

The Effect of Live Streaming, Gamification, and Interactive Marketing on Impulse Buying Behaviour of Kahf Products on TikTok with FOMO as a Mediating Variable

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Abstract

This study aims to examine the influence of live streaming engagement, gamification, and interactive marketing on impulse buying behaviour of Kahf skincare products on TikTok, with Fear of Missing Out (FOMO) as a mediating variable. A quantitative approach was employed using purposive sampling, involving 220 Generation Z respondents in Indonesia who had previously made impulsive purchases of Kahf products via TikTok. Data were collected through a questionnaire consisting of 22 indicators and analysed using Structural Equation Modelling–Partial Least Square (SEM-PLS) with the SmartPLS version 4.1.1.2 application. The results indicate that live streaming engagement, gamification, and interactive marketing have a positive and significant effect on impulse buying. These three variables also significantly influence FOMO. Furthermore, FOMO has a positive and significant effect on impulse buying and significantly mediates the influence of gamification and interactive marketing on impulse buying. However, FOMO does not significantly mediate the relationship between live streaming engagement and impulse buying. These findings highlight the importance of participatory, competitive, and emotionally engaging digital strategies in stimulating impulse buying behaviour among Generation Z TikTok users.

Keywords: *Live Streaming; Gamification, Interactive Marketing; FOMO; Impulse Buying; TikTok; Generation Z; Kahf Skincare.*

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INTRODUCTION

Generation Z, now aged 27 or younger, constitutes the largest market share for beauty products (Antara, 2024). Despite their limited purchasing power, this generation drives increased sales of trending products due to their ability to conduct research through digital media (Kurnia, 2025). Generation Z in Indonesia, born in the digital age, has evolved into consumers who are very different from previous generations. From a young age, they have been accustomed to the internet, making technology and social media an integral part of their daily lives. According to data from Ali (2022), 97.7% of internet users in Indonesia are Generation Z, who have grown up alongside the rapid development of digital technology.

Generation Z falls into the category of addicted users, with an average internet usage of over seven hours per day. In Bali Province, for example, the majority of the population is Generation Z, accounting for 26.10 percent of the total population

according to the Central Statistics Agency (2022). This generation, born between 1997 and 2012 with an estimated age of 13-28 years in 2025, according to the IDN Research Institute (2022), is currently in a transitional phase toward adulthood, which makes them highly curious and in need of social recognition from their environment. Lidwina (2021) indicates that the average online transaction value of Generation Z reaches 5.4 percent of their monthly income, higher than that of Millennials, which only reaches 5.2 percent. The amount of transactions made by each generation is influenced by their background and income, as most of Generation Z are still of school age (Antara, 2024).

Research by Tereshchenko (2020) also shows that 41 percent of Generation Z consumers are impulse buyers, compared to 32 percent of Generation X and 34 percent of Millennials. This makes Generation Z a primary target for industries, especially for products related to lifestyle and self-identity (Roteng & Harsono, 2022). Gen Z is one of the groups with a tendency to make impulsive purchases, including skincare products. This phenomenon of impulsive buying is supported by data from the 2024 ZAP Beauty Index (ZBI) Survey, which found that 30.4% of Gen Z expressed a preference for purchasing skincare products when there are promotional offers. This trend surpasses Gen X, at 17.2%, and even outpaces Gen Y, with 27.9% showing the same tendency.

According to Deng (2025), impulsive buying can be influenced by live streaming. Live streaming itself is a real-time audio-visual broadcast via the internet that enables direct interaction, builds authentic relationships with the audience, and conveys information widely (Chen & Lin, 2018; Chrachol-Barczyk, 2018; Yu & Lo, 2020). In the context of digital marketing, live streaming encourages impulsive behaviour through emotional engagement and narratives built by the host or streamer (Makmor et al., 2024). Viewers, especially Generation Z, are highly influenced by real-time interactions and the level of trust in influencers during live broadcasts, which then triggers spontaneous purchasing decisions (Deng, 2025). Additionally, the "flow" experience and virtual presence (telepresence) during live streaming also strengthen the urge to make impulsive purchases (Khoi et al., 2023). The social presence of streamers and other viewers creates high affective intensity, thereby driving impulsive purchasing behaviour more strongly (Xiaoping Zhang et al., 2022).

In addition to live streaming, one important factor that also influences impulsive buying is gamification (Gao & Zhao, 2023). Gamification is the application of game elements, principles, and mechanisms such as points, levels, badges, and rewards in a non-game context, with the aim of increasing user motivation, engagement, and participation in various activities (Silva et al., 2019). Gamification has been proven to increase perceived enjoyment and social interaction among users, which in turn drives impulsive purchasing behaviour (Gao & Zhao, 2023). The implementation of tangible rewards and visual elements creates an immersive effect that strengthens user engagement and triggers spontaneous purchasing decisions (Aprilia & Alfansi, 2024). Features such as badges and rewards also demonstrate a positive influence on impulsive buying by increasing enjoyment and social engagement during the shopping process (Shao et al., 2019). Specifically, among Generation Z, elements such as badge upgrades and point collection significantly drive impulsive purchasing on online shopping platforms (Tai & Tu, 2023). Furthermore, shopping engagement formed through gamification activities has proven to be an important mediator in strengthening the effect of gamification on consumers' impulsive behaviour (Shao et al., 2019).

Impulsive buying is also influenced by interactive marketing, a two-way marketing strategy that leverages digital media to create active engagement, real-time communication, and customisable experiences to build relationships, enhance brand awareness, and drive sales (Michalski, 2017; Mulhern, 2010; Wang, 2021). Interactive features such as chat, ratings, and reviews have been proven to increase trust and enrich user experience, ultimately driving impulsive purchases (Lin & Lee, 2024). Additionally, interactive elements that strengthen social presence, such as vividness and media richness, can create a sense of social presence during the shopping process, triggering spontaneous purchasing decisions (M. Zhang & Shi, 2022). Interactive customer-to-customer (C2C) transaction models have also been proven to encourage impulsive behaviour through ease of communication and enjoyable transaction experiences (Maryam & Wahyuningsih, 2018). Even in the context of social media marketing, direct interaction through comments, live content, and influencer engagement can exploit consumers' emotional vulnerabilities and create strong purchase impulses (Budree et al., 2021).

In addition to live streaming, gamification, and interactive marketing, Fear of Missing Out (FOMO) also plays a significant role in driving impulsive buying behaviour (Mukti et al., 2024). FOMO is a psychological urge to stay socially connected due to the fear of missing out on enjoyable experiences others are having, influenced by social pressure and the potential for regret, and is often associated with excessive social media use and negative impacts on individual well-being (Elhai et al., 2021; Kaddouhah, 2024; Milyavskaya et al., 2018). FOMO is widely utilised in digital marketing strategies to create a sense of urgency and an immediate urge to purchase, particularly among Gen Z, who are highly responsive to trends and viral content on social media (Bambang Mudjiyanto et al., 2025). The pressure to "stay updated" arising from FOMO further exacerbates social anxiety and excessive social media use (Larisu, 2024), even negatively impacting Gen Z's financial health by encouraging the use of "pay later" methods to keep up with popular trends (Moch Diki Yulianto et al., 2024).

In practice, FOMO triggers an urgent desire to buy to avoid missing out on social experiences like big concerts or exclusive promotions (Mukti et al., 2024), and directly increases impulsive purchases during e-commerce events like Shopee promotions by creating a sense of time-limited availability (Ghaniyah, 2024). Research indicates that FOMO and positive emotions explain up to 36% of the variation in impulsive buying behaviour among Gen Z (Always Mahena et al., 2025). Even in the context of social commerce and live streaming, FOMO has proven to be one of the most dominant factors driving impulsive purchases, with customer experience acting as a mediator (Rinlohokiyana & Bismo, 2024). A recent study among Gen Z in Surabaya also found that FOMO- s are significantly associated with impulsive buying, particularly in the purchase of viral products like Labubu dolls (Kartika et al., 2025).

In addition to influencing impulsive buying, FOMO is also influenced by live streaming, gamification, and interactive marketing (Chang & Yu, 2023; Lin & Lee, 2024; M. Zhang & Shi, 2022). In the context of live streaming, for example, consumers are faced with real-time situations filled with social interactions and time-limited information. This creates psychological pressure that triggers FOMO, which then drives spontaneous purchasing decisions (M. Zhang & Shi, 2022). Studies by Kao and Kao & Huang (2024) also confirm that FOMO significantly mediates the influence of social interaction intensity and information constraints in live streaming on

impulsive buying. This is reinforced in the context of TikTok Shop, where live streaming and FOMO were found to jointly influence consumer purchasing behaviour (Alfarisi & Sukaris, 2024). Similarly, gamification elements such as badges, leaderboards, challenges, and reward systems integrated into e-commerce or live streaming platforms create a competitive environment and enhance emotional engagement. This environment fosters a fear of missing out among users, particularly Generation Z, thereby reinforcing FOMO that leads to impulsive purchasing decisions.

Meanwhile, interactive marketing through features such as live comments, live chat, and social presence also increases emotional engagement and social relationships between consumers and brands or influencers. This engagement creates a strong illusion of social presence, which then triggers FOMO as a psychological response and influences the intention to make quick and unplanned purchases (Lin & Lee, 2024). In live streaming-based e-commerce, high interactivity not only enriches the customer experience but also strengthens the influence of FOMO on impulsive behaviour (Rinlohokyana & Bismo, 2024). Thus, FOMO serves as a key psychological mechanism bridging the influence of live streaming, gamification, and interactive marketing on impulsive buying, making it an indispensable mediating variable in modern digital marketing strategies.

Based on this phenomenon, numerous studies have been conducted by academics; however, their findings are highly varied and reveal a research gap in the results of each study regarding the influence of FOMO, live streaming engagement, gamification, and interactive marketing on impulsive buying. Based on the differences in research results, it can be concluded that there is no consistency in research findings, prompting researchers to conduct a study titled "FOMO as a Mediator of Live Streaming Engagement, Gamification, Interactive Marketing, and Impulse Buying."

METHODOLOGY

This study utilised a quantitative method with consumers of Kahf products who made purchases through the TikTok platform as the location. The research population consists of Generation Z in Indonesia who have made impulsive purchases of Kahf products, with an unknown population size. The sampling technique used purposive sampling with the following criteria: (a) residing in Indonesia; (b) aged 18–27 years; (c) having made impulsive purchases of Kahf products via TikTok; and (d) having used Kahf products at least once. The sample size was determined using Hair Jr et al.'s (2019) formula, which is $10 \times$ the number of indicators (22 indicators), resulting in 220 respondents. Data collection was conducted through an online questionnaire using a 1–5 Likert scale.

Data analysis was conducted using Structural Equation Modelling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 4 software. Evaluation of the measurement model (outer model) included convergent validity, discriminant validity, and construct reliability tests, while evaluation of the structural model (inner model) included analysis of R^2 , Q^2 , effect size (f^2), and path coefficients. Mediation tests were conducted using the bootstrapping method to assess the indirect influence of the mediating variables. Descriptive statistics to describe the characteristics of respondents and responses to each indicator were analysed using IBM SPSS Statistics 25.

RESULTS AND DISCUSSION

1. Evaluation of the Reflective Measurement Model (Outer Model).

a. Convergent Validity

Convergent validity of the measurement model with reflective indicators can be assessed from the correlation between indicator scores and construct scores, where outer loadings must be greater than 0.7. All indicators in the research variables have outer loadings above 0.7, meaning that all indicators have met convergent validity, making them valid for measuring variables and capable of reflecting measurements in this research instrument (Ghozali, 2021).

b. Average Variance Extracted (AVE) Test

The average variance extracted (AVE) value is required for a good model if the AVE value for each construct is greater than 0.5.

Table 1. Results of Instrument Validity Test (Average Variance Extracted)

Variable	AVE Value	Description
Live streaming engagement	0.95	Valid
Gamification	0.923	Valid
Interactive Marketing	0.928	Valid
FOMO	0.932	Valid
Impulse Buying	0.938	Valid

Source: Primary Data Processed, 2025

Based on Table 1, it can be seen that the level of convergent validity, as indicated by the Average Variance Extracted (AVE) value for each construct (variable), is above 0.5. This means that the variables Live streaming engagement, gamification, interactive marketing, FOMO, and Impulse Buying are valid for use as research instruments (Ghozali, 2014: 65). Overall, the variation in measurement items contained by the variables reached 95.6% (Live streaming engagement), 92.3% (Gamification), 92.8% (Interactive marketing), 93.2% (FFOMO), and 93.8% (Impulse Buying).

c. Composite Reliability Test

The composite reliability test was conducted to assess whether a measurement tool can be trusted or not. A construct is considered reliable if the composite reliability value is greater than 0.7.

Table 2. Results of Composite Reliability Test

Variable	Composite Reliability	Description
Live streaming engagement	0.990	Reliable
Gamification	0.991	Reliable
Interactive Marketing	0.993	Reliable
FOMO	0.985	Reliable
Impulse Buying	0.990	Reliable

Source: Primary Data Processed, 2025

Based on Table 2, it can be seen that all constructs have good reliability with all composite reliability values above 0.7, so the measuring instrument is reliable and trustworthy.

d. Cronbach's Alpha Test

The Cronbach's alpha test is one of the criteria used to strengthen the results of composite reliability. A construct is considered reliable if it has a Cronbach's alpha value above 0.7.

Table 3. Results of the Cronbach Alpha Test

Variable	Cronbach Alpha	Description
Live streaming engagement	0.993	Reliable
Gamification	0.991	Reliable
Interactive Marketing	0.993	Reliable
FOMO	0.985	Reliable
Impulse Buying	0.990	Reliable

Source: Primary Data Processed, 2025

Based on Table 3, it can be seen that all constructs have a Cronbach's alpha value above 0.7, indicating that all constructs are reliable. This strengthens the composite reliability results, making the measurement tool trustworthy and reliable.

e. Discriminant Validity Test

Discriminant validity evaluation is an evaluation to ensure that variables are theoretically different and empirically proven or statistically tested. Discriminant validity in reflective indicators can be seen in Fornell & Lacker between indicators and their constructs, where the correlation between indicators and their latent variables must be greater than the correlation with other latent variables.

Table 4. Results of Discriminant Validity Test - Fornell and Lacker

	X1	X2	X3	M	Y
Live streaming engagement (X1)	0.978				
Gamification (X2)	0.883	0.961			
Interactive marketing (X3)	0.961	0.882	0.964		
FOMO (M)	0.916	0.936	0.918	0.965	
Impulse Buying (Y)	0.923	0.958	0.924	0.958	0.968

Source: Primary Data Processed, 2025

The results in Table 4 show that Fornell and Lacker were assessed based on the AVE root value, which must be greater than the correlation between variables. It can be seen that the AVE root value for each variable is greater than its correlation with other variables, so that all variables meet good discriminant validity.

2. Evaluation of the Inner Model

The inner model evaluation was conducted to examine the relationship between exogenous and endogenous latent variables as described in the conceptual framework. The inner model was tested in three stages. The first stage examined the VIF value to ensure that there was no multicollinearity between variables. The second stage estimated the path coefficients, which will be explained further in the hypothesis testing. The third stage examined the R-Square, which is a goodness of fit test for the model, $f^{(2)}$ to assess the effect size, and $Q^{(2)}$ to assess the predictive relevance of the model.

a. Goodness of Fit Test (R-Square)

Goodness of fit testing is conducted to determine the percentage of endogenous variables influenced by other latent variables in the conceptual framework. This test is

performed by examining the R-Square value of the endogenous variables in this study, namely FOMO and Impulse Buying. According to Ghozali (2016), the qualitative interpretation of R-Square is 0.19 (low influence), 0.33 (moderate influence), and 0.66 (high influence).

Table 5. Results of Goodness of Fit Test (R-Square) and Q-Square

Variable	R-Square
FOMO	0.91
Impulse Buying	0.956

Source: Primary Data Processed, 2025

Based on Table 5, it can be seen that the model of the influence of live streaming engagement, gamification, and interactive marketing on FOMO yields an R-Square value of 91.5%, which falls under high influence. Additionally, the combined influence of live streaming engagement, gamification, interactive marketing, and FOMO on Impulse Buying is 95.6%, which also constitutes high influence.

3. Hypothesis Testing

The hypothesis testing in this study is presented in the results of data processing using SmartPLS 4.0 in the form of a figure, which is shown in Figure 1. According to Hair et al. (2019), to test a hypothesis, it is important to examine the path coefficient, T-statistics, and P-value. Path coefficients indicate the strength and direction of the relationship between variables, while T-statistics greater than 1.96 and P-values less than 0.05 indicate that the relationship is statistically significant.

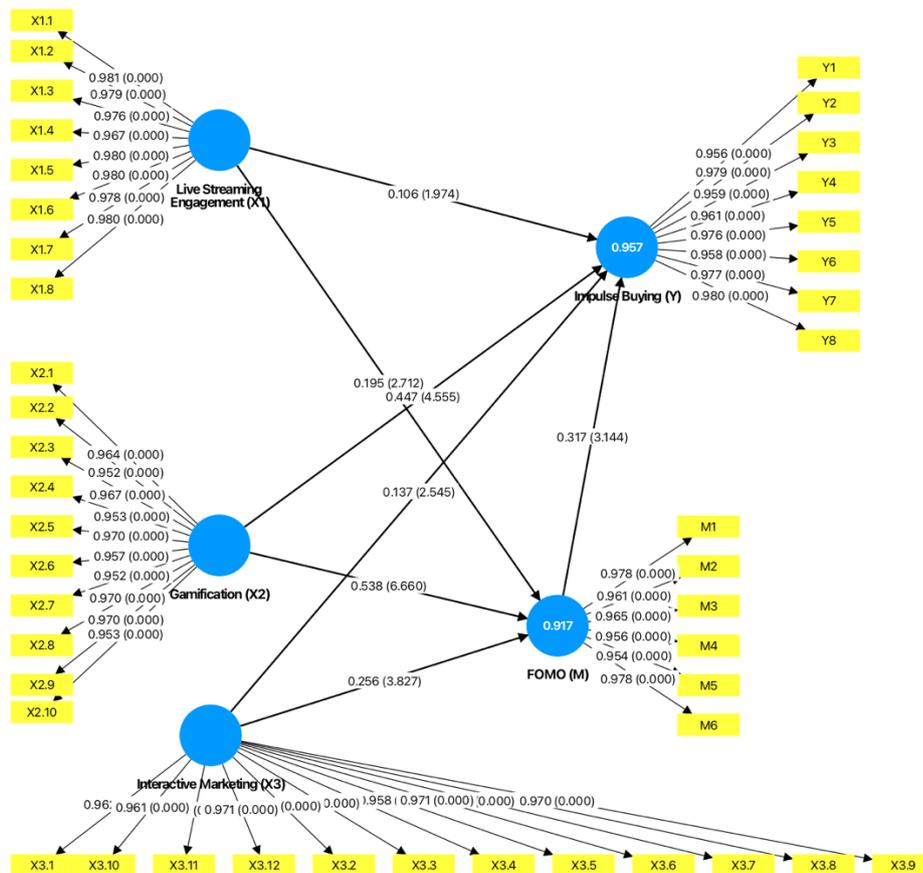


Figure 1. Path diagram of the relationship between Live Streaming Engagement, Gamification, Interactive Marketing, FOMO, and Impulse Buying
Source: Data processed (2025)

a. Testing Direct Effects (Direct Effect)

Testing the estimated parameters provides very useful information about the relationship between the research variables. Hypothesis testing uses the values found in the path coefficients results as a basis. Table 6 presents the estimation output for structural model testing.

Table 6. Path Coefficient (Mean, STDEV, T Statistics, P Values) Direct Effect

Hypothesis	Correlation Coefficient	T Statistics (T /STDEV)	p value	Notes
Live streaming engagement → Impulse buying	0.106	1.97	0.048	Positive & Significant
Gamification → Impulse buying	0.447	4.55	0	Positive & Significant
Interactive marketing → Impulse buying	0.137	2.545	0.01	Positive & Significant
Live streaming engagement → FOMO	0.195	2.71	0.007	Positive & Significant
Gamification → FOMO	0.538	6,660	0	Positive & Significant
Interactive marketing → FOMO	0.256	3,827	0	Positive & Significant
FOMO → Impulse buying	0.317	3.144	0.002	Positive & Significant

Source: Primary Data Processed, 2025

The analysis results indicate that all hypotheses proposed in this study are accepted. The first hypothesis (H1), which states that live streaming engagement has a positive effect on impulse buying, is accepted ($\beta = 0.106$; $p = 0.048$; $t = 1.974$), meaning that the higher the consumer engagement in live streaming, the greater their tendency to make impulse purchases. The second hypothesis (H2), which states that gamification has a positive effect on impulse buying, is also accepted ($\beta = 0.447$; $p = 0.000$; $t = 4.555$), indicating that the more engaging the game elements provided, the higher the impulse buying tendency. Furthermore, the third hypothesis (H3), which states that interactive marketing has a positive effect on impulse buying, is accepted ($\beta = 0.137$; $p = 0.011$; $t = 2.545$), indicating that more intense marketing interactions can increase consumers' impulsive buying behaviour.

The test of the relationship with the mediating variable Fear of Missing Out (FOMO) also yielded significant results. The fourth hypothesis (H4), which states that live streaming engagement has a positive effect on FOMO, was accepted ($\beta = 0.195$; $p = 0.007$; $t = 2.712$). The fifth hypothesis (H5), which states that gamification has a positive effect on FOMO, was also accepted ($\beta = 0.538$; $p = 0.000$; $t = 6.660$). Similarly, the sixth hypothesis (H6), which states that interactive marketing has a positive effect on FOMO, was accepted ($\beta = 0.256$; $p = 0.000$; $t = 3.827$). Finally, the seventh hypothesis (H7), which states that FOMO has a positive effect on impulse buying, is accepted ($\beta = 0.317$; $p = 0.002$; $t = 3.144$).

5. Indirect Effect

Table 7. Path Coefficient of Indirect Effect

	Original Sample (O)	T statistics (O/STDEV)	P Values
Live streaming engagement → FOMO → Impulse buying	0.062	1.83	0.067
Gamification → FOMO → Impulse buying	0.17	3.475	0
Interactive marketing → FOMO → Impulse buying	0.081	2.20	0.028

Source: Primary Data Processed, 2025

The results of the mediation effect test indicate that not all hypotheses were accepted. Hypothesis 8 (H8), which tested the role of FOMO in mediating the indirect effect of live streaming engagement on impulse buying, was rejected ($t = 1.833$ < 1.96 ; $p = 0.067$ > 0.05), meaning that FOMO does not play a significant role as a mediator in that relationship. Conversely, the ninth hypothesis (H9), which tested the role of FOMO in mediating the indirect effect of gamification on impulse buying, was accepted ($t = 3.475 > 1.96$; $p = 0.001 < 0.05$), indicating that FOMO significantly mediates the relationship between gamification and impulse buying. Similarly, the tenth hypothesis (H10), which tested the role of FOMO in mediating the indirect influence of interactive marketing on impulse buying, was also accepted ($t = 2.203 > 1.96$; $p = 0.028 < 0.05$), indicating that FOMO plays a significant role as a mediator in that relationship.

6. Discussion

The Effect of Live Streaming Engagement on Impulse Buying

The results of the study indicate that live streaming engagement has a positive and significant effect on impulse buying of Kahf products on TikTok. The indicators of perceived entertainment, perceived discount, and interactivity encourage spontaneous purchases among Generation Z through entertaining content and real-time promotions. These findings align with the Theory of Planned Behaviour (Ajzen, 1991), which emphasises the role of positive attitudes, subjective norms, and perceived behavioural control in shaping purchase intentions. Research by M. Zhang & Shi (2022) and Hudha (2021) supports that interactivity, streamer credibility, and visual entertainment trigger impulsive purchasing decisions, while Cynthia (2024) emphasises the role of real-time product visualisation and direct communication in building trust and urgency.

The Influence of Gamification on Impulse Buying

Gamification has a positive and significant influence on impulse buying, measured through feedback, construct, challenge, story, and exaggerated story indicators. Interactive game elements encourage enjoyable and challenging shopping experiences, consistent with TPB (Ajzen, 1991). Rewarded challenges, exclusive discounts, and interactive visual stories create emotional responses that strengthen purchase intentions. Chang & Yu (2023) demonstrated that gamification can enhance engagement and impulsive behaviour, while Gao & Zhao (2023) confirmed that

gamification design combining social interaction and rewards accelerates impulse buying.

The Influence of Interactive Marketing on Impulse Buying

Interactive marketing has been proven to have a positive and significant impact on impulse buying. The quality of two-way interaction, personalised content, and interactive shopping experiences increase the likelihood of spontaneous purchases, in line with TPB (Ajzen, 1991). Subjective norms are formed from the reactions of other users, while interactive features facilitate purchasing decisions. Wang (2021) and Masitoh et al. (2024) support that interactive marketing builds immersive experiences that drive quick and emotional purchasing decisions.

The Influence of Live Streaming Engagement on FOMO

Live streaming engagement positively influences FOMO, where intense engagement with entertainment content, exclusive discounts, and interactivity trigger concerns about missing out on opportunities. This aligns with TPB (Ajzen, 1991), where subjective norms are formed from the enthusiasm of the online community. Xiaochen Zhang & Rosli (2025) support that live streaming triggers FOMO through exclusive, temporary content, prompting audiences to stay tuned to avoid missing out.

The Influence of Gamification on FOMO

Gamification has a positive and significant impact on FOMO. Challenges, exclusive rewards, and point systems create competitive emotional pressure for users not to fall behind, consistent with TPB (Ajzen, 1991). Social norms form when users see others' achievements, triggering active participation. Mason et al. (2023) and Basaran (2022) support that gamification strengthens emotional engagement and loyalty through pressure to remain active for rewards or recognition.

The Influence of Interactive Marketing on FOMO

Interactive marketing positively influences FOMO, where intense interaction between brands and consumers through live chat, comments, and community content drives the fear of missing out. According to TPB (Ajzen, 1991), positive attitudes toward digital engagement and online community norms strengthen the intention to participate. Cong & My (2024) and Abas et al. (2025) show that interactive marketing on competitive social media increases FOMO through social comparison and psychological pressure.

The Influence of FOMO on Impulse Buying

FOMO has a positive and significant influence on impulse buying. Psychological pressure resulting from the fear of missing out on exclusive opportunities drives spontaneous purchasing decisions, consistent with the TPB (Ajzen, 1991). Elhai et al. (2021) confirm that FOMO influences the purchase of trendy products through exclusivity and time constraints, while Milyavskaya et al. (2018) and Bambang Mudjiyanto et al. (2025) highlight the role of social media in reinforcing purchase urgency.

FOMO Mediates the Influence of Live Streaming Engagement on Impulse Buying

The research findings indicate that FOMO does not mediate the influence of live streaming engagement on impulse buying. The direct effect of live streaming engagement on impulse buying is quite strong without needing to go through FOMO, challenging the TPB framework in this context. Widyaningsih and Nugroho (2024) previously found FOMO to play a significant role as a mediator, but the results of this

study differ because the cognitive and emotional factors of engagement are more dominant.

FOMO Mediates the Influence of Gamification on Impulse Buying

FOMO significantly mediates the influence of gamification on impulse buying. Competitive game elements trigger the fear of missing out, bridging the gamification experience with spontaneous purchasing decisions, consistent with TPB (Ajzen, 1991). Habib & Almamy (2025) support that social pressure from gamification reinforces impulsive purchasing behaviour, particularly among younger generations. FOMO Mediates the Influence of Interactive Marketing on Impulse Buying FOMO mediates the influence of interactive marketing on impulse buying, where personal and dynamic interactions trigger emotional pressure to buy immediately, consistent with the TPB (Ajzen, 1991). Özer Canarlan (2025) asserts that engagement in interactive marketing can generate emotional pressure that drives purchasing as a form of "trend chasing" within digital communities.

CONCLUSION

This study analyses the influence of Live Streaming Engagement, Gamification, and Interactive Marketing on Impulse Buying of Kahf products on TikTok, with FOMO as a mediating variable among Generation Z consumers. The results indicate that all main variables have a positive and significant influence on Impulse Buying and FOMO, except for the mediating role of FOMO in the relationship between Live Streaming Engagement and Impulse Buying, which is not significant. FOMO was found to significantly mediate the influence of Gamification and Interactive Marketing on Impulse Buying. This confirms that intense digital engagement, engaging game elements, and dynamic marketing interactions can drive impulse purchases, both directly and through emotional pressure in the form of FOMO.

Based on these findings, it is recommended that Kahf optimise live streaming content with an entertainment, educational, and storytelling approach; improve the gamification system through leaderboards, weekly missions, and exclusive rewards; and strengthen interactive features that give users more control. FOMO creation strategies can be enhanced through limited-time promotions, countdowns, and viral testimonials to reinforce urgency. Additionally, the emotional atmosphere of the purchasing process should be enhanced with visually appealing narratives and small surprises during the transaction process. Researchers are further advised to include additional variables such as perceived scarcity, emotional arousal, trust, or perceived value, and expand the sample size while comparing other brands or product categories to obtain a more comprehensive understanding.

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