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## THE EFFECT OF SOCIAL PRESENCE IN LIVE STREAMING ON IMPULSIVE BUYING AND REPURCHASE INTENTION: THE MODERATING ROLE OF FOMO

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### ABSTRACT

This study aims to analyze the influence of social presence in live streaming activities on impulsive buying tendencies and repurchase intentions in consumers. The phenomenon of real-time interaction between sellers, influencers, and audiences in live streaming commerce creates social closeness that has the potential to increase spontaneous purchasing impulses. In addition, this study also examines the role of Fear of Missing Out (FOMO) as a moderating variable that can strengthen this relationship. The research method used a quantitative approach by distributing questionnaires to 157 respondents who had experience shopping through live streaming. Data were analyzed using Structural Equation Modeling (SEM) techniques. The results showed that social presence had a significant positive effect on impulsive buying and repurchase intentions. However, FOMO was not proven to moderate the relationship between impulsive buying and repurchase intentions. These findings emphasize the importance of interaction strategies and creating an atmosphere of closeness in live streaming to encourage purchasing decisions and consumer loyalty.

**Keywords:** Social Presence, Fear of Missing Out (FOMO), Impulsive Buying, Repurchase Intention

### INTRODUCTION

The development of digital technology and social media has given rise to new consumption patterns that are increasingly interactive and real-time. One innovation experiencing rapid growth is live streaming commerce, a sales model that combines live broadcasts with direct interaction features between sellers and audiences. Through platforms like TikTok Shop, Shopee Live, and Instagram Live, consumers can watch product demonstrations, ask questions, and receive instant responses from hosts or streamers. This format, which combines entertainment and transactions, has shifted the way consumers discover and evaluate products in the digital realm (Wongkitrungrueng & Assarut, 2020; Sun et al., 2019).

One key element explaining the effectiveness of live streaming commerce is social presence, the perception of psychological closeness and social connectedness formed in a virtual space. When consumers feel “present” with the streamer and other audience members, these interactions create a more personal and convincing atmosphere (Ming et al., 2021). High levels of social presence have been

shown to increase consumers' attention, trust, and emotional engagement, making them more susceptible to persuasion occurring during the broadcast (Xu et al., 2020).

The emotional engagement generated by social presence not only increases positive evaluations of the streamer but can also trigger impulsive buying, the act of spontaneously purchasing without prior planning. Impulsive buying in digital environments is often triggered by a combination of visual stimulation, interactive atmosphere, and time pressure during live broadcasts (X. Zhang et al., 2023). These factors encourage consumers to make quick decisions due to situational stimuli not found in conventional online transactions. This phenomenon aligns with the Stimulus–Organism–Response (S–O–R) model, where social stimuli in live streaming influence consumers' internal states and result in unplanned purchasing responses (Zhang & Rosli, 2025).

Interestingly, impulsive experiences don't always result in immediate purchases. If consumers are satisfied with the product or enjoy the interaction during the live stream, this experience can develop into repurchase intention, the desire to make repeat purchases, and ultimately lead to loyalty (Hoang & Dang, 2024). Recent studies have shown that enjoyable shopping experiences and positive social interactions can build long-term relationships with consumers, especially among younger generations who are highly responsive to immersive digital experiences (Indriastuti et al., 2024). Thus, impulsive buying can be a starting point for loyalty formation in the context of live commerce.

Furthermore, psychological dynamics such as Fear of Missing Out (FOMO) further strengthen this relationship. FOMO is a form of social anxiety where individuals fear missing out on valuable opportunities enjoyed by others (Kao & Huang, 2024). In live streaming commerce, FOMO is leveraged through promotional strategies such as limited discounts, limited stock, or short broadcast durations. Consumers with high levels of FOMO tend to react more quickly and impulsively to these stimuli due to fear of missing out (Cube, 2024). Previous research also shows that FOMO can strengthen the impact of social presence on impulse buying behavior in real-time digital environments (Rinlohokyana & Bismo, 2024).

Based on this phenomenon, it is important to empirically understand how social presence in live streaming can influence impulsive buying and repurchase intentions, and the extent to which FOMO acts as a moderating variable that strengthens this relationship. Given the rapid growth of live commerce in Indonesia and consumers' increasing reliance on recommendations and virtual interactions, this research has strong academic and practical relevance. The research findings are expected to contribute to the literature on digital consumer behavior, as well as provide strategic input for business actors in optimizing live-streaming-based marketing practices.

## LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### *Stimulus-Organism-Response (SOR) Theory*

The Stimulus–Organism–Response (S–O–R) theory proposed by Mehrabian & Russell (1974) explains that individual behavior is the result of a process that begins with external stimuli, is then processed internally, and finally results in an action. In this framework, a stimulus is an environmental factor or external stimulus received by an individual, such as a visual appearance, interaction, or a certain atmosphere. This stimulus then influences the individual's internal condition, referred to as the organism, including psychological reactions such as perception, emotion, and cognitive assessment. This internal reaction ultimately forms a response, namely the actual behavior shown by the individual, for example, a purchase decision or intention to repurchase. In the context of digital marketing and live streaming, social presence acts as a stimulus that creates emotional involvement and psychological closeness in consumers (organism), which can then trigger impulsive buying behavior or intention to

repurchase (response). Thus, the S–O–R theory helps explain how interactive experiences in live streaming can influence consumers' psychological processes to determine their purchasing actions.

### ***Social Presence Theory***

The Social Presence theory was first proposed by Short et al. (1976) in a study of technology-based communication. This theory states that the level of social presence refers to the extent to which a communication medium is able to create the impression that the communicator and recipient of the message are "present" in real interaction. Media with a high level of social presence allows users to feel emotional closeness, interpersonal warmth, and a more intense social relationship, as if communicating directly. In the context of digital marketing and live streaming commerce, social presence emerges through real-time interactions, rapid responses from the streamer, verbal and nonverbal expressions, and audience engagement through comments or reactions. A strong social presence can increase consumers' sense of trust, connectedness, and comfort, thus encouraging them to be more involved and susceptible to spontaneous purchases or forming repurchase intentions. Thus, social presence is a crucial element in explaining how virtual interactions can influence consumer behavior and purchasing decisions.

### ***Hypotheses Development***

#### ***Direct Effect of Social Presence on Repurchase Intention***

Social presence in live streaming commerce describes the extent to which consumers perceive a real social presence through direct interactions with the streamer and other audience members. When communication is warm, responsive, and resembles a face-to-face conversation, consumers tend to feel a greater sense of emotional connection and trust in the seller. This social presence contributes to a more personalized and enjoyable shopping experience, thus increasing positive evaluations of both the platform and the seller. Various studies have shown that perceived social closeness helps build consumer trust, satisfaction, and loyalty, ultimately driving repeat purchase intentions (Farida & Qomariah, 2024; Herzallah et al., 2025). Therefore, when perceived social presence is strong, consumers are more likely to maintain relationships with sellers and re-transact with them in the future.

H1: Social presence has a positive effect on repurchase intention.

#### ***Direct Effect of Social Presence on Impulsive Buying***

In a live streaming commerce environment, social presence not only creates a sense of closeness but also increases consumers' emotional engagement during the interaction. When communication feels warm, spontaneous, and interactive, consumers become more effectively engaged and may experience decreased cognitive control. This psychological state makes consumers more susceptible to impulse buying, i.e., spontaneous, unplanned purchasing decisions. Previous research has shown that high social presence increases the intensity of positive emotions, trust, and an atmosphere that triggers unconsidered purchasing (Widjaja et al., 2025; Dang & Hoang, 2025; Zhang et al., 2023). Thus, strong social interaction in live streaming can be a key trigger for impulsive buying behavior.

H2: Social presence has a positive effect on impulsive buying.

#### ***Direct Effect of Impulsive Buying on Repurchase Intention***

Impulsive buying is a buying behavior triggered by emotional impulses and occurs quickly without rational evaluation. Although spontaneous, an impulsive buying experience that results in satisfaction can increase positive evaluations of the seller and the platform. When consumers perceive their impulsive decision as correct, for example, because the product quality meets expectations, the transaction process is enjoyable, or the interaction with the streamer is memorable, the experience can trigger a desire to repeat the purchase. Previous research indicates that impulsive buying that provides

a positive experience can contribute to the formation of behavioral loyalty and increase repurchase intention in the context of online shopping (Hou, 2025; Chetioui & El Bouzidi, 2023). Therefore, impulsive buying not only impacts immediate decisions but also has long-term implications for consumer purchasing behavior.

H3: Impulsive buying has a positive effect on repurchase intention in the context of online shopping.

#### *The Mediation Effect of Impulsive Buying on the Relationship Between Social Presence and Repurchase Intention*

In live streaming commerce, social presence acts as an initial trigger that creates a sense of social closeness, trust, and emotional engagement. This psychological state can encourage consumers to engage in impulsive buying as an affective response that emerges spontaneously during the interaction. When impulsive buying results in a pleasant experience, consumers tend to develop positive evaluations of the seller and platform, thereby increasing their desire to make repeat purchases. Based on the Stimulus–Organism–Response (SOR) perspective, social presence acts as a stimulus, impulsive buying as an internal reaction (organism), and repurchase intention as a behavioral output (response). Previous research also suggests that impulsive buying can be a psychological mechanism that bridges the relationship between the quality of social interactions and purchase intentions (Dang & Hoang, 2025; Hou, 2025; Widjaja et al., 2025). Thus, impulsive buying plays a significant role in mediating the influence of social presence on repurchase intention.

H4: Impulsive buying mediates the positive effect of social presence on repurchase intention.

#### *Moderating Effect of FOMO on the Relationship Between Impulsive Buying and Repurchase Intention*

Fear of Missing Out (FOMO) is a psychological state where individuals feel anxious or afraid of being left out of experiences enjoyed by others. In the context of live streaming commerce, FOMO becomes even more relevant because consumers witness others' purchases in real time, see limited-time promotions, and experience implicit social pressure that encourages them to participate. Previous research has shown that FOMO increases consumers' sensitivity to emotional stimuli and strengthens the relationship between impulsive buying and subsequent purchasing behavior (Chetioui & El Bouzidi, 2023; Morsi et al., 2025; Przybylski et al., 2013). Therefore, consumers with high levels of FOMO are more likely to translate impulsive buying experiences into repeat purchase intentions than those with low levels of FOMO, as they seek to maintain social engagement and avoid feeling left out of the group.

H5: FOMO strengthens the relationship between impulsive buying and repurchase intention.

## **METHOD, DATA, AND ANALYSIS**

### ***Research methodology***

This study uses a quantitative approach based on path analysis (SEM) to test the complex causal relationships between social (social presence), psychological (impulsive buying), and consumer loyalty (repurchase intention) variables and to test the moderating effect of FOMO.

### ***Data collection and sampling size***

The population in this study was all individuals who had watched live streaming on social media in the past year, at least. (The sampling technique used in this study was non-probability sampling with purposive sampling. The sample used by the author in this study was based on the following criteria:

1. All individuals who had the Shopee and TikTok Shop marketplace applications on their mobile phones and were 17 years of age or older.
2. All individuals who have watched live streaming on social media in the past year, at least.

The data collection technique used in this study was a questionnaire containing statements representing respondents' responses. This questionnaire was distributed to all 157 individuals who had watched live streaming on social media.

### ***Instrument***

The indicators used to measure social presence are Sense of Human Warmth, Sense of Human Contact, Emotional Connection, and Awareness of Others. The indicators used to measure impulsive buying are impulse buying, Purchases Without Thinking About the Consequences, Mood Influences Unplanned Buying, Strong Urge to Buy, and Buying Things You Do Not Need. The indicators used to measure repurchase intention are Intention to Rebuy, Likelihood of Repurchase, Willingness to Repurchase, Preference for Same Brand/Product, and Recommendation After Repurchase. The indicators used to measure FOMO are Fear of Missing Experiences, Fear of Missing Opportunities, Social Comparison Pressure, Urgency to Stay Connected, and Anxiety from Disconnection.

### ***Descriptive statistics***

The majority of the 157 respondents were female, aged 18–23, single, and students. They used Shopee more often than TikTok Shop as an online shopping platform. Most had low to medium monthly expenses and shopped online 1–3 times per month or less. Overall, the respondents described the profile of young digital consumers who actively shop but still consider limited purchasing power.

### ***Measurement model***

Table 1. Measurement model (construct validity and reliability)

<b>Construct</b>	<b>Indicator</b>	<b>Factor Loading</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability (CR)</b>	<b>AVE</b>
<b>Social Presence</b>	SP1	0.799	<b>0.840</b>	<b>0.886</b>	<b>0.611</b>
	SP2	0.872			
	SP3	0.803			
	SP4	0.748			
<b>Impulsive Buying</b>	IB1	0.775	<b>0.847</b>	<b>0.888</b>	<b>0.615</b>
	IB2	0.776			
	IB3	0.727			
	IB4	0.882			
	IB5	0.752			
<b>Repurchase Intention</b>	RI1	0.806	<b>0.841</b>	<b>0.888</b>	<b>0.616</b>
	RI2	0.843			
	RI3	0.864			

	RI4	0.644			
	RI5	0.749			
<b>Fear of Missing Out</b>	FOMO1	0.647	<b>0.785</b>	<b>0.844</b>	<b>0.521</b>
	FOMO2	0.774			
	FOMO3	0.771			
	FOMO4	0.755			
	FOMO5	0.716			

*Reference: Author Surname and Publication Date*

The results of the outer model analysis indicate that all constructs in this study have met the validity and reliability criteria. This is indicated by the factor loading value of each indicator which is above 0.60, with most being above 0.70, so it can be said that these indicators are able to represent the constructs being measured well. In addition, the Average Variance Extracted (AVE) value for all constructs is also above 0.50, which means each construct is able to explain more than 50% of the variance of its indicator, so that convergent validity is met. In terms of reliability, the Cronbach's Alpha value for all constructs is in the range of 0.785 to 0.847, while the Composite Reliability (CR) value is in the range of 0.844 to 0.888. Both measures have exceeded the minimum limit of 0.70 so that all constructs are declared reliable. Thus, it can be concluded that the measurement model in this study has met the validity and reliability requirements, so it is worthy to proceed to the inner model testing.

Table 2. Heterotrait-monotrait ratio (HTMT)

Factor	FOMO	IB	RI	SP	FOMO x IB
FOMO					
IB	0.644				
RI	0.365	0.496			
SP	0.484	0.381	0.661		
FOMO x IB	0.165	0.092	0.055	0.050	

*Reference: Author Surname and Publication Date*

The results of the discriminant validity evaluation using the HTMT value indicate that all relationships between constructs are below the recommended threshold value, which is 0.85. The HTMT value between Social Presence (SP) and Repurchase Intention (RI) is 0.661; between Impulsive Buying (IB) and Repurchase Intention (RI) is 0.496; between Fear of Missing Out (FOMO) and Social Presence is 0.484; and between FOMO and Impulsive Buying is 0.644. All of these values are far below the critical

limit, indicating that each construct has a clear conceptual difference and there is no overlap between variables. In addition, the FOMO × IB interaction construct also shows a low HTMT value against all other constructs, namely 0.165 against FOMO, 0.092 against IB, 0.055 against RI, and 0.050 against SP. Thus, it can be concluded that all constructs in this study have met the discriminant validity criteria based on HTMT, so that the measurement model is declared suitable for use in further analysis.

## RESULT AND DISCUSSION

### Results

Social Presence has a positive and significant effect on Repurchase Intention. This means that the higher the level of social presence, the higher the consumer's intention to repurchase. The effect is quite strong (0.451), indicating that the perception of social presence is an important factor in increasing consumer loyalty. Social Presence also has a positive and significant effect on Impulsive Buying behavior. This means that strong social interactions such as live chat, real-time comments, influencers, or the social atmosphere within the platform can encourage consumers to make impulsive purchases. The coefficient of 0.330 indicates a moderate effect. Impulsive Buying has a significant effect on Repurchase Intention. Consumers who frequently shop impulsively tend to have higher repurchase intentions. This may occur because a pleasant impulsive buying experience can increase satisfaction and trigger repurchase intentions. Impulsive Buying is proven to mediate the relationship between Social Presence and Repurchase Intention. The indirect effect is significant (0.109;  $p < 0.05$ ), and the direct effect SP → RI (H1) is also significant, so the type of mediation is partial mediation. However, FOMO does not moderate the relationship between Impulsive Buying and Repurchase Intention. The coefficient is very small and insignificant, indicating that consumers' FOMO levels neither strengthen nor weaken the influence of impulsive buying on repurchase intentions. Thus, the IB → RI relationship is stable, independent of FOMO levels.

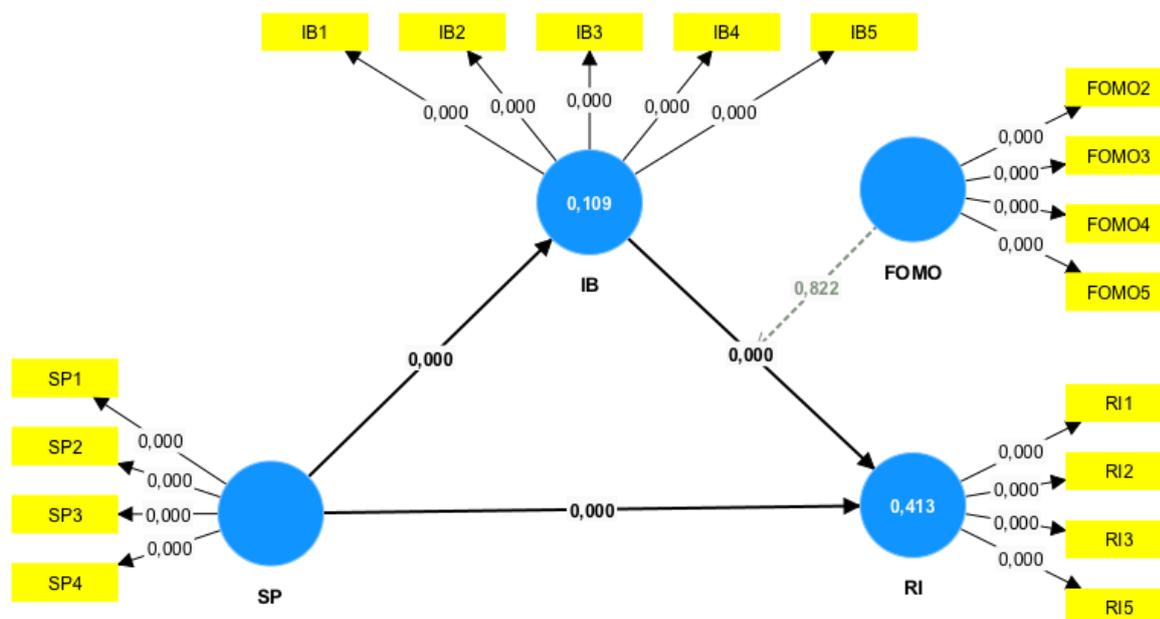


Figure 1. Bootstrapping (Inner model with t-values)

Table 4. Hypotheses Test

Hypotheses		Path Coeff	P Values	Result
H1	SP → RI	0,451	0,000	Supported
H2	SP → IB	0,330	0,000	Supported
H3	IB → RI	0,332	0,000	Supported
H4	SP → IB → RI	0.109	0.002	Mediation
H5	FOMO x IB → RI	-0.010	0.822	Not Supported

*Reference: Author Surname and Publication Date*

## Discussion

The research results show that social presence in live streaming activities has a positive and significant influence on impulsive buying and repurchase intention. These findings confirm that direct interaction between streamers and audiences through personal greetings, quick responses, nonverbal expressions, and real-time conversation dynamics can create emotional closeness, psychological warmth, and perceptions of authenticity in communication. This condition increases emotional engagement, which ultimately encourages consumers to make spontaneous purchases. These findings are consistent with Social Presence Theory (Short et al., 1976) and align with modern research suggesting that social presence strengthens interpersonal connections and strongly influences spontaneous purchasing decisions in digital environments (Wongkitrungrueng & Assarut, 2020; Zhang et al., 2023).

Furthermore, social presence has also been shown to positively influence repurchase intention. Consumers who experience a pleasant, informative, and genuine interactive experience tend to build trust not only in the streamer but also in the live commerce platform. This trust and comfort serve as the foundation for behavioral loyalty, as evidenced in the literature that positive emotional experiences encourage repeat purchases (Qing, 2025). Thus, these findings reinforce the notion that live streaming commerce not only encourages spontaneous transactions but also fosters long-term relationships through satisfying social experiences.

However, this study found that FOMO did not moderate the relationship between impulsive buying and repurchase intention. This finding suggests that although consumers were driven to make impulsive purchases during live streaming sessions, the level of FOMO experienced did not determine whether they would repurchase the product. This aligns with the view that impulsive buying is affective, spontaneous, and situational, while repurchase intention is more related to post-purchase cognitive evaluations, including product quality, perceived benefits, and satisfaction with product performance (Hou, 2025; Verhagen & Van Dolen, 2011). FOMO typically arises due to social pressure and time urgency (Przybylski et al., 2013), but after the purchase is complete, consumers evaluate the product more rationally, so the impact of FOMO subsides. Thus, the decision to repurchase is more determined by the experience of using the product, rather than the emotional drive underlying the impulse purchase.

Overall, the findings of this study reinforce the Stimulus–Organism–Response (S–O–R) framework. Social presence serves as a stimulus that triggers consumers' internal states of positive emotions, a sense of connectedness, and urgency, which then generate responses in the form of impulsive buying and repurchase intention. These results are consistent with recent literature that confirms that social experiences in live streaming are a key factor influencing consumer behavior, both for spontaneous

transactions and repeat purchases (Hu & Chaudhry, 2020; X. Zhang et al., 2023; Zheng et al., 2025). Thus, this study provides a theoretical contribution to understanding the psychological mechanisms in live commerce and emphasizes the importance of humanized interaction design for digital sales platforms.

## CONCLUSION

This study shows that social presence in live streaming activities has a positive and significant influence on impulsive buying and repurchase intention. Social presence, demonstrated through real-time interactions between streamers and audiences, can create a sense of closeness, emotional engagement, and consumer trust, which then encourages impulse buying and the desire to repurchase.

Furthermore, the results confirm that FOMO moderates the relationship between social presence and impulsive buying. Consumers with high levels of FOMO are more likely to make impulsive purchases due to the fear of missing out on opportunities or emerging trends during live streaming sessions.

However, this study also found that FOMO did not moderate the relationship between impulsive buying and repurchase intention. This suggests that repurchase decisions are more influenced by post-purchase rational evaluations, such as product satisfaction and trust in the seller, rather than by the immediate emotional impulses that arise during impulse purchases.

Overall, these findings emphasize the importance of interaction strategies and creating social closeness in live streaming to trigger purchases, and emphasize that long-term customer retention efforts must focus on delivering a satisfying product and service experience.

### *Limitation*

This study has several limitations that should be considered when interpreting the findings. First, data collection was conducted using a perception-based questionnaire, so respondents' answers depended on their individual memories and subjective experiences. This potentially leads to perceptual bias and self-report bias. Second, the study focused on consumers who had shopped via live streaming on a specific platform, so the results may not be generalizable to other platforms or e-commerce contexts. Third, this study only considered FOMO as a moderator, whereas other psychological factors, such as impulsivity traits, brand trust, and perceived enjoyment, also have the potential to influence the relationship between social presence, impulsive buying, and repurchase intention. Fourth, the cross-sectional design of the study limits the ability to observe long-term changes in consumer behavior, thus preventing a full causal relationship.

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