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Understanding digital purchase intentions: trust, scarcity marketing, and fomo among generation z

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ABSTRACT

Purpose: to analyze the effects of trust, scarcity marketing, and fear of missing out (fomo) on generation z's purchase intention toward tiktok live shopping in Kendal regency.
Method: this study used a quantitative approach and a survey method involving 100 generation z respondents in Kendal regency who had watched tiktok live shopping within the previous three months. Respondents were selected through purposive and snowball sampling techniques. Primary data were collected using an online questionnaire with a five-point likert scale and analyzed using multiple linear regression with SPSS version 27. Data analysis included validity and reliability tests, classical assumption tests, and hypothesis testing (t-test, F-test, and adjusted R^2).
Findings: trust, scarcity marketing, and fomo have positive and significant effects on generation z's purchase intention toward tiktok live shopping. All three variables significantly influence purchase intention, with fomo and scarcity marketing showing stronger effects than trust. The findings highlight the importance of functional, conditional, and social values in shaping generation z's digital purchasing behavior.
Implications: this study encourages businesses to build trust, apply transparent scarcity promotions, and strengthen social engagement to increase purchase intention.
Originality: lies in integrating trust, scarcity marketing, and fomo within the consumption value theory framework to explain generation z's purchase intention toward tiktok live shopping in Kendal regency.

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Introduction

The rapid development of internet technology in Indonesia has significantly transformed consumer behavior and the way individuals interact with digital markets

(Dewi & Lusikooy, 2024). Advances in information and communication technology have made the internet an essential part of everyday life, supporting activities such as communication, entertainment, information searching, and online shopping (Asimakopoulos et al., 2025). In 2024, 72.78% of Indonesia's population accessed the internet, underscoring the growing importance of digital connectivity in society (Kusumaningtyas et al., 2026). This development has accelerated the transition from conventional consumption patterns toward digital-based consumption, in which consumers increasingly rely on online platforms to search for product information and make purchasing decisions (Febrianty et al., 2026; Manharbhai, 2025). Among different consumer segments, generation z represents an important market group because of its strong engagement with digital platforms, responsiveness to online trends, and tendency to incorporate social media into everyday consumption activities (Theocharis et al., 2025). APJII reported that 46.84% of generation z in Indonesia used tiktok, demonstrating the platform's strong relevance to this demographic (Ahdiat, 2024). Beyond entertainment and social networking, tiktok has evolved into a digital commerce environment through tiktok shop and tiktok live shopping, which enable direct product demonstrations, real-time communication, and interactive promotional activities between sellers and consumers (Andreanto et al., 2025; He et al., 2021). Furthermore, Indonesia recorded approximately 194.37 million tiktok users in 2025, making it the country with the largest tiktok audience worldwide (Siregar et al., 2026). These developments indicate that tiktok live shopping has become an increasingly relevant context for examining the psychological factors underlying digital purchase intention, particularly among generation z.

The growing popularity of tiktok live shopping is linked to a consumer purchasing phenomenon in which buying decisions are increasingly shaped by real-time interactions, promotional incentives, and psychological responses during live broadcasts. Unlike conventional e-commerce transactions, live shopping lets consumers watch product demonstrations, communicate directly with hosts, and receive promotional information within a limited period. These characteristics can strengthen consumer confidence while simultaneously creating urgency and emotional pressure to purchase. A survey conducted by KIC (2024) involving 1,381 respondents aged 18–44 across ten major Indonesian cities revealed that 97% of consumers were attracted to live shopping because they considered the host or seller trustworthy, while 62% reported greater confidence in product quality after seeing products demonstrated directly during live sessions. Furthermore, 60% of respondents made immediate purchases because promotional stock was limited, while 59% were influenced by limited-time promotional offers. The survey also indicated that 66% of respondents shopped more frequently during twin-date promotions and 63% during flash sales. These findings show that trust and scarcity-related promotional strategies are key features of live-shopping consumption behavior. Nevertheless, the growing popularity of this purchasing mechanism raises concerns about whether consumers' purchase intentions are driven more by rational product evaluations or by psychological pressures generated during live sessions. This issue is particularly relevant to generation z, whose exposure to digital trends and continuous social media interactions may intensify their fear of missing attractive offers, popular products, or limited purchasing opportunities. Consequently, trust, scarcity marketing, and fear of missing out (fomo) emerge as three important factors that may simultaneously shape consumers' purchase intentions in tiktok live shopping.

Despite the commercial opportunities offered by live shopping, these factors' influence on purchase intention remains an important research problem. Trust is essential in online transactions because consumers must rely on seller-provided information and the credibility of digital platforms when evaluating products they cannot physically inspect (Gefen et al., 2003; McKnight et al., 2002; Zhou et al., 2026). In live-shopping environments, direct interaction and product demonstrations may strengthen consumers' perceptions of the host's competence, honesty, and goodwill, thereby encouraging purchase intention (Mayer et al., 1995). Meanwhile, scarcity marketing employs limited-stock messages, exclusive offers, and time-restricted promotions to create perceptions of limited availability and increase the urgency to purchase (Aggarwal et al., 2011; Wu & Lee, 2016). However, such strategies may also generate pressure or skepticism when consumers perceive promotional claims as exaggerated or manipulative. In addition, fomo refers to the psychological apprehension that individuals may miss rewarding experiences or opportunities available to others, potentially encouraging consumers to participate in trends and make purchasing decisions to avoid feeling left behind (Argan et al., 2022; Hodkinson, 2019; Przybylski et al., 2013). These issues are also reflected in a preliminary survey of 16 respondents in Kendal regency. The results indicated that most respondents answered negatively across the indicators of trust, scarcity marketing, fomo, and purchase intention. Only 37.5% believed live-shopping hosts had adequate product knowledge, while 43.75% considered the product information honest and reliable. Similarly, only 43.75% perceived low-stock announcements as genuine scarcity, and 37.5% felt encouraged to purchase by limited-time offers. Regarding fomo, only 37.5% experienced anxiety about missing exclusive offers, while purchase intention indicators generally received positive responses from only 37.5% of respondents. These preliminary findings suggest that promotional stimuli and interactive features do not necessarily translate into strong purchase intention. Therefore, understanding how trust, scarcity marketing, and fomo influence purchase intention is necessary to explain the psychological mechanisms underlying generation z's purchasing behavior in tiktok live shopping.

Previous studies have provided empirical evidence regarding the relationships between trust, scarcity marketing, fomo, and purchase intention; however, their findings remain inconsistent. Calvin & Keni (2024) found that trust positively and significantly influenced consumers' purchase intention in e-commerce, suggesting that greater confidence in transaction security, platform credibility, and service quality encourages online purchasing decisions. Conversely, Kojongian & Ariadi (2024) found that trust did not have a significant direct effect on purchase intention among 103 shopee users in Salatiga. However, its relationship became significant through the mediating role of ratings. Regarding scarcity marketing, Barton et al. (2022) demonstrated a positive and significant effect of product scarcity on purchase intention. In contrast, Wulandjani et al. (2023) identified an inverted U-shaped relationship, indicating that scarcity strategies may increase purchase intention only up to a certain point, beyond which excessive scarcity can reduce consumers' willingness to purchase. Similarly, research on fomo has produced different conclusions. Sitanggang et al. (2025) found that fomo positively and significantly influenced generation z's purchase intention toward Maybelline New York products in Medan. In contrast, Radianto & Kilay (2023) reported that fomo had no significant effect on generation z's e-commerce purchase intention in Ambon. These inconsistencies suggest that the relationships between the three variables and purchase intention may depend on platform characteristics, the promotional environment, consumer demographics, and the research context. Furthermore, previous studies have

largely examined general e-commerce platforms or specific product categories, leaving limited empirical understanding of how trust, scarcity marketing, and fomo influence purchase intention simultaneously within the interactive, time-sensitive environment of tiktok live shopping. The specific context of generation z consumers in Kendal regency also remains insufficiently examined. Accordingly, this study addresses these gaps by integrating trust, scarcity marketing, and fomo into a single research framework and examining their respective effects on generation z's purchase intention toward tiktok live shopping in Kendal regency. Its novelty lies in combining these three psychological and marketing-related factors within a specific live-commerce context and regional consumer population, rather than examining them separately or in conventional e-commerce settings.

Based on this background, the present study aims to analyze how trust, scarcity marketing, and fomo influence generation z's purchase intention toward tiktok live shopping in Kendal regency. Specifically, it examines whether trust, scarcity marketing, and fomo significantly affect purchase intention, both conceptually and empirically, in the context of interactive digital commerce. This research is important because understanding the factors that encourage consumers to purchase through live shopping can provide insights into the extent to which purchasing decisions are influenced by credibility, promotional urgency, and psychological pressure. From a theoretical perspective, this study is expected to enrich the literature on digital consumer behavior and online purchase intention by providing contextual evidence concerning the simultaneous relevance of trust, scarcity marketing, and fomo in live-streaming commerce. From a practical perspective, the findings may help sellers, marketers, and digital platform managers develop more effective and consumer-oriented marketing strategies by strengthening seller credibility, communicating promotional limitations transparently, and understanding consumers' psychological responses to digital promotions. Furthermore, the results are expected to provide insights into generation z's digital purchasing behavior in Kendal regency and serve as a reference for future researchers investigating consumer psychology and purchasing decisions in the continuously evolving digital commerce environment.

Literature review

Consumption value theory

Consumption value theory (CVT), introduced by Sheth et al. (1991) explains that consumers' choices to purchase or not purchase a product are influenced by the consumption values they perceive. The theory proposes that consumer decision-making is shaped by five distinct dimensions of value: functional, social, emotional, epistemic, and conditional value. These values may influence consumer preferences and purchasing behavior independently or jointly, depending on the circumstances surrounding consumption. Functional value refers to a product's perceived utility based on its practical performance, reliability, and ability to fulfill consumers' needs (Schultz & Kaiser, 2025). Social value represents the benefits associated with a product's ability to enhance self-image, establish social identity, and strengthen relationships with particular social groups (Tan & Cheah, 2025). Emotional value concerns the feelings or affective experiences generated by consuming a product, such as pleasure, excitement, or satisfaction (Utami et al., 2025). Epistemic value arises from a product's ability to stimulate curiosity, provide novelty, and satisfy consumers' desire for knowledge or new experiences (Beck, 2026). Meanwhile, conditional value refers to the perceived benefits

derived from specific situations or circumstances, such as limited-time opportunities, special occasions, or temporary promotional offers (Sheth et al., 1991). In the context of digital commerce, particularly tiktok live shopping, these consumption values provide a theoretical foundation for understanding how consumers evaluate products and respond to various marketing stimuli. This study specifically focuses on three dimensions of CVT: functional value, represented by trust; conditional value, reflected through scarcity marketing; and social value, represented by fomo. These three dimensions are considered relevant because consumers' purchase intentions in live-shopping environments are influenced not only by product attributes but also by seller credibility, situational promotional conditions, and social-psychological motivations.

Trust

Trust refers to one party's willingness to become vulnerable to another party, based on the expectation that the latter will perform certain actions reliably and responsibly, even without continuous monitoring or control (Mayer et al., 1995). Mayer et al. (1995) identify three fundamental dimensions of trustworthiness: ability, benevolence, and integrity. Ability relates to the competence and skills required to perform specific tasks, benevolence reflects the belief that another party genuinely cares about one's interests, and integrity concerns the consistency of actions with acceptable principles and values. In the context of e-commerce, McKnight et al. (2002) explain trust as consumers' confidence in a seller's competence, honesty, and goodwill, which encourages them to engage in transactions despite the uncertainty and risks associated with online purchases. Similarly, Gefen et al. (2003) emphasize that trust in online shopping involves consumers' belief in the reliability and security of electronic transactions.

Scarcity marketing

Scarcity marketing is a promotional strategy that emphasizes limited product availability or offers to create a perception of rarity and encourage consumers to make purchasing decisions within a limited period (Aggarwal et al., 2011). This strategy generally takes two forms: quantity scarcity, which emphasizes limited product availability or stock, and time scarcity, which highlights promotional offers available only for a limited time. Wu & Lee (2016) explain that scarcity cues function as situational signals that increase consumers' perceived product value because limited availability can create exclusivity and urgency. Consequently, consumers may perceive a product as more desirable when its availability is restricted, even though its actual quality or functional characteristics remain unchanged.

Fear of missing out (fomo)

Fear of missing out (fomo) refers to a persistent psychological apprehension that other people may be experiencing rewarding activities or opportunities from which an individual is absent (Przybylski et al., 2013). This phenomenon is closely associated with individuals' psychological needs for social connection and relatedness. According to self-determination theory, relatedness represents a fundamental human psychological need to establish meaningful relationships and maintain a sense of belonging within a social environment (Deci & Ryan, 2000). When individuals perceive that they are excluded from experiences or activities that are considered important by their peers, they may experience anxiety and develop a strong desire to participate. In consumer behavior, fomo can influence purchasing decisions when individuals are exposed to popular

products, promotional activities, or consumption trends that are widely followed by others (Hodkinson, 2019). Argan et al. (2022) further explain consumer-centric fomo through several social and psychological motivations, including the desire for belonging, interpersonal attachment, social recognition, and approval from others.

Purchase intention

Purchase intention refers to consumers' willingness, tendency, or likelihood to purchase a particular product or brand in the future (Schiffman & Kanuk, 2007). It is an important stage in the consumer decision-making process, in which consumers evaluate alternatives and develop a preference for products they believe can meet their needs and expectations. Kotler & Keller (2016) describe purchase intention as a consumer response toward a product or service that reflects the likelihood of making a purchase. Purchase intention is therefore an important indicator of potential consumer purchasing behavior because it reflects consumers' readiness and motivation to engage in future transactions. Ferdinand (2021) identifies four dimensions for measuring purchase intention: transactional interest, which refers to consumers' tendency or willingness to purchase a product; preferential interest, which reflects consumers' tendency to prioritize a particular product over other alternatives; referential interest, which concerns consumers' willingness to recommend a product to others; and exploratory interest, which refers to consumers' tendency to seek additional information about a product that attracts their attention. In the context of tiktok live shopping, purchase intention can emerge from consumers' evaluation of product information, interactions with live-streaming hosts, promotional incentives, and psychological responses to social trends.

Hypothesis development

Trust is essential in online purchasing decisions because consumers must rely on seller-provided information and the reliability of digital transaction systems when they cannot physically examine products before buying. In tiktok live shopping, trust is reflected in consumers' confidence in the host's product knowledge, honesty in communicating product information, and the ability to provide products that meet consumers' expectations. Based on consumption value theory, trust represents functional value because consumers evaluate a transaction's reliability, security, and practical benefits before deciding to purchase (Sheth et al., 1991). When consumers perceive sellers as competent, honest, and reliable, their uncertainty about online transactions decreases, increasing their willingness to purchase. This argument is supported by Mayer et al. (1995); McKnight et al. (2002); and Gefen et al. (2003), who emphasize the importance of trustworthiness and reliability in establishing confidence in transactional relationships. Furthermore, Calvin & Keni (2024) found that trust has a positive and significant effect on consumers' purchase intention in e-commerce. These findings suggest that greater consumer confidence in sellers and digital transactions can strengthen purchase intention. Accordingly, the following hypothesis is proposed: H1: trust has a positive and significant effect on purchase intention toward tiktok live shopping among generation z in Kendal regency.

Scarcity marketing is a promotional strategy that emphasizes limited product availability or restricted promotional periods to encourage consumers to make immediate purchasing decisions (Aggarwal et al., 2011). In tiktok live shopping, this strategy is commonly implemented through low-stock announcements, promotional countdowns, flash sales, and exclusive discounts available only during live broadcasts.

From the perspective of consumption value theory, scarcity marketing represents conditional value because consumers perceive additional benefits from purchasing products under specific and temporary circumstances (Sheth et al., 1991). When consumers recognize that a promotional opportunity is available for only a limited period or that product stock is running out, they may perceive the opportunity as more valuable and develop a stronger sense of urgency. Wu & Lee (2016) explain that scarcity cues can increase perceived product desirability by creating perceptions of exclusivity and limited availability. This argument is supported by Barton et al. (2022), whose meta-analysis demonstrated that scarcity tactics positively influence consumer purchase intentions. Although the effectiveness of scarcity marketing may vary depending on the credibility and intensity of promotional messages (Wulandjani et al., 2023), genuine and convincing scarcity cues are expected to encourage generation z consumers to take advantage of limited purchasing opportunities during tiktok live shopping sessions. Therefore, the following hypothesis is proposed: H2: scarcity marketing has a positive and significant effect on purchase intention toward tiktok live shopping among generation z in Kendal regency.

Fear of missing out (fomo) is a psychological condition in which individuals fear missing experiences, opportunities, or activities others are enjoying (Przybylski et al., 2013). In tiktok live shopping, fomo may arise when consumers see viral products, other viewers making purchases, or exclusive promotional opportunities available only during a particular live session. According to consumption value theory, fomo is linked to social value because consumers may see purchasing as a way to maintain social connections, strengthen their social identity, and stay involved in trends followed by their peers (Sheth et al., 1991). This relationship is also supported by self-determination theory, which emphasizes the importance of relatedness as a fundamental psychological need that motivates individuals to establish and maintain social connections (Deci & Ryan, 2000). When generation z consumers see peers participating in popular shopping trends or obtaining exclusive products, they may feel psychological pressure to join in to avoid feeling excluded or left behind. As a result, fomo may increase their motivation and intention to purchase products through tiktok live shopping. Empirical evidence from Sitanggang et al. (2025) supports this argument by demonstrating that fomo has a positive and significant effect on generation z's purchase intention toward Maybelline New York products. Based on these theoretical and empirical considerations, the following hypothesis is proposed: H3: fear of missing out (fomo) has a positive and significant effect on purchase intention toward tiktok live shopping among generation z in Kendal regency.

Method

This study used a quantitative survey approach to examine the effects of trust, scarcity marketing, and fear of missing out (fomo) on generation z's purchase intention toward tiktok live shopping in Kendal regency. A quantitative approach was selected because it enables the systematic measurement of relationships among research variables through numerical data and statistical analysis. Data were collected using a structured questionnaire designed to measure respondents' perceptions of the variables under investigation. The research model consisted of three independent variables, namely trust (X1), scarcity marketing (X2), and fomo (X3), and one dependent variable, namely purchase intention (Y). Multiple linear regression analysis was then used to examine the individual and combined effects of the independent variables on purchase intention.

According to Sugiyono (2022), a population is a general area comprising objects or subjects with specific characteristics and quantities determined by researchers for investigation, from which conclusions are drawn. This study's population consisted of generation z individuals residing in Kendal regency who had watched tiktok live shopping broadcasts. generation z was defined based on the birth-year classification proposed by Dimock (2019), which identifies this generation as individuals born between 1997 and 2012.

The sample was selected using purposive and snowball sampling techniques. Purposive sampling was applied to identify respondents who met specific criteria relevant to the research objectives, while snowball sampling was used to expand respondent recruitment through referrals from individuals who had already participated in the survey (Biernacki & Waldorf, 1981; Etikan et al., 2015). To ensure the relevance of respondents' experiences, the inclusion criterion was that participants must have watched at least one tiktok live shopping session within the previous three months. This criterion was established to ensure that respondents had sufficiently recent exposure to the live-shopping environment and could provide relevant assessments of the research variables. Because the exact number of generation z individuals in Kendal regency who had watched tiktok live shopping was unknown, the minimum sample size was determined using the Lemeshow formula for populations of unknown size (Lwanga & Lemeshow, 1991). The resulting minimum sample size was 96.04 respondents. To meet and slightly exceed this requirement, the study established a target sample of 100 respondents.

This study utilized primary data collected through an online questionnaire distributed to eligible respondents using Google Forms. The questionnaire was developed based on the theoretical definitions and measurement indicators of each research variable. All measurement items used a five-point likert scale, ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), to 5 (strongly agree). This scale was used to capture the extent to which respondents agreed with statements representing their perceptions, experiences, and behavioral intentions toward tiktok live shopping.

The research instrument consisted of four constructs: trust, scarcity marketing, fomo, and purchase intention. Trust was measured using three indicators based on the dimensions of ability, benevolence, and integrity proposed by Mayer et al. (1995) Scarcity marketing was measured through two indicators, namely limited quantity and limited time, based on the scarcity concept developed by Aggarwal et al. (2011). Fomo was assessed using three indicators reflecting anxiety about missing opportunities, the need for social connectedness, and the tendency to follow trends, drawing on Deci & Ryan (2000); Przybylski et al. (2013); and Hodkinson (2019). Meanwhile, purchase intention was measured using four indicators: transactional interest, preferential interest, exploratory interest, and referential interest, based on Schiffman & Kanuk (2007); Kotler & Keller (2016); and Ferdinand (2021). The operational definitions, measurement indicators, and corresponding questionnaire items for each variable are presented in Table 1.

Table 1 operational definitions and measurement of research variables

Variable and operational definition	Code	Indicator	Questionnaire item
Trust (X1): consumers' belief in the competence, goodwill, and integrity of tiktok live shopping hosts, which encourages them to transact despite	X1.1	Ability	I am confident that tiktok live shopping hosts have in-depth knowledge of the products they sell.

Variable and operational definition	Code	Indicator	Questionnaire item
potential risks (Mayer et al., 1995).	X1.2	Benevolence	I feel that tiktok live shopping hosts sincerely want to help me obtain the best product, rather than merely pursuing sales.
	X1.3	Integrity	I believe that tiktok live shopping hosts provide product information honestly without exaggeration.
Scarcity marketing (X2): consumers' perceptions of marketing strategies emphasizing limited product quantities or promotional periods to create purchasing urgency (Aggarwal et al., 2011).	X2.1	Limited quantity	When a host announces that product stock is running low, I perceive that the product is genuinely scarce and should be purchased immediately.
	X2.2	Limited time	Promotional time limits, such as "only 5 minutes remaining," encourage me to purchase before the offer expires.
Fear of missing out (X3): consumers' anxiety about missing rewarding shopping experiences or opportunities in which others participate, associated with the need for social connectedness (Deci & Ryan, 2000; Hodkinson, 2019; Przybylski et al., 2013).	X3.1	Anxiety about missing opportunities	I feel anxious and restless when I miss special offers available only during tiktok live shopping sessions.
	X3.2	Need for social connectedness	I watch tiktok live shopping so that I do not miss product trends that many people are talking about.
	X3.3	Tendency to follow trends	I want to be among the first people to own new viral products promoted through tiktok live shopping.
Purchase intention (Y): consumers' tendency or willingness to purchase products through tiktok live shopping in the future (Ferdinand, 2021; Kotler & Keller, 2016; Schiffman & Kanuk, 2007).	Y1.1	Transactional interest	After watching a product presentation during a live-shopping session, I develop a strong desire to purchase the product.
	Y1.2	Preferential interest	Products offered through tiktok live shopping are among my first choices when considering a purchase.
	Y1.3	Exploratory interest	I am motivated to seek additional information, such as reviews, specifications, and prices, about products that interest me during live-shopping sessions.
	Y1.4	Referential interest	I would recommend products offered through tiktok live shopping to my friends or family.

The collected data were analyzed using IBM SPSS Statistics version 27. The analysis included descriptive statistics, instrument quality testing, classical assumption testing, and hypothesis testing using multiple linear regression. Descriptive analysis was conducted to provide an overview of respondents' perceptions of trust, scarcity marketing, fomo, and purchase intention. The descriptive analysis employed an index approach calculated from the frequency of responses to each likert-scale item. The index

was determined using the following formula: Index = [(F1 × 1) + (F2 × 2) + (F3 × 3) + (F4 × 4) + (F5 × 5)] / 5, where F1–F5 are the frequencies of responses 1–5, interpreted with the three-box method: the highest score is 100, the lowest 20, the range 80, and the interval 26.6, so that indices of 20–46.6 are low, 46.6–73.3 moderate, and 73.3–100 high.

Before conducting regression analysis, the research instrument's quality was evaluated through validity and reliability tests. Validity was examined using the Pearson product-moment correlation by assessing the correlation between each questionnaire item's score and its corresponding total construct score. An item was considered valid when its calculated correlation coefficient (r-count) exceeded the critical value (r-table) at the 5% significance level. Reliability was assessed using Cronbach's alpha through the one-shot measurement approach. A construct was considered reliable when its Cronbach's alpha coefficient exceeded 0.70, indicating acceptable internal consistency among the measurement items (Budiastuti & Bandur, 2018; Ghozali, 2021).

Classical assumption tests were subsequently conducted to evaluate the suitability of the regression model. The normality of regression residuals was assessed using the Kolmogorov–Smirnov test, with residuals considered normally distributed when the Asymp. Sig. (2-tailed) value exceeded 0.05. Multicollinearity was evaluated using tolerance and the variance inflation factor (VIF). The regression model was considered free from multicollinearity when tolerance values exceeded 0.10 and VIF values were below 10. Heteroscedasticity was examined using the Glejser test, in which significance values greater than 0.05 indicated the absence of statistically significant heteroscedasticity (Ghozali, 2021).

Hypothesis testing was performed using multiple linear regression analysis to determine the effects of trust, scarcity marketing, and fomo on purchase intention. The regression model was formulated as follows: $Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + \varepsilon$. Where Y represents purchase intention, α is the constant, β1, β2, and β3 are the regression coefficients, X1 represents trust, X2 represents scarcity marketing, X3 represents fomo, and ε represents the error term. Three statistical procedures were employed to evaluate the research model. First, the t-test was used to examine the individual effect of each independent variable on purchase intention. An independent variable was considered statistically significant when its p-value was below 0.05. Second, the F-test was conducted to determine whether trust, scarcity marketing, and fomo had a significant effect on purchase intention simultaneously. Third, the adjusted coefficient of determination (Adjusted R^2) was used to assess the proportion of variation in purchase intention explained by the independent variables while accounting for the number of predictors in the regression model. All hypothesis tests were conducted at a 5% significance level (Ghozali, 2021).

Results and discussion

Respondent profile

The respondent profile provides an overview of the demographic characteristics and tiktok usage patterns of the participants involved in this study. A total of 100 generation z respondents residing in Kendal regency participated in the survey. The characteristics examined included gender, age, educational background, occupation, and tiktok viewing frequency in the previous month. The distribution of respondents across these characteristics is presented in Table 2.

Table 2 respondent demographic characteristics and tiktok usage

Characteristics	Category	Frequency	Percentage (%)
Gender	Female	53	53
	Male	47	47
Age	17–20 years	20	20
	21–24 years	68	68
	25–26 years	12	12
Last education	Senior high/vocational school	50	50
	Diploma (D3)	26	26
	Bachelor's degree (S1)	20	20
	Master's/Doctoral degree (S2/S3)	4	4
Occupation	Student	58	58
	Private employee	30	30
	Civil servant	7	7
	Self-employed	5	5
	Other	0	0
Tiktok viewing frequency in the previous month	1–3 times	35	35
	4–7 times	31	31
	8–12 times	26	26
	More than 12 times	8	8

Source: primary data, processed (2026).

As shown in Table 2, female respondents made up a slightly larger proportion (53%) than male respondents (47%). In terms of age, the majority were 21–24 years old (68%), indicating that the sample was predominantly composed of young adults within generation z. Regarding educational background, half of the respondents had completed senior high school or vocational school (50%), followed by diploma graduates (26%) and bachelor's degree holders (20%). In terms of occupation, students represented the largest group (58%), followed by private-sector employees (30%). Furthermore, tiktok viewing frequency shows that 65% of respondents watched tiktok four to more than twelve times in the previous month, while 35% watched it one to three times. These findings indicate that most respondents had relatively frequent exposure to tiktok content, providing relevant usage experience for examining purchase intention in the context of tiktok live shopping.

Descriptive statistics

Descriptive statistical analysis was conducted to provide an overview of respondents' perceptions of the research variables, namely trust, scarcity marketing, fear of missing out (fomo), and purchase intention. The analysis used frequency distributions of responses to each questionnaire item on a five-point likert scale, ranging from strongly disagree to agree strongly. The mean index values were subsequently calculated and interpreted using the three-box method, which classifies respondents' perceptions into three categories: low, moderate, and high. The results of the descriptive statistical analysis are presented in Table 3.

Table 3 frequency distribution and index of research variables

Item	SD	D	N	A	SA	Score	Index	Category
Trust (X1)								
X1.1 ability	9	33	31	21	6	282	56.4	moderate
X1.2 benevolence	11	28	36	21	4	279	55.8	moderate
X1.3 integrity	11	20	45	18	6	288	57.6	moderate
Mean						283	56.6	moderate

Item	SD	D	N	A	SA	Score	Index	Category
Scarcity marketing (X2)								
X2.1 limited quantity	10	21	36	25	8	300	60.0	moderate
X2.2 limited time	7	18	39	28	8	312	62.4	moderate
Mean						306	61.2	moderate
Fear of missing out (X3)								
X3.1 anxiety about missing moments	5	35	36	21	3	282	56.4	moderate
X3.2 need for social connectedness	5	29	41	23	2	288	57.6	moderate
X3.3 tendency to follow trends	12	25	40	19	4	278	55.6	moderate
Mean						282.6	56.5	moderate
Purchase intention (Y)								
Y1.1 transactional interest	1	26	42	18	13	316	63.2	moderate
Y1.2 preferential interest	4	20	43	22	11	316	63.2	moderate
Y1.3 exploratory interest	5	30	30	29	6	301	60.2	moderate
Y1.4 referential interest	5	31	36	20	8	295	59.0	moderate
Mean						307	61.4	moderate

Source: primary data, processed (2026).
Note: SD = strongly disagree; D = disagree; N = neutral; A = agree; SA = strongly agree.

As presented in Table 3, all four research variables fall within the moderate category, with mean index values ranging from 56.5 to 61.4. Among the independent variables, scarcity marketing obtained the highest mean index (61.2), followed by trust (56.6) and fomo (56.5). Meanwhile, purchase intention recorded the highest overall index (61.4). These findings indicate that respondents demonstrated relatively moderate perceptions of the marketing and psychological factors examined, as well as a moderate tendency to develop purchase intentions toward products offered through tiktok live shopping.

Regarding trust (X1), the mean index was 56.6, indicating moderate consumer confidence in tiktok live shopping hosts. Of the three indicators, integrity had the highest index (57.6), suggesting respondents perceived the honesty of product information provided by hosts more favorably. Ability recorded an index of 56.4, while benevolence obtained the lowest value (55.8). This suggests respondents were less convinced that hosts genuinely prioritized consumers' interests over generating sales. The findings indicate that although respondents showed a moderate level of trust, hosts' perceived sincerity and consumer-oriented behavior remain important areas for improvement.

Scarcity marketing (X2) recorded a mean index of 61.2, making it the highest-rated independent variable. The limited-time indicator achieved an index of 62.4, exceeding the limited-quantity indicator, which recorded 60.0. This difference suggests that time-based promotional strategies, such as flash sales and countdown timers, were perceived as relatively more compelling than announcements of limited product stock. Nevertheless, both indicators remained in the moderate category, indicating that scarcity-related promotional messages generated some purchasing urgency but did not necessarily create strong immediate purchasing pressure among respondents.

Fomo (X3) had the lowest mean index (56.5) among the independent variables. The need for social connectedness recorded the highest index (57.6), followed by anxiety about missing moments (56.4), while the tendency to follow trends obtained the lowest index (55.6). These results suggest that respondents' fomo-related responses were more closely associated with their desire to stay informed about trends and activities others follow than with their desire to be among the first to own viral products. The relatively low index for trend-following tendencies also indicates that

respondents did not demonstrate a particularly strong inclination to purchase products merely to become early adopters of popular items.

For purchase intention (Y), the mean index reached 61.4, the highest among all research variables. Transactional interest and preferential interest both recorded the highest indicator scores of 63.2, indicating that respondents demonstrated a moderate willingness to purchase products presented during live-shopping sessions and to consider them among their preferred purchasing alternatives. Exploratory interest obtained an index of 60.2, while referential interest recorded the lowest value of 59.0. This suggests that although respondents showed a relatively favorable tendency to consider and purchase products offered through tiktok live shopping, their willingness to actively seek additional information and recommend such products to friends or family remained comparatively lower.

Instrument validity and reliability

Validity and reliability tests were conducted to assess the research instrument's quality and ensure the questionnaire items were appropriate for measuring the intended research constructs. Validity testing was performed using the Pearson product-moment correlation, with a significance level of 5% (0.05). An item was considered valid when its correlation was statistically significant at the 0.05 level. Meanwhile, reliability was assessed using Cronbach's alpha, with a coefficient greater than 0.70 indicating acceptable internal consistency among the measurement items. The results of the validity and reliability tests for all research variables are presented in Table 4.

Table 4 results of instrument validity and reliability tests

Variable	Items	Sig. (2-tailed)	Cronbach's α	Result
Trust	X1.1–X1.3	0.000	0.806	valid and reliable
Scarcity marketing	X2.1–X2.2	0.000	0.708	valid and reliable
Fear of missing out	X3.1–X3.3	0.000	0.750	valid and reliable
Purchase intention	Y1.1–Y1.4	0.000	0.821	valid and reliable

Source: primary data, processed (2026).

As shown in Table 4, all questionnaire items showed statistically significant correlations, with significance values of 0.000, below the 0.05 threshold. These results indicate that the measurement items satisfy the applied validity criterion and are appropriate for measuring their respective constructs. Furthermore, the reliability test results show that all four research variables obtained Cronbach's alpha coefficients exceeding the recommended threshold of 0.70. Trust recorded the highest reliability coefficient (0.806), followed by purchase intention (0.821), fomo (0.750), and scarcity marketing (0.708). Although scarcity marketing had the lowest coefficient, it remained above the minimum acceptable threshold, indicating adequate internal consistency. The validity and reliability results demonstrate that the questionnaire meets the established measurement criteria. Therefore, all measurement items were retained for subsequent statistical analysis, including classical assumption testing and multiple linear regression analysis.

Classical assumption tests

Classical assumption tests were conducted to assess whether the regression model satisfied the statistical requirements for multiple linear regression analysis. These tests were performed to ensure that the estimated regression coefficients could

be interpreted reliably. This study employed three tests: normality, multicollinearity, and heteroscedasticity. Normality was examined using the One-Sample Kolmogorov–Smirnov test, multicollinearity was assessed through tolerance and variance inflation factor (VIF) values, and heteroscedasticity was evaluated using the Glejser test. The results of these tests are presented in Table 5.

Table 5 results of classical assumption tests

Test	Variable	Statistic	Criterion	Conclusion
Normality (Kolmogorov–Smirnov)	Unstandardized residual	Asymp. Sig. = 0.200	Greater than 0.05	Normal
Multicollinearity	Trust	Tolerance = 0.965; VIF = 1.036	Tolerance greater than 0.10; VIF below 10	No multicollinearity
	Scarcity marketing	Tolerance = 0.999; VIF = 1.001		No multicollinearity
	Fear of missing out	Tolerance = 0.965; VIF = 1.036		No multicollinearity
Heteroscedasticity (Glejser)	Trust	Sig. = 0.414	Greater than 0.05	No heteroscedasticity
	Scarcity marketing	Sig. = 0.332		No heteroscedasticity
	Fear of missing out	Sig. = 0.297		No heteroscedasticity

Source: primary data, processed (2026).

As shown in Table 5, the normality test produced an Asymp. Sig. (2-tailed) value of 0.200, which exceeds the significance threshold of 0.05. This result indicates that the regression residuals do not significantly deviate from a normal distribution. Therefore, the normality assumption is considered satisfied. The multicollinearity test also indicates that the regression model is free from multicollinearity problems. The tolerance values for trust, scarcity marketing, and fomo were 0.965, 0.999, and 0.965, respectively, all exceeding the minimum threshold of 0.10. Similarly, their corresponding VIF values were 1.036, 1.001, and 1.036, respectively, which are considerably below the maximum threshold of 10. These findings indicate that the independent variables do not exhibit problematic linear relationships with one another and can therefore be included simultaneously in the regression model.

Furthermore, the Glejser test results show significance values of 0.414 for trust, 0.332 for scarcity marketing, and 0.297 for fomo. All three values exceed the 0.05 significance level, indicating no statistically significant evidence of heteroscedasticity in the regression model. Thus, the homoscedasticity assumption is considered satisfied. The results show that the regression model meets the three classical assumptions examined in this study: normality, absence of multicollinearity, and homoscedasticity. These findings provide statistical support for proceeding with multiple linear regression analysis to examine the individual and simultaneous effects of trust, scarcity marketing, and fomo on generation z's purchase intention toward tiktok live shopping in Kendal regency.

Hypothesis testing

Multiple linear regression analysis was employed to examine the effects of trust, scarcity marketing, and fear of missing out (fomo) on generation z's purchase intention toward tiktok live shopping in Kendal regency. The analysis aimed to evaluate each independent variable's individual contribution, determine their simultaneous influence

on purchase intention, and assess the regression model's explanatory power. Individual hypotheses were tested using the t-test, while the simultaneous significance of the model was evaluated using the F-test. Furthermore, the coefficient of determination (Adjusted R^2) was used to measure how much variation in purchase intention could be explained by the independent variables. The results of the regression and hypothesis testing are presented in Table 6.

Table 6 results of multiple linear regression and hypothesis testing

Hypothesis	B	Std. error	Beta	t	Sig.
(Constant)	−1.618	1.505		−1.075	0.285
H1: Trust (X1) → purchase intention (Y)	0.343	0.091	0.279	3.778	< 0.001
H2: Scarcity marketing (X2) → purchase intention (Y)	0.827	0.127	0.474	6.535	< 0.001
H3: Fear of missing out (X3) → purchase intention (Y)	0.698	0.103	0.498	6.746	< 0.001
F				31.408	< 0.001
Adjusted R^2					0.480

Source: primary data, processed (2026).

Based on the unstandardized regression coefficients (B) in Table 6, the estimated multiple linear regression equation is: $Y = -1.618 + 0.343X1 + 0.827X2 + 0.698X3 + \varepsilon$. The regression equation indicates that the constant is −1.618, representing the predicted purchase intention when all independent variables are zero. The trust coefficient of 0.343 indicates that a one-unit increase in trust is associated with a 0.343-unit increase in purchase intention, assuming the other variables remain constant. Similarly, the scarcity marketing coefficient of 0.827 indicates that a one-unit increase in scarcity marketing is associated with a 0.827-unit increase in purchase intention. Meanwhile, the fomo coefficient of 0.698 indicates that a one-unit increase in fomo is associated with a 0.698-unit increase in purchase intention, holding the other variables constant. These positive coefficients suggest that all three independent variables are positively related to purchase intention.

The t-test results in Table 6 indicate that trust demonstrates a positive and significant effect on purchase intention, with a regression coefficient of 0.343, a standardized beta coefficient of 0.279, and a t-value of 3.778. This finding indicates that greater consumer confidence in the competence, benevolence, and integrity of tiktok live shopping hosts is associated with stronger purchase intention; H1 is supported. Scarcity marketing has a positive and significant effect on purchase intention, with a regression coefficient of 0.827, a standardized beta coefficient of 0.474, and a t-value of 6.535. This result suggests that promotional strategies emphasizing limited product quantities and restricted promotional periods can strengthen consumers' purchase intentions by creating urgency and encouraging them to take advantage of offers before they expire; H2 is supported. fomo also positively and significantly affects purchase intention, as indicated by a regression coefficient of 0.698, a standardized beta coefficient of 0.498, and a t-value of 6.746. This finding suggests that consumers who feel more anxious about missing promotional opportunities, popular products, or current shopping trends tend to show stronger purchase intentions; H3 is supported.

The simultaneous significance test demonstrates whether trust, scarcity marketing, and fomo collectively influence purchase intention. As reported in Table 6, the calculated F-statistic is 31.408, with a significance value below 0.001. Because the significance value is below the 0.05 threshold, the regression model is statistically significant. This finding indicates that trust, scarcity marketing, and fomo

simultaneously have a significant effect on generation z's purchase intention toward tiktok live shopping in Kendal regency. Therefore, the three independent variables collectively help explain variation in purchase intention. The coefficient of determination, measured using Adjusted R^2, is 0.480, indicating that trust, scarcity marketing, and fomo collectively explain 48.0% of the variation in purchase intention among generation z consumers in Kendal regency. The remaining 52.0% is associated with other factors not included in the research model, such as price perception, product quality, perceived risk, electronic word of mouth, and influencer credibility, which may be explored in future research.

The effect of trust on purchase intention

The findings indicate that trust plays an important role in shaping generation z's purchase intention toward tiktok live shopping. This suggests that consumers' willingness to purchase products is influenced not only by product demonstrations and promotional attractiveness but also by their confidence in the credibility of live-shopping hosts. In digital transactions, consumers cannot physically examine products or verify the accuracy of product information before purchasing. Consequently, the host's product knowledge, honesty, and willingness to prioritize consumer interests become important considerations in reducing uncertainty and building purchasing confidence. This finding aligns with Calvin & Keni (2024), who showed that trust positively influences purchase intention in e-commerce, as well as Mayer et al. (1995) and McKnight et al. (2002), who emphasize the importance of ability, benevolence, and integrity in establishing trust. From the perspective of consumption value theory proposed by Sheth et al. (1991), trust can be linked to functional value because consumers evaluate sellers' reliability, product information, and transaction processes based on expected benefits. This theoretical relationship is reflected in the empirical findings of this study, where respondents showed moderate trust, particularly lower confidence in hosts' benevolence. This suggests that consumers may see hosts as more focused on meeting sales targets than on genuinely helping them select suitable products. Nevertheless, the finding differs from Kojongian & Ariadi (2024), who found that trust did not directly influence purchase intention among shopee users, suggesting that the relationship between trust and purchasing interest may depend on platform characteristics and other intervening factors. The interactive nature of tiktok live shopping, which enables direct communication, product demonstrations, and immediate responses, may explain why trust becomes particularly relevant in this research context.

These findings imply that businesses should prioritize credibility and consumer-oriented communication rather than relying exclusively on persuasive selling techniques. Live-shopping hosts need to demonstrate comprehensive product knowledge, provide accurate product descriptions, communicate product advantages and limitations honestly, and respond transparently to consumer questions. Sellers should also ensure that delivered products match the demonstrations and descriptions shown during live sessions, supported by reliable after-sales services and clear return policies. Particular attention should be given to strengthening perceived benevolence because consumers need to believe that hosts genuinely consider their interests rather than merely pursuing sales. Theoretically, this finding reinforces the relevance of functional value in explaining purchase intention in social-commerce environments, particularly through trust's role in reducing uncertainty and strengthening perceived transaction reliability. Future research could further investigate the roles of seller reputation, electronic word of mouth, perceived risk, and platform security in explaining

how trust develops into purchase intention. It would also be valuable to examine whether consumer confidence mediates the relationship between host credibility and purchasing interest across different live-shopping platforms.

The effect of scarcity marketing on purchase intention

The findings indicate that scarcity marketing is an important promotional mechanism for stimulating generation z's purchase intention toward tiktok live shopping. This suggests that consumers tend to develop stronger purchasing interest when they perceive that product availability or promotional opportunities are restricted. Messages such as limited-stock announcements, countdown timers, flash sales, and exclusive discounts can create urgency by encouraging consumers to buy before the opportunity disappears. This interpretation is supported by Aggarwal et al. (2011), who explain that scarcity messages create perceptions of limited availability and consumer competition, and Wu & Lee (2016), who demonstrate that scarcity cues can increase perceived product attractiveness through exclusivity. Barton et al. (2022) further confirm the positive relationship between product scarcity strategies and purchase intention through their meta-analysis. These findings can be explained through the conditional value dimension of consumption value theory proposed by Sheth et al. (1991), which emphasizes that consumers' perceived benefits are influenced by specific situational conditions. In tiktok live shopping, limited promotional periods and product quantities create temporary purchasing conditions that increase the perceived value of obtaining an offer immediately. This interpretation is consistent with Zhang et al. (2024), who highlight the importance of exclusive discounts and coupons during live-streaming sessions in shaping consumer evaluations. The descriptive findings also indicate that time-based promotional restrictions are more compelling than limited-stock announcements. However, the effectiveness of scarcity marketing should be interpreted carefully because Wulandjani et al. (2023) found an inverted U-shaped relationship between scarcity strategies and purchase intention. Excessive scarcity messages may reduce consumer interest when promotional claims are perceived as manipulative or unreliable. Therefore, scarcity marketing is most effective when consumers perceive the limitations as genuine and the promotional benefits as worthwhile.

The practical implication is that sellers should implement scarcity marketing strategies transparently and proportionately. Genuine countdowns, clearly communicated promotional periods, exclusive live-session discounts, and accurate stock information can create urgency without misleading consumers. Businesses should also consider prioritizing time-based promotions because this study suggests they attract stronger consumer responses than quantity-based scarcity messages. However, these promotional strategies should be paired with clear product information, reasonable pricing, and credible demonstrations to ensure consumers make purchasing decisions based on both urgency and product suitability. From a theoretical perspective, the findings strengthen the use of conditional value to explain consumer behavior in live-streaming commerce, showing how temporary purchasing circumstances can influence perceived value and purchase intention. Future research should examine the possible nonlinear relationship between scarcity marketing and purchase intention, particularly by considering perceived manipulation, promotional credibility, and consumer skepticism as potential explanatory or moderating factors. Such investigations would help identify the appropriate intensity of scarcity strategies while maintaining consumer confidence and sustainable business relationships.

The effect of fear of missing out (fomo) on purchase intention

The findings suggest that fear of missing out (fomo) represents an important psychological and social factor influencing generation z's purchase intention toward tiktok live shopping. This indicates that consumers' purchasing interest is not determined solely by product functionality or promotional appeal but is also shaped by concerns about missing popular products, exclusive offers, and experiences shared within their social environment. In digital shopping environments, exposure to viral products, ongoing trends, and other consumers' purchasing activities can create a desire to participate and avoid feeling excluded. This finding aligns with Sitanggang et al. (2025), who showed that fomo positively influences generation z's purchase intention, and Hodkinson (2019), who explained how fomo-based marketing appeals encourage consumers to respond to opportunities they fear losing. This is also supported by Przybylski et al. (2013) and Deci & Ryan (2000), who associate fomo with individuals' psychological needs for social relatedness and connectedness. Within the consumption value theory framework proposed by Sheth et al. (1991), fomo can be linked to social value because consumers may see benefits in participating in trends, maintaining social connections, and sharing experiences with their social groups. This relationship is reflected in the empirical conditions of this study, where the need for social connectedness appears more relevant than the desire to become the first person to own viral products. Argan et al. (2022) further support this interpretation by identifying belonging, interpersonal attachment, and social recognition as important dimensions of consumer-centric fomo. Nevertheless, the findings differ from Radianto & Kilay (2023), who found that fomo did not significantly influence generation z's e-commerce purchase intention and that influencers played a more dominant role. This difference suggests that fomo may operate differently depending on the digital platform's characteristics, the intensity of social interaction, and consumers' exposure to trending content. The combination of entertainment, social interaction, and real-time purchasing opportunities on tiktok may make social and emotional motivations particularly relevant to purchase intention.

These findings suggest that businesses should develop marketing strategies that encourage authentic social engagement rather than relying solely on consumers' fear of missing out. Live-shopping hosts can boost audience participation through interactive discussions, responses to viewer comments, product demonstrations, and highlights of relevant trends. Businesses can also collaborate with credible influencers and content creators to build communities around products that match generation z's interests. However, businesses should implement fomo-based marketing responsibly by avoiding artificial popularity claims, excessive psychological pressure, and misleading promotional messages that encourage unnecessary consumption. Theoretically, this finding reinforces the relevance of social value in consumption value theory by demonstrating that consumers' desire for social connectedness and participation in shared digital experiences can contribute to purchasing interest. Future research could investigate the relationships between fomo, influencer credibility, social influence, social media engagement, and impulsive buying behavior to identify the mechanisms through which social and psychological motivations shape digital consumption. It would also be valuable to examine whether social connectedness mediates the relationship between exposure to digital trends and purchase intention across different consumer groups and social-commerce platforms. Such research could deepen understanding of fomo while supporting the development of more ethical and sustainable digital marketing practices.

Conclusions

This study concludes that trust, scarcity marketing, and fear of missing out (fomo) are important factors influencing generation z's purchase intention toward tiktok live shopping in Kendal regency. The findings demonstrate that consumers' purchasing interest is shaped by a combination of functional, situational, and social values. Trust encourages purchase intention by reducing uncertainty and strengthening consumers' confidence in the credibility of hosts, product information, and transactions. Scarcity marketing stimulates purchase interest by creating urgency through limited product availability and promotional periods. Meanwhile, fomo encourages consumers to shop because they do not want to miss popular products, exclusive offers, or trends within their social environment. Among the three factors, fomo and scarcity marketing contribute more than trust, suggesting that psychological and situational marketing stimuli play an important role in shaping purchasing interest in the tiktok live shopping environment. These findings support applying consumption value theory to explain generation z's digital purchasing behavior through functional, conditional, and social values.

This study contributes theoretically by extending consumption value theory to tiktok live shopping, integrating trust, scarcity marketing, and fomo into a single framework to explain purchase intention. Practically, the findings provide insights for sellers, businesses, and live-shopping hosts to develop more effective marketing strategies by strengthening credibility, communicating genuine promotional limitations, and creating meaningful social engagement with consumers. Nevertheless, this study has several limitations. First, the research was conducted exclusively among generation z consumers in Kendal regency, which may limit the generalizability of the findings to other demographic groups and geographical areas. Second, purposive and snowball sampling may produce a sample that does not fully represent the broader generation z population. Third, the study examined only three independent variables. At the same time, other factors, such as perceived value, influencer credibility, electronic word of mouth, perceived risk, and impulsive buying tendencies, may also influence purchase intention. Furthermore, the cross-sectional survey design captures respondents' perceptions at a particular point in time rather than changes in their purchasing behavior over time.

Future research should therefore expand geographical coverage and include respondents from different cities, regions, and demographic backgrounds to improve the generalizability of the findings. Researchers may also employ probability-based sampling techniques where an appropriate sampling frame is available and increase the sample size to obtain more representative results. In addition, future studies should incorporate other relevant variables, such as influencer credibility, electronic word of mouth, perceived risk, perceived value, and impulsive buying behavior, to develop a more comprehensive model of digital purchase intention. Further investigation could also examine mediating and moderating relationships to understand the mechanisms through which trust, scarcity marketing, and fomo influence consumer decisions. Finally, longitudinal or experimental research could provide deeper insights into how consumers respond to scarcity messages, social trends, and trust-building mechanisms over time. These directions are expected to strengthen the theoretical understanding of generation z's digital consumption behavior and provide more comprehensive recommendations for developing credible, responsible, and sustainable live-shopping marketing strategies.

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