | 0.566 | 0.424 | 0.425 |
| CB2   | 0.785 | 0.443 | 0.361 | 0.350 |
| CB3   | 0.806 | 0.517 | 0.376 | 0.361 |
| CB4   | 0.795 | 0.518 | 0.377 | 0.422 |
| CB5   | 0.865 | 0.601 | 0.458 | 0.463 |
| CB6   | 0.852 | 0.606 | 0.421 | 0.455 |
| FOMO1 | 0.574 | 0.842 | 0.472 | 0.496 |
| FOMO2 | 0.520 | 0.854 | 0.453 | 0.537 |
| FOMO3 | 0.618 | 0.877 | 0.483 | 0.553 |
| FOMO4 | 0.544 | 0.859 | 0.500 | 0.568 |
| FOMO5 | 0.598 | 0.864 | 0.444 | 0.557 |
| FOMO6 | 0.555 | 0.854 | 0.438 | 0.523 |
| FOMO7 | 0.532 | 0.857 | 0.485 | 0.539 |
| FOMO8 | 0.576 | 0.873 | 0.441 | 0.580 |
| ISI1  | 0.403 | 0.422 | 0.804 | 0.398 |
| ISI2  | 0.426 | 0.492 | 0.826 | 0.499 |
| ISI3  | 0.413 | 0.442 | 0.825 | 0.462 |
| ISI4  | 0.315 | 0.372 | 0.768 | 0.411 |
| NSI1  | 0.441 | 0.576 | 0.478 | 0.886 |
| NSI2  | 0.497 | 0.614 | 0.471 | 0.872 |
| NSI3  | 0.348 | 0.489 | 0.499 | 0.824 |
| NSI4  | 0.415 | 0.477 | 0.451 | 0.853 |

**Note(s):** CB: Compulsive buying; FOMO: Fear of missing out; ISI: Informational social influence; NSI: Normative social influence. The italic values in Table 3 mean that each within-construct item loading is higher on the measured construct than the cross-loadings on the other items

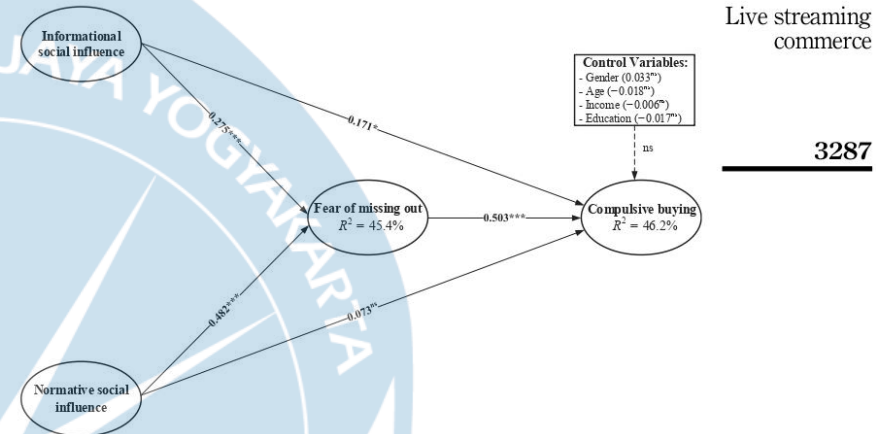
**Source(s):** Authors' own creation

**Table 3.**  
Loadings and cross-loadings of measures

As the data of all measurement items were collected via a self-reported survey method, Harman's single factor test was used to statistically assessed the possible impacts from common method bias (CMB). The test was conducted on the four conceptually crucial variables in our established model. All items were included in an exploratory and unrotated factor analysis to check the data. The results showed that four factors were extracted from the data, and the most covariance explained by one factor is less than 50%. No single factor dominated the total variance, indicating that CMB is not a serious problem in this study.

### 5.2 Structural model

The path coefficients and their statistical significance were assessed via 5000 bootstrapping runs through PLS-SEM. The hypothetical paths between constructs and the explained variances ( $R^2$ ) are visually demonstrated in Figure 2. Specially, both informational social influence ( $\beta = 0.275, p < 0.001$ ) and normative social influence ( $\beta = 0.482, p < 0.001$ ) were significant and positive related to FOMO, supporting H1a and H1b respectively. Besides, informational social influence ( $\beta = 0.171, p < 0.05$ ) was positively associated with perceived diagnosticity. Therefore, H2a is supported. But on the other hand, compulsive buying could not be significantly influenced by normative social influence ( $\beta = 0.073, p > 0.05$ ), indicating H2b is not supported. Finally, FOMO was positively associated with compulsive buying ( $\beta = 0.503, p < 0.001$ ), supporting H3 accordingly. All control variables in the model have no significant effect on compulsive buying. The results of  $R^2$  showed that the model accounted for 45.4 and 46.2% of the variances in FOMO and compulsive buying, showing an acceptable level of explanatory power.



**Note(s):** \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ ; ns = not significant

**Source(s):** Authors own creation

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**Figure 2.**  
Results of the  
research model

## 6. Discussion and implications

### 6.1 Discussion of findings

Some interesting findings are demonstrated in our research. First, the results support that compulsive buying in live streaming commerce can be triggered by FOMO. Unlike FOMO-related literature in nonmarketing field which treated FOMO as a personal characteristic focusing on problematic internet or social media usage (e.g. Roberts and David, 2020; Alt and Boniel-Nissim, 2018; Beyens et al., 2016), our research mainly investigated FOMO from a perspective of marketing context. Despite FOMO has been considered as consumer motivation to purchase products in social media marketing (Dinh and Lee, 2021), our findings further indicates that FOMO tendency has a potential to increase compulsive buying likelihood in the special context of live streaming commerce. Consumers often anticipate positive outcomes and are not willing to experience regrets about inactions. To avoid such regrets, some of them try to activate protection motivation, which leads to a weak self-control in shopping and sometimes presented as compulsive buying.

Second, the findings of our empirical analysis indicate the two dimensions of social influence including informational and normative social influence in live streaming context are also important sources of compulsive buying. On the one hand, informational and normative social influence can indirectly affect compulsive buying through FOMO. Although prior studies have found that consumers' purchase behaviors or intentions are likely to be influenced by social influence during online shopping (Liu et al., 2018; Fu et al., 2020; Filieri et al., 2018), our research further investigated its inner mechanism by taking FOMO into consideration, which is more appropriate to examine the uncontrolled and obsessive tendency in live streaming commerce. On the other hand, informational social influence has a chance to directly affect compulsive buying. This result further supports that strong informational social influence may induce consumers to use the ready-made information as

evidence and thus escape from full deliberation (Hu *et al.*, 2019). In this situation, a lack of self-control during shopping episodes called compulsive buying is more likely to occur.

Unexpectedly, the data analysis shows that normative social influence is unable to directly act upon compulsive buying in live streaming commerce. One possible explanation is that live streaming platforms still belong to online marketing places. As interactions among consumers, streamers and sellers are all facilitated by computer-mediated communication (CMC) technologies, traditional offline interpersonal relationship has extended to a swift manner called swift guanxi (Ou *et al.*, 2014). Due to the effective use of CMC, swift guanxi requires less investment in time and efforts in the online marketplace (Shi *et al.*, 2018). In such environment, the effect of normative influences might be relatively weak. Some normative cues in live streaming context will not easily form social pressure on consumers to follow others' opinions and expectations. Therefore, consumer's tendency to engage in online buying with compulsiveness is likely to be insignificant even if they suffer normative social influence.

#### 6.2 Theoretical implications

This study makes meaningful extensions to academic literature on compulsive buying and FOMO. First, a well-organized framework has been developed to reveal the mechanism regarding why compulsive buying is occurred by taking social influence and FOMO into consideration. As we know, consumers' engagement in live streaming commerce is for satisfying their internal needs in participation process. Their shopping intentions or behaviors are not only transactional issues but also can be affected by peer influence among members of a group (Bao and Zhu, 2022). Therefore, high level of social influence provides more appropriate atmosphere for compulsive buying in live streaming commerce. In addition, we further found that a connection between social influence and FOMO. Strong social influence would strengthen consumers' FOMO-building process, which further motivate compulsive buying. All of these findings offer a new perspective to explain how the compulsive buying is triggered when shopping in live streaming context.

Second, this study reveals the role of FOMO in compulsive buying process by considering live streaming features. FOMO is context-specific or dispositional for consumers (Good and Hyman, 2021). It induces high anxiety which motivates greater purchase impetus, thereby resulting in the urge to buy compulsively. The context of live streaming commerce is different from traditional shopping websites. It not only has significant features of simultaneity and authenticity but also creates right environment for FOMO, especially for those consumers with strong desire to imitate their favorite online influencers. Our findings can be an answer to the call for the role of FOMO in compulsive buying, which also enriches FOMO-related literature in the marketing field.

#### 6.3 Practical implications

Some valuable insights for practitioners are also offered. First, from a managerial viewpoint, sellers in live streaming commerce are required to be aware of the effectiveness of social influence in driving compulsive buying. When shopping through live streaming commerce, consumers not only attach importance to the products themselves but also take account their social implications. As a result, more attention should be paid to the value of those online influencers. The attitude of followers toward an influencer is an important indicator for evaluating his or her social influence and endorsement effectiveness (Sun *et al.*, 2021). Consequently, sellers should invest in identified influencers to promote products for their followers in an effort to induce their FOMO and the urgent desire to purchase. On the other hand, some incentive programs ought to be designed to reward peers in live streaming context to become influencers, such as members with common interests and experienced

consumers with similar background. Comments, opinions and recommendations from them can be regarded as a growing source of informational and normative social influence which captures consumer attention and reduces uncertainty.

Second, evidence from this study confirms that FOMO is an important driver of compulsive buying. Compulsive buying should not be one-sidedly regarded as the "dark side" of consumer behavior issues because it can also bring some desirable outcomes such as pleasure, excitement and stress relieving (e.g. Trotzke *et al.*, 2015; Koran *et al.*, 2006). For a great number of consumers, regrets about "missing out" are often more intense (Davidai and Gilovich, 2018). Therefore, as sellers in live streaming commerce, marketing strategies that utilize FOMO appeals ought to be developed. Messages of FOMO-triggering sales are required to be created based on influencers' participation on live streaming platforms. These influencers promote events by stressing the scarcity of products and excitement will have if owning endorsed products (Dinh and Lee, 2021). Such FOMO messages help consumers increase the belief that they will not fall behind by consuming products displayed in live streaming commerce.

#### 7. Limitations and future research

Some limitations during the research process should be acknowledged. First, live streaming commerce on Taobao Live and Douyin were selected as the investigation context. Although Taobao Live and Douyin are considered as typical platforms of live streaming commerce with huge user base, most of their consumers are from mainland China. Future research should use a cross-platform survey to investigate consumers of other live streaming platforms and from other countries. Another limitation is that our study only used cross-sectional data obtained from self-reported surveys to test all proposed hypotheses. Therefore, definitive conclusions regarding causality and specific extent of relationships among constructs cannot be provided. In the next stage, longitudinal studies should be considered to gain more insights into the compulsive buying process and then further examine the findings of this study.

#### 8. Conclusion

Live streaming not only adds value to traditional e-commerce but also motivates special shopping behaviors such as compulsive buying. Our research explores determinants of consumers' compulsive buying in live streaming commerce from perspectives of FOMO and social influence. Based on this study, a well-organized framework is established to indicate specific factors and inner relationships that have potentials to influence compulsive buying. The empirical analysis shows that in live streaming commerce, both informational and normative social influence act as environmental stimuli to affect FOMO perceived by consumers which in turn exert an influence on compulsive buying. Besides, informational social influence can also directly arouse the urge to buy compulsively. Some theoretical and practical implications are provided to future researchers and online sellers.

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# Appendix

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**Table A1.**  
Measurement items

| Items                                                                                                                                                   | Source                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <i>Compulsive buying</i>                                                                                                                                | Japutra and Song (2020) |
| CB1. I buy things I do not need                                                                                                                         |                         |
| CB2. I buy things I do not intend to buy                                                                                                                |                         |
| CB3. I consider myself an impulse buyer                                                                                                                 |                         |
| <i>Fear of missing out</i>                                                                                                                              | Dinh and Lee (2021)     |
| FOMO1. I'm afraid later I will feel sorry I did not buy products endorsed by influencers on live streaming platforms                                    |                         |
| FOMO2. I will worry about I'm missing products endorsed by influencers                                                                                  |                         |
| FOMO3. I will worry other people are having more rewarding things than me by using products endorsed by influencers                                     |                         |
| FOMO4. I feel concerned that other people are having more fun with products endorsed by influencers while I do not                                      |                         |
| <i>Informational social influence</i>                                                                                                                   | Fu et al. (2020)        |
| ISI1. I frequently consult influencers or other members on live streaming platforms to help choose the best alternatives available from a product class |                         |
| ISI2. I gathered information from influencers or others members about the product before I buy                                                          |                         |
| ISI3. To make sure I buy the right product or brand, I often observed what other members are buying and using                                           |                         |
| ISI4. If I have little experience with a product, I often ask influencers or other members on live streaming platforms about the product                |                         |
| <i>Normative social influence</i>                                                                                                                       | Fu et al. (2020)        |
| NSI1. I achieved a sense of belonging by purchasing the same products that influencers or other members on live streaming platforms purchased           |                         |
| NSI2. If I want to be like someone, I often try to buy the same product or brand the buy                                                                |                         |
| NSI3. What influencers or other members on live streaming platforms consider important matters are also important to me                                 |                         |

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