

Economic and Business Horizon

ISSN: 2963-2765

Economic and Business
Horizon

Volume: 05

Issue: 05

Year: 2026

Page: 997-1010

Citation:

Febriani, D., & Hadiyati, E. (2026). Fear of missing out and time pressure on post-purchase regret: The mediating effect of impulsive buying in social commerce. *Economic and Business Horizon*, 5(5), 997-1010.

Fear of Missing Out and Time Pressure on Post-Purchase Regret: The Mediating Effect of Impulsive Buying in Social Commerce

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Abstract

The rapid growth of social commerce has transformed purchasing behavior by combining entertainment, social interaction, and online shopping. TikTok Shop is a fast-growing platform where live streaming, flash sales, countdown timers, and personalized recommendations encourage spontaneous purchases, increasing both emotional buying and post-purchase regret. This study investigates the effects of Fear of Missing Out (FoMO) and time pressure on post-purchase regret through the mediating role of impulsive buying among female fashion consumers using TikTok Shop. Guided by Stimulus–Organism–Response (S-O-R) theory, this study positions FoMO and time pressure as stimuli, impulsive buying as the organism, and post-purchase regret as the response. Data were collected from female university students in Malang City who had purchased fashion products on TikTok Shop using a quantitative PLS-SEM approach. The findings show that FoMO and time pressure significantly increase impulsive buying behavior, which in turn leads to higher levels of post-purchase regret. Moreover, impulsive buying significantly mediates the relationships between both antecedent variables and post-purchase regret. These findings extend the application of the S-O-R framework in social commerce and provide practical implications for digital marketers in designing responsible promotional strategies that balance commercial performance with long-term consumer satisfaction.

Keywords

Fear of Missing Out, Impulsive Buying, Post-Purchase Regret, Social Commerce, TikTok Shop, Time Pressure.

1. Introduction

The rapid advancement of digital technology has fundamentally transformed consumer purchasing behavior by reshaping how individuals search for information, interact with brands, and complete transactions. The emergence of digital commerce has encouraged businesses to adopt technology-driven marketing strategies that integrate commercial activities with social media platforms. This transformation has accelerated the development of social commerce, where consumers are simultaneously exposed to entertainment, social interaction, and purchasing opportunities within a single digital ecosystem. Consequently, digital stimuli increasingly influence purchasing decisions rather than consumers' rational evaluations (Charles & Immanuel, 2025; Ndruru et al., 2026).

The growth of social commerce has been driven by expanding internet penetration and digital platform adoption in Indonesia, alongside increasing participation in online shopping and social media activities (APJII, 2024). Social media platforms have evolved into influential commercial environments where personalized algorithms, interactive content, and digital promotions shape consumer preferences and encourage spontaneous buying (Chandra et al., 2025). Among these platforms, TikTok Shop has emerged as a major marketplace by integrating short-form videos, live-streaming commerce, personalized recommendations, and seamless purchasing features (Kol.id, 2025; Chung et al., 2025; Nurjana et al., 2026).

The influence of digital marketing is particularly evident in the fashion industry, where emotional and symbolic motivations shape purchasing decisions. Fashion products represent identity, lifestyle, and social belonging, making consumers responsive to rapidly changing trends promoted through social media. Female consumers engage more strongly with fashion-related digital content because visual presentation, influencer recommendations, and peer interactions shape product evaluations. Exposure to viral trends and interactive shopping experiences encourages emotionally driven purchases rather than careful deliberation (Putri, 2025; Wijayanti, 2025). Although these environments increase convenience and engagement, they also heighten impulsive purchasing that may generate dissatisfaction after transactions (Putri & Astuti, 2025).

Among the psychological factors explaining impulsive purchasing behavior, Fear of Missing Out (FoMO) has attracted considerable scholarly attention. FoMO reflects consumers' anxiety about missing valuable experiences, popular products, or social trends enjoyed by others, motivating them to make immediate purchasing decisions before perceived opportunities disappear (Nurmalasari et al., 2024). Simultaneously, consumers are frequently exposed to time pressure created through flash sales, limited-time offers, countdown timers, and exclusive promotional campaigns that restrict decision-making time. Such situational pressure reduces consumers' ability to evaluate product alternatives comprehensively and encourages rapid purchasing decisions dominated by emotional responses rather than cognitive assessment (Gera et al., 2026). As a consequence, purchases made under psychological and situational pressures are more likely to result in post-purchase regret, particularly when consumers perceive discrepancies between their expectations and the actual quality or usefulness of purchased products (Lee & Cotte, 2009; Liao et al., 2011; Marjerison et al., 2022).

Despite the growing body of literature on consumer behavior in social commerce, empirical findings on the relationships among fear of missing out, time pressure, impulsive buying, and post-purchase regret remain inconsistent. Several studies have reported that Sabrina and Utomo (2025) and Nazmeen and Vania (2026) found that FoMO directly increases post-purchase regret, whereas Joseph and Balqiah (2022) and Nurmalasari et al. (2024) argue that its influence occurs indirectly through impulsive buying behavior. Similarly, studies investigating time pressure

have produced contradictory conclusions. While Marjerison et al. (2022) and Gera et al. (2026) demonstrate that time pressure positively influences post-purchase regret by encouraging hasty purchasing decisions, Hyun et al. (2013) report insignificant direct relationships or suggest that time pressure primarily affects impulsive buying instead. These inconsistencies indicate the necessity of further investigation to clarify the underlying mechanism through which psychological and situational stimuli influence consumers' emotional evaluations after purchase.

Drawing on Stimulus–Organism–Response (S-O-R) Theory, this study proposes that FoMO and time pressure act as external stimuli that influence consumers' internal psychological states, represented by impulsive buying, which subsequently leads to post-purchase regret. Focusing on female university students in Malang who recently purchased fashion products through TikTok Shop, this study examines the mediating role of impulsive buying in explaining the effects of FoMO and time pressure on post-purchase regret. By extending the application of the S-O-R framework within the context of social commerce, this study contributes to the literature on digital consumer behavior while offering practical implications for marketers seeking to develop effective promotional strategies that stimulate consumer engagement without increasing the risk of post-purchase regret.

2. Literature Review and Hypothesis Development

2.1. The Effect on Impulsive Buying

Fear of missing out describes a psychological state of anxiety about missing rewarding experiences, opportunities, or social activities others experience. Originally introduced by Przybylski et al. (2013), FoMO has become increasingly relevant to digital consumer behavior because social media continuously exposes consumers to trends, peer activities, influencer recommendations, and viral products. In social commerce such as TikTok Shop, this exposure can intensify consumers' urgency to participate in popular purchasing activities. Solomon and Russell (2024) and Charles and Immanuel (2025) explain that consumers with stronger FoMO tend to make faster decisions with less cognitive evaluation to avoid perceived social exclusion. From the S-O-R perspective, FoMO functions as an external psychological stimulus that activates emotional urgency and subsequently encourages impulsive buying. Nurmalasari et al. (2024) and Ghaniyah (2024) support this relationship, showing that FoMO is associated with impulsive purchasing and negative post-purchase emotions, including regret. Ayyasy et al. (2025) found that FoMO positively influences impulsive buying in social commerce.

Time pressure refers to the perceived lack of sufficient time to evaluate alternatives before making a purchase. In digital commerce, marketers create such urgency through flash sales, countdown timers, limited-time discounts, and stock notifications. According to Kotler and Keller (2022), these mechanisms can constrain consumers' information processing and encourage faster decision-making. Solomon and Russell (2024) similarly emphasize that time constraints can shift consumers from analytical toward intuitive responses. Empirical evidence indicates that time pressure increases impulsive buying because consumers have less opportunity to evaluate product alternatives systematically (Zhang et al., 2022; Salsabila et al., 2025; Gera et al., 2026). Consistent with this argument, Zakiah (2025) and Fadilah et al. (2025) report that stronger perceived time pressure is associated with greater impulsive purchasing behavior.

H1: Fear of missing out has a positive influence on impulsive buying.

H2: Time pressure has a positive influence on impulsive buying.

2.2. The Effect of Post-Purchase Regret

Impulsive buying refers to an unplanned and spontaneous purchasing behavior driven primarily by emotional responses rather than deliberate cognitive evaluation. Consumers who engage in this behavior tend to buy products without thoroughly considering product attributes, financial consequences, or future satisfaction (Rook & Fisher, 1995; Babin & Harris, 2023; Solomon & Russell, 2024). In social commerce, interactive features such as live streaming, personalized recommendations, influencer marketing, and algorithm-driven content can further stimulate emotional responses (Rosniati et al., 2023). Accordingly, FoMO and time pressure are psychological and situational factors that increase impulsive buying, particularly in online fashion shopping (Charles & Immanuel, 2025; Zhang et al., 2022; Fadilah et al., 2025). Because impulsive purchases involve limited evaluation of product suitability and consequences, consumers may subsequently experience dissatisfaction and regret when actual outcomes differ from expectations. Chantika and Dwatra (2025) and Wijayanti (2025) support this relationship, identifying impulsive buying as an important antecedent of post-purchase regret.

Post-purchase regret is a negative emotional response that arises when consumers reassess their purchasing decisions and perceive that a choice could have produced a better outcome (Liao et al., 2011). In online shopping, limited opportunities to physically evaluate products and reliance on promotional or emotional content can increase this response. Previous studies consistently associate impulsive buying with post-purchase regret because spontaneous decisions limit rational evaluation and may increase dissatisfaction (Wijayanti, 2025; Chantika & Dwatra, 2025; Nurmallasari et al., 2025). Beyond impulsive buying, FoMO and time pressure may also directly contribute to regret. Consumers motivated by FoMO may later question the necessity of their purchases, while time pressure limits comprehensive evaluation and increases the possibility of unsuitable choices. Nazmeen and Vania (2026) and Sabrina and Utomo (2025) support these relationships for FoMO, as does Gera et al. (2026) for time pressure.

H3: Impulsive buying has a positive influence on post-purchase regret.

H4: Fear of missing out has a positive influence on post-purchase regret.

H5: Time pressure has a positive influence on post-purchase regret.

2.3. The Mediating Effect of Impulsive Buying

The S-O-R framework explains consumer behavior by describing how external stimuli influence behavioral outcomes through internal psychological processes. In this study, FoMO and time pressure represent external stimuli, impulsive buying functions as the organism, and post-purchase regret constitutes the response. FoMO reflects consumers' anxiety about missing trends, social experiences, or limited purchasing opportunities, while time pressure creates urgency that restricts the time available for product evaluation. Both stimuli can intensify emotional responses and encourage immediate purchasing decisions with limited cognitive consideration. In social commerce, these conditions may be strengthened by viral content, influencer recommendations, flash sales, and countdown timers (Solomon & Russell, 2024; Charles & Immanuel, 2025).

Impulsive buying serves as the mechanism connecting these stimuli with post-purchase outcomes. Consumers experiencing strong FoMO may purchase products spontaneously to avoid perceived exclusion or missing attractive opportunities. Although such purchases may temporarily reduce anxiety, limited evaluation can subsequently increase the possibility of regret. Nurmallasari et al. (2024) and Charles and Immanuel (2025) support the role of impulsive buying in explaining the relationship between FoMO and post-purchase outcomes. Similarly, time pressure can encourage hurried decisions by limiting opportunities to compare alternatives

and assess product suitability. Consequently, consumers may experience regret when actual outcomes differ from expectations. Empirical evidence supports the indirect relationship between time pressure, impulsive buying, and post-purchase regret (Salsabila et al., 2025; Gera et al., 2026).

H6: Impulsive buying mediates the positive relationship between fear of missing out and post-purchase regret.

H7: Impulsive buying mediates the positive relationship between time pressure and post-purchase regret.

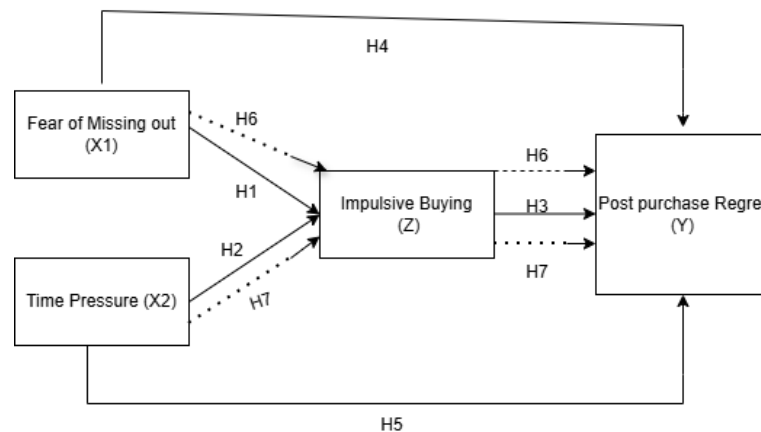


Figure 1. Research Framework

Figure 1 illustrates a conceptual model examining the relationships among fear of missing out, time pressure, impulsive buying, and post-purchase regret. Fear of missing out and time pressure are proposed to influence impulsive buying directly. Impulsive buying is further expected to affect post-purchase regret. The model also proposes direct relationships from fear of missing out and time pressure to post-purchase regret. In addition, impulsive buying is positioned as a mediating variable linking both fear of missing out and time pressure to post-purchase regret.

3. Methods

This study employed a quantitative research design to investigate the relationships among FoMO, time pressure, impulsive buying, and post-purchase regret in the context of TikTok Shop fashion purchases (Sekaran & Bougie, 2020). The research was conducted in Malang City, Indonesia, with individual consumers serving as the unit of analysis. The target population comprised female university students in Malang who had purchased fashion products through TikTok Shop within the previous three months. The study used non-probability purposive sampling because respondents had to meet specific criteria relevant to the research objectives. A total of 200 valid responses were obtained and analyzed. The primary data were obtained directly from eligible respondents rather than from secondary databases or platform-generated records. Data collection used a structured questionnaire distributed to female university students who met the predetermined screening criteria. Before completing the questionnaire, respondents were informed of the research purpose and the eligibility requirements, and only respondents confirming that they had purchased fashion products through TikTok Shop within the previous three months were included in the analysis.

Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was distributed directly to potential respondents, and responses were

screened to exclude participants who did not meet the sampling criteria or provided incomplete responses. Only completed and eligible questionnaires were retained for subsequent analysis. The questionnaire was distributed directly to respondents who satisfied the sampling criteria, enabling standardized data collection and ensuring that participants had sufficient purchasing experience to evaluate the proposed constructs.

The study measured four reflective latent constructs: fear of missing out, time pressure, impulsive buying, and post-purchase regret, with measurement items adapted from established studies and contextualized for TikTok Shop fashion purchases. Fear of missing out and time pressure were measured using five indicators each to capture consumers' psychological anxiety and perceived urgency during online shopping, while impulsive buying and post-purchase regret were each measured using five indicators representing spontaneous purchasing behavior and consumers' negative evaluations after purchase. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS (Hair, 2021). The analysis involved two stages: evaluation of the measurement model, including indicator reliability, convergent validity, discriminant validity, Composite Reliability (CR), and Cronbach's Alpha, followed by assessment of the structural model through the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and bootstrapping procedures to test the proposed hypotheses.

4. Results

A total of 200 valid questionnaires were included in the final analysis. The respondents consisted entirely of female university students in Malang City who had purchased fashion products through TikTok Shop within the previous three months. Most respondents were between 19 and 26 years old, representing the demographic group that actively engages with social commerce platforms. The majority reported purchasing fashion products through TikTok Shop several times, indicating that they possessed sufficient shopping experience to evaluate the research constructs. This respondent profile is appropriate because young female consumers are recognized as one of the most active user groups in digital fashion shopping and are frequently exposed to promotional strategies such as live-streaming, flash sales, and influencer marketing.

Table 1. Respondent Characteristic

Characteristic	Category	Frequency	Percentage
Age	19 years	17	8.5%
	20 years	33	16.5%
	21 years	24	12.0%
	22 years	36	18.0%
	23 years	46	23.0%
	24 years	15	7.5%
	25 years	19	9.5%
	26 years	10	5.0%
Institution	Universitas Merdeka Malang	7	3.5%
	Universitas Widyagama Malang	15	7.5%
	Universitas Terbuka	3	1.5%
	Universitas Tribhuwana Tunggadewi Malang	8	4.0%
	Universitas Islam Malang	15	7.5%
	Universitas Gajayana Malang	35	17.5%
	Universitas Muhammadiyah Malang	14	7.0%
	Universitas Negeri Malang	30	15.0%

Characteristic	Category	Frequency	Percentage
	Universitas Islam Negeri Maulana Malik Ibrahim Malang	21	10.5%
	Universitas Brawijaya	26	13.0%
	Politeknik Kesehatan Kemenkes Malang	12	6.0%
	Politeknik Negeri Malang	9	4.5%
	Universitas PGRI Kanjuruhan Malang	5	2.5%
	Rare (1–2 times)	27	13.5%
Purchase Frequency	Occasionally (3–5 times)	51	25.5%
	Frequently (>5 times)	122	61.0%
Total		200	100%

Table 1 presents the characteristics of the 200 respondents based on age, institution, and purchase frequency. In terms of age, the largest proportion of respondents was 23 years old (23.0%), followed by those aged 22 years (18.0%) and 20 years (16.5%). Regarding institution, the largest proportion came from Universitas Gajayana Malang (17.5%), followed by Universitas Negeri Malang (15.0%) and Universitas Brawijaya (13.0%). Based on purchase frequency, the majority of respondents purchased fashion products through TikTok Shop more than five times (61.0%), while 25.5% purchased 3–5 times and 13.5% purchased 1–2 times. These characteristics indicate that the respondents generally had relatively frequent experience purchasing fashion products through TikTok Shop, providing relevant experience for evaluating the variables examined in this study.

The measurement model was evaluated by examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. All indicator loadings exceeded the recommended threshold of 0.70, demonstrating satisfactory indicator reliability. Internal consistency reliability was confirmed because both Cronbach's alpha and composite reliability values for all constructs were above 0.70. Furthermore, all constructs achieved Average Variance Extracted (AVE) values greater than 0.50, indicating adequate convergent validity. Discriminant validity was assessed using the Heterotrait–Monotrait Ratio (HTMT) criterion, and all HTMT values were below the recommended threshold of 0.90, confirming that each construct was empirically distinct from the others. The measurement model satisfied all reliability and validity requirements, supporting further structural model evaluation.

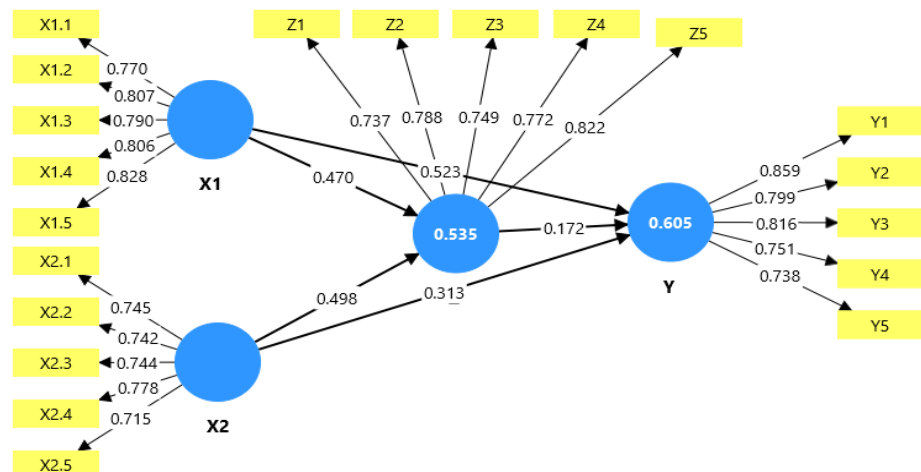


Figure 2. Structural Model

Table 2. Validity and Reliability Test

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	rho_A	rho_C	Decision
Fear of Missing Out (X1)	X1.1	0.770	0.641	0.860	0.860	0.899	Valid
	X1.2	0.807					
	X1.3	0.790					
	X1.4	0.806					
	X1.5	0.828					
Time Pressure (X2)	X2.1	0.745	0.555	0.800	0.803	0.862	Valid
	X2.2	0.742					
	X2.3	0.744					
	X2.4	0.778					
	X2.5	0.715					
Impulsive Buying (Z)	Z1	0.737	0.599	0.832	0.833	0.882	Valid
	Z2	0.788					
	Z3	0.749					
	Z4	0.772					
	Z5	0.822					
Post-Purchase Regret (Y)	Y1	0.859	0.630	0.852	0.854	0.895	Valid
	Y2	0.799					
	Y3	0.816					
	Y4	0.751					
	Y5	0.738					

Figure 2 and Table 2 present the results of the measurement model assessment. All outer loading values range from 0.715 to 0.859, exceeding the recommended threshold of 0.70, indicating that all indicators adequately represent their respective constructs. The AVE values range from 0.555 to 0.641, confirming convergent validity because all values exceed 0.50. In addition, Cronbach's alpha, rho_A, and composite reliability (rho_C) values for all constructs are above 0.70, demonstrating satisfactory internal consistency reliability. Therefore, all indicators and constructs meet the required criteria for validity and reliability and can be retained for subsequent structural model analysis.

Table 3. HTMT Test

Variable	Fear of Missing Out	Time Pressure	Post-Purchase Regret
Time Pressure	0.185		
Post-Purchase Regret	0.769	0.579	
Impulsive Buying	0.631	0.684	0.748

Table 3 presents the results of the HTMT test used to assess discriminant validity among the constructs. The HTMT values range from 0.185 to 0.769, with the highest value observed between fear of missing out and post-purchase regret (0.769), followed by post-purchase regret and impulsive buying (0.748). All HTMT values are below the recommended threshold of 0.90, indicating that each construct is sufficiently distinct from the other constructs in the model. Therefore, the results confirm that the measurement model demonstrates adequate discriminant validity.

The structural model was evaluated using R^2 , f^2 , Q^2 , and bootstrapping for hypothesis testing. The R^2 values indicate substantial explanatory power for impulsive buying and post-purchase regret, while Q^2 values above zero confirm adequate predictive relevance.

Table 4. R Square and Predictive Relevance

Endogenous Variable	R ²	Q ²
Post-Purchase Regret	0.605	0.580
Impulsive Buying	0.535	0.518

Table 4 presents the predictive relevance of the structural model. The model explains 60.5% of the variance in post-purchase regret, as indicated by an R² value of 0.605, while 53.5% of the variance in impulsive buying is explained by the model, as indicated by an R² value of 0.535. The Q² values for post-purchase regret (0.580) and impulsive buying (0.518) are both greater than zero, indicating that the model has adequate predictive relevance for the endogenous constructs. These results demonstrate that the structural model provides satisfactory explanatory and predictive capability.

Table 5. Effect Size (f²)

Relationship	f ²	Effect Size
FoMO → Impulsive Buying	0.465	Large
Time Pressure → Impulsive Buying	0.522	Large
FoMO → Post-Purchase Regret	0.463	Large
Time Pressure → Post-Purchase Regret	0.159	Medium
Impulsive Buying → Post-Purchase Regret	0.035	Small

Table 5 presents the effect sizes (f²) of the relationships among the study variables. FoMO on impulsive buying (f² = 0.465), time pressure on impulsive buying (f² = 0.522), and FoMO on post-purchase regret (f² = 0.463) show large effect sizes, indicating substantial contributions to the respective endogenous variables. Time pressure on post-purchase regret (f² = 0.159) demonstrates a medium effect size, suggesting a moderate contribution. Meanwhile, impulsive buying on post-purchase regret (f² = 0.035) has a small effect size, indicating a relatively limited contribution. The results show that FoMO and time pressure contribute more to explaining post-purchase regret than impulsive buying in the structural model.

Table 6. Direct Effects

Hypothesis	Path	β	t-value	p-value	Decision
H1	FoMO → Impulsive Buying	0.470	9.413	<0.001	Supported
H2	Time Pressure → Impulsive Buying	0.498	9.531	<0.001	Supported
H3	Impulsive Buying → Post-Purchase Regret	0.172	2.459	0.014	Supported
H4	FoMO → Post-Purchase Regret	0.523	9.961	<0.001	Supported
H5	Time Pressure → Post-Purchase Regret	0.313	5.841	<0.001	Supported
H6	FoMO → Impulsive Buying → Post-Purchase Regret	0.081	2.186	0.029	Supported
H7	Time Pressure → Impulsive Buying → Post-Purchase Regret	0.086	2.456	0.014	Supported

Table 6 presents the direct effects among the study variables. The results show that FoMO positively affects impulsive buying (β = 0.470; t = 9.413; p < 0.001), supporting H1. Time pressure also has a positive effect on impulsive buying (β = 0.498; t = 9.531; p < 0.001), supporting H2. Furthermore, impulsive buying positively affects post-purchase regret (β = 0.172; t = 2.459; p = 0.014), supporting

H3. FoMO has a positive effect on post-purchase regret ($\beta = 0.523$; $t = 9.961$; $p < 0.001$), supporting H4, while time pressure also positively affects post-purchase regret ($\beta = 0.313$; $t = 5.841$; $p < 0.001$), supporting H5. All five hypothesized direct relationships are statistically significant and supported.

The indirect effects are through impulsive buying. The results show that FoMO has a significant positive indirect effect on post-purchase regret through impulsive buying ($\beta = 0.081$; $t = 2.186$; $p = 0.029$), supporting H6. Similarly, time pressure has a significant positive indirect effect on post-purchase regret through impulsive buying ($\beta = 0.086$; $t = 2.456$; $p = 0.014$), supporting H7. These findings confirm that impulsive buying significantly mediates the relationships between FoMO and post-purchase regret, as well as between time pressure and post-purchase regret.

5. Discussion

The findings demonstrate that FoMO and time pressure significantly and positively influence impulsive buying, confirming that both psychological and situational stimuli contribute to spontaneous purchasing behavior on TikTok Shop. Consumers who fear missing popular fashion trends may feel compelled to make immediate purchasing decisions, while limited-time promotions create urgency and reduce opportunities for deliberate product evaluation. This finding aligns with S-O-R theory, which explains that external stimuli can trigger internal psychological responses that shape consumer behavior (Solomon & Russell, 2024; Wardhana, 2024). The present findings also correspond with Nurmallasari et al. (2024) and Charles and Immanuel (2025), who identify FoMO as an important factor associated with impulsive purchasing behavior in digital environments. Similarly, the significant effect of time pressure supports Zhang et al. (2022), who demonstrate that time constraints can encourage consumers to make faster purchasing decisions with limited cognitive evaluation. Thus, the findings extend these studies by demonstrating that FoMO and time pressure operate simultaneously as psychological and situational triggers of impulsive buying in the TikTok Shop fashion context.

The results also show that impulsive buying has a significant positive effect on post-purchase regret, suggesting that spontaneous purchasing decisions may lead to negative evaluations after consumers reconsider their choices. In TikTok Shop, visually attractive content, influencer recommendations, and promotional campaigns can drive emotionally driven purchases, but consumers may later compare their actual outcomes with their initial expectations. This finding aligns with Solomon and Russell (2024), who emphasize that post-purchase evaluation involves assessing whether the purchased product meets prior expectations. The positive relationship between impulsive buying and post-purchase regret also supports Babin and Harris (2023) and Nurmallasari et al. (2024), who associate impulsive purchasing with limited cognitive evaluation and potentially unfavorable post-purchase responses. The present result therefore reinforces the argument that a lack of extensive pre-purchase consideration can increase the likelihood of regret when consumers reassess the necessity, suitability, or value of their purchases.

In addition to the indirect pathway through impulsive buying, the findings indicate that FoMO and time pressure also have significant direct effects on post-purchase regret. Consumers influenced by fear of missing trends may later question whether their purchases were necessary, whereas consumers exposed to time-limited promotions may reconsider decisions made under urgency. These findings align with Charles and Immanuel (2025), who highlight the role of FoMO in shaping emotionally driven consumer responses, and with Marjerison et al. (2022) and Gera et al. (2026), who show that time-related urgency can influence purchasing decisions and subsequent consumer evaluations. The direct effects suggest that regret is not

solely a consequence of impulsive buying but can also emerge from the psychological pressure and situational constraints experienced before purchase.

The mediation results provide further evidence that impulsive buying functions as an important mechanism connecting FoMO and time pressure with post-purchase regret. Specifically, both FoMO and time pressure significantly increase regret indirectly through spontaneous purchasing behavior. This finding is consistent with the S-O-R framework, in which FoMO and time pressure represent external stimuli, impulsive buying represents the internal behavioral mechanism, and post-purchase regret represents the subsequent response. The result complements Nurmallasari et al. (2024) and Charles and Immanuel (2025) by showing that the influence of FoMO on post-purchase outcomes can operate through impulsive buying, while Nurmallasari et al. (2024) further support the role of impulsive buying as a mechanism linking digital shopping stimuli with post-purchase evaluations. Taken together, the findings suggest that psychological anxiety and promotional urgency can shape regret through both direct pathways and spontaneous purchasing behavior, supporting the applicability of the S-O-R framework in explaining post-purchase responses in social commerce.

6. Conclusion

This study concludes that FoMO and time pressure significantly increase impulsive buying among TikTok Shop consumers. Both factors also have direct positive effects on post-purchase regret, indicating that psychological anxiety and promotional urgency can encourage immediate purchasing decisions while increasing the likelihood of regret after purchase. Furthermore, impulsive buying significantly affects post-purchase regret and mediates the effects of fomo and time pressure on regret. These findings reinforce the S-O-R framework by demonstrating how external stimuli influence internal purchasing responses and subsequent post-purchase evaluations. The findings have practical implications for TikTok Shop sellers and marketers. Promotional strategies such as limited-time offers, countdown timers, and trend-based content should be designed responsibly to encourage engagement without excessively exploiting consumers' psychological pressure. Consumers may also benefit from greater awareness of emotional and situational triggers that can lead to spontaneous purchases and subsequent regret.

This study has several limitations. The sample was restricted to female university students in Malang City who had purchased fashion products through TikTok Shop within the previous three months, limiting the generalizability of the findings to other demographic groups, product categories, and social commerce platforms. In addition, the cross-sectional design captures consumer perceptions at one point in time and therefore does not reflect changes in purchasing behavior over time. Future research could examine broader demographic groups, different product categories, and other social commerce platforms. Longitudinal studies could also investigate how FoMO, time pressure, impulsive buying, and post-purchase regret develop over time. Future studies may additionally consider other factors, such as social influence, perceived value, emotional regulation, and digital trust, to provide a more comprehensive understanding of post-purchase behavior in social commerce.

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