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The Role of Live Shopping and Fear of Missing Out (FOMO) in Impulsive Buying Behavior: A Qualitative Study among Young TikTok Shop Users in Medan City

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ABSTRACT

The emergence of live shopping features on TikTok Shop has reshaped how young Indonesians shop online. Countdown timers, dwindling-stock alerts, and the steady stream of other buyers' comments are believed to stir up a fear of being left behind, commonly known as Fear of Missing Out (FOMO), which in turn pushes viewers toward hasty purchase decisions. This article sets out to trace how these features give rise to FOMO and how far FOMO actually shapes impulsive buying among young TikTok Shop users in Medan City, a question that remains rarely examined qualitatively given that most existing literature leans on large-scale surveys. The study was carried out qualitatively through semi-structured interviews with 17 informants aged 17 to 27, recruited through purposive sampling and analyzed via open, axial, and selective coding guided by the Stimulus-Organism-Response (S-O-R) framework. The findings reveal that an interactive, trustworthy host is the strongest pull of live shopping, while scarcity cues such as countdowns and stock limits are the most common trigger of FOMO; 13 of the 17 informants fell into either a dominant-FOMO or a mixed pattern when making purchase decisions. The article concludes that FOMO's influence on impulsive buying is far from uniform, shifting instead with a person's age and depth of online shopping experience, so that sellers need to temper scarcity tactics with clearer product information.

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1. INTRODUCTION

The way people shop keeps shifting alongside digital technology, and one of the more striking shifts in recent years is the rise of live shopping, or live streaming commerce. This model fuses a live video broadcast with a checkout mechanism that can be completed on the spot, shrinking the gap between seeing a product and deciding to buy it far more than a typical e-commerce page ever could. In Indonesia, this model has flourished chiefly through TikTok Shop. According to the Indonesian Internet Service Providers Association, TikTok Shop is now used by 27.37 percent of the country's internet users, a steep climb from 12.20 percent the year before, while its Gross Merchandise Value in Indonesia is estimated to reach around USD 13.1 billion in 2025 ((APJII), 2025). These figures confirm that live shopping is no passing fad but has settled into an entrenched shopping habit, including among urban young people such as those in Medan City.

Compared with browsing Shopee or Tokopedia, a TikTok live shopping session feels considerably more alive: the host walks through the product in real time, fields viewers' questions on the spot, all while a flash-sale countdown ticks down, stock notifications dwindle, and a comment section fills with other viewers' checkout activity almost simultaneously. Together these elements manufacture a sense of urgency and scarcity that, according to several studies, can spark Fear of Missing Out (FOMO) the anxiety that arises when someone senses they might be missing a valuable experience others are currently enjoying (Przybylski et al., 2013). Recent research further confirms FOMO as one of the chief drivers behind impulsive buying in live streaming commerce (Zhang & Rosli, 2025). Impulsive buying itself is commonly understood as a sudden, hard-to-resist urge to purchase something without adequately weighing the decision (Rook, 1987).

The combination of a marketing stimulus the live streaming feature and an emotional response in the form of FOMO can steer consumers, young people in particular, toward purchases they never actually planned to make. Young people were chosen as the focus of this study because they are the most active users across digital platforms, consistent with the 16-to-30 age range for youth set out in Indonesia's Law No. 40 of 2009 on Youth. A preliminary exploration involving 17 TikTok Shop users in Medan City turned up a mixed picture: most informants admitted to rushing a purchase upon seeing a promo about to expire or stock running low, while a number of others said they were better able to hold back and weigh their actual needs before tapping the buy button.

This variation suggests that the connection between live shopping, FOMO, and impulsive buying cannot be painted with one brush; rather, it is shaped by a range of personal factors worth examining more closely. Unfortunately, most prior research on FOMO and impulsive buying in live streaming commerce leans on quantitative surveys involving respondents outside Indonesia ((Zhang & Rosli, 2025);(Tran et al., 2025), (Chen, 2025)), leaving much of consumers' subjective experience unexplored. This is precisely where the present article stakes its novelty: a qualitative, in-depth look at how individual vulnerability to FOMO varies among young TikTok Shop users in Medan City, a facet that large-scale survey research has barely touched. Specifically, this study sets out to: (1) capture young people's experiences and views of live shopping features relative to conventional e-commerce; (2) identify the forms and triggers of FOMO that surface during TikTok Shop live sessions; (3) examine how FOMO factors into impulsive buying; and (4) identify what makes some individuals more vulnerable to FOMO than others. An in-depth interview approach was chosen so that informants' meanings, experiences, and perspectives could be captured more fully than survey figures alone would allow.

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2. LITERATURE REVIEW

2.1 Live shopping and Fear of Missing Out

Live shopping brings live video broadcasting and transaction features together on a single platform, opening a two-way channel between host and prospective buyer that includes live product demonstrations and time-bound promotions ((Tran et al., 2025); (Chen, 2025)). (Chen, 2025) systematic review maps the drivers of impulsive buying in live streaming commerce onto the Stimulus-Organism-Response (S-O-R) framework: live streaming features act as a stimulus that stirs consumers' psychological states, FOMO among them, which then produces a purchasing response. On TikTok Shop, that stimulus takes several forms—flash-sale countdowns, remaining-stock notifications, an instantly accessible shopping cart, a comment section displaying other buyers' activity in real time, and a host ready to demonstrate a product on request.

FOMO was first given empirical shape by (Przybylski et al., 2013) as a pervasive apprehension that others are enjoying rewarding experiences one is missing out on, paired with a strong urge to stay connected to what they are doing. In marketing, FOMO is often harnessed by manufacturing a sense of scarcity and time pressure, such as through limited-time promos or the assurance that many others have already bought (Hodkinson, 2019). (Zhang & Rosli, 2025), surveying 467 Chinese consumers, found FOMO to be the most dominant factor behind impulsive buying in live streaming e-commerce, even as social validation played a separate, independent role. (Sari, 2026) studying 272 live streaming commerce consumers in Makassar, found that FOMO strengthens consumer trust, which further amplifies the influence of electronic word-of-mouth (E-WoM) on impulsive buying. (Tran et al., 2025), however, studying 360 Vietnamese Gen Z consumers, found that neither FOMO nor deal proneness moderated the relationship between KOL persuasiveness and impulsive buying a finding suggesting FOMO's role can differ across populations.

2.2 Impulsive buying and TikTok Shop's standing in Indonesia

(Rook, 1987) describes impulsive buying as a sudden, powerful, hard-to-control urge to buy something right away without adequately weighing its consequences; it is governed more by emotion than logic and is typically followed by either satisfaction or regret once the transaction is done. In Indonesia, TikTok Shop is estimated to have recorded a GMV of roughly USD 6.2 billion (GoodStats, 2025), with about 125 million monthly active users (Databoks, 2026). At the local level, research by (Arneliani et al., 2026) on FISIP Universitas Sumatera Utara students likewise confirmed the link between live streaming, FOMO, and impulse buying among TikTok Shop users in Medan City, reinforcing the relevance of examining this issue further through a qualitative lens.

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Table 1. Summary of Prior Research

Researcher (Year)	Research Focus	Key Findings
(Zhang & Rosli, 2025)	FOMO, social validation, and impulsive buying among 467 Chinese live streaming e-commerce consumers	FOMO is the dominant driver; social validation plays a significant, separate role
(Tran et al., 2025)	KOL persuasiveness and impulsive buying among 360 Vietnamese Gen Z consumers	KOL characteristics matter significantly; FOMO and deal proneness do not moderate the relationship
(Sari, 2026)	FOMO, trust, and E-WoM among 272 live commerce consumers in Makassar	FOMO strengthens trust, which further amplifies E-WoM's influence
(Chen, 2025)	Systematic review of impulsive buying in live streaming e-commerce	Impulsive-buying factors can be mapped onto the S-O-R framework
(Arneliani et al., 2026)	Live streaming, FOMO, and impulse buying among FISIP USU students using TikTok Shop	Confirms the link between live streaming, FOMO, and impulse buying in Medan City

Source: compiled by the researchers from various sources (2026).

2.3 Research gap

The table above shows that research on live shopping, FOMO, and impulsive buying remains dominated by quantitative surveys involving populations outside Indonesia or of a general nature, while an in-depth, qualitative look at the subjective experience of young TikTok Shop users in Medan City is still rare. This is the gap the present article seeks to address.

2.4 Conceptual framework

Drawing on the S-O-R framework commonly used in live streaming commerce research (Chen, 2025); (Sari, 2026), this article treats TikTok live shopping features (host, countdown, flash sale, stock notification, other buyers' comments) as a stimulus that awakens the psychological state of FOMO (organism), which subsequently drives impulsive buying (response). The article also considers individual factors age, shopping experience, and digital literacy presumed to moderate the strength of this relationship. This framework serves purely as a qualitative-exploratory analytical lens, not a statistically tested hypothesis model.

3. METHOD, DATA, AND ANALYSIS

3.1 Research approach and design

This article draws on a qualitative interview study that centers on drawing out participants' subjective experiences and meanings through in-depth probing, following (Flick, 2009) view that a qualitative approach suits inquiries aimed at understanding a social phenomenon from the vantage point of those living through it. The interview design was semi-structured: the researchers worked from seven core questions while still leaving room for informants to elaborate freely, supplemented by probing questions as needed. The study was conducted in Medan City, North Sumatra Province, given the city's high internet penetration and social media use.

3.2 Subjects and sampling technique

The subjects of this study were young, active TikTok Shop users who had attended a live shopping session. Sample selection used purposive sampling, meaning informants were chosen for their relevance to the study's aims. The criteria applied were: aged 16-30, in line with the youth range in Law No. 40 of 2009; an active TikTok user who had transacted through TikTok Shop; had attended at least one live shopping session; and willing to be interviewed openly. Seventeen informants aged 17 to 27, 11 women and 6 men took part in this study. That number was set based on the principle of theoretical saturation, meaning interviews were stopped once informants' answers began to repeat and no longer surfaced meaningful new themes.

3.3 Data collection

Data were gathered through in-depth interviews, conducted in writing or verbally, built around seven core questions covering: how shopping on TikTok live differs from conventional e-commerce; which TikTok live features draw the most attention; experiences of feeling FOMO while watching a live session; feelings when a flash-sale countdown nears its end; the strongest factor behind a purchase decision; feelings after receiving an ordered item; and the underlying motive need or FOMO behind a purchase. Each core question was paired with probing questions following the Critical Incident Technique, which zeroes in on specific episodes: what happened, why it happened, and how the informant responded. All answers were recorded verbatim to preserve their authenticity, then transcribed and paired with brief demographic details.

3.4 Analysis technique and data trustworthiness

Data analysis followed a cyclical, iterative process spanning data organization, coding, drawing conclusions, and presenting findings. Coding began with open coding to identify initial codes such as 'host interactivity', 'flash-sale countdown', 'limited stock', and 'feeling rushed', followed by axial coding to group these codes into broader categories live shopping's appeal, FOMO triggers, impulsive buying, and resistance to FOMO before selective coding tied these categories back to the S-O-R framework. To preserve data trustworthiness, the study relied on source triangulation through varied informant age and gender, verbatim data presentation to minimize interpretive bias, and constant comparison across informants' answers, as recommended by (Glaser & Strauss, 1967).

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4. RESULT AND DISCUSSION

4.1 Informant profile and tendencies

This study involved 17 TikTok Shop users in Medan City who had attended a live shopping session, aged 17 to 27. Of these, 7 leaned dominantly toward FOMO in their purchase decisions, 4 leaned dominantly rational (consciously weighing need or price), and 6 showed a mixed pattern of FOMO and rational consideration. In other words, 13 of the 17 informants (76 percent) showed some degree of FOMO involvement when deciding to buy.

Table 2. Distribution of Informants' Dominant Tendencies (n = 17)

Dominant Tendency	Number of Informants	Age Range
Dominant FOMO	7 people	17-21 years
Mixed (FOMO and rational)	6 people	19-27 years
Dominant rational	4 people	23-27 years

Source: researchers' primary interview data (2026).

4.2 Host interactivity and credibility as live shopping's appeal

Nearly all informants agreed that what sets TikTok live shopping apart from conventional e-commerce is the host's real-time presence and the resulting sense of interaction.

> *"On Shopee or Tokopedia you have to type in a search, then scroll through the products one by one. On TikTok Live, you just sit back and the item gets explained right in front of you." (Dona, 21 years old)*

This remark captures how live shopping offers a physically more relaxed but socially far richer shopping experience, since product information is handed to the consumer by the host rather than requiring active searching. Other informants echoed this: Nayla (19 years old) felt more confident buying because her questions were answered directly by the host, while Rizki (19 years old) found shopping on Shopee or Tokopedia more passive, relying only on static photos and descriptions. Beyond interactivity, a host's communication style shaped how much informants trusted them. Murnita (20 years old) said a friendly, non-pushy explanation made her more inclined to trust and buy, whereas Ana (23 years old) felt a host's enthusiasm mattered more than whether a discount was on offer. This pattern aligns with Tran et al.'s (2025) finding that a key opinion leader's trustworthiness and expertise meaningfully affect impulsive buying, independent of FOMO.

4.3 Countdowns and limited stock as FOMO triggers

The next theme running consistently through nearly every informant's account is the role of scarcity elements flash-sale countdowns and limited-stock notifications as the chief trigger of FOMO.

> *"I felt my heart racing, panicking as I watched the countdown ticking down, so my hand immediately hit the buy button." (Rizki, 19 years old)*

That kind of psychophysiological response a racing heart, a hand moving before the mind can weigh in shows a purchase decision driven more by pressing emotion than careful thought, consistent with Rook's (1987) definition of impulsive buying. Dila (17 years old), the youngest informant in this study, admitted to feeling tempted to buy as a promo neared its end even while sensing the item wasn't really needed. Elrando (20 years old) added that a host's spoken reminder that stock or promo time was about to run out further hastened his decision. Comments from other viewers appearing throughout the live session also served as social validation reinforcing FOMO: Devi (27 years old) felt the offer seemed limited and too good to pass up, while Elrando noted that a flurry of comments and checkout activity made him more certain about buying. This reinforces Zhang and Rosli's (2025) finding that social validation plays a significant role alongside FOMO.

4.4 FOMO as the dominant driver of impulsive buying

When asked directly about their purchase motives, most informants admitted FOMO was their strongest driver, often realizing this only after the transaction was complete.

> *"There was one time I almost hit buy because the flash sale was about to end, even though I wasn't really sure about the product. Thinking back, I realized that decision was driven more by the fear of losing the promo than by an actual need for it." (Murnita, 20 years old)*

This quote illustrates what might be called a post-purchase awareness gap the distance between an impulsive decision made in the moment and the later realization that the decision was not actually grounded in a real need. A similar pattern appears with Indah (20 years old), who said she decided faster whenever an opportunity felt one-off, and with Nayla (19 years old), who openly admitted to buying out of FOMO, especially after seeing peers with the same item pointing to a social dimension of FOMO rooted in the urge to match what others already own. This is consistent with (Przybylski et al., 2013) concept of FOMO, (Rook, 1987) definition of impulsive buying, and the FOMO-trust-E-WoM mechanism described (Sari, 2026).

4.5 Need and price as a counterweight to FOMO

Contrary to the pattern above, this study also found informants who consistently placed genuine need or price ahead of FOMO. Desi (21 years old) and Ana (23 years old) said their shopping decisions rested purely on need. An even sharper rational pattern showed up among three, relatively older, male informants: Andre (26 years old) considered the product itself the strongest factor and said he never felt anxious about missing out during a live session; Denis (27 years old) said a host's delivery style did not sway him, with discount size and available funds mattering most; and Nicholas (23 years old) said he never felt rushed by a countdown, since live prices were already cheaper than regular ones. Evita (19 years old) showed a more reflective pattern: she admitted feeling a degree of FOMO, but said it merely sped up a decision already aligned with her actual needs, and that she would skip a purchase entirely if she felt the item was unnecessary. This distinction underscores the need to separate FOMO as a cause of purchase from FOMO as a mere accelerator of a decision already made.

4.6 Post-purchase experience

Some informants reported satisfaction when the item received matched their expectations, while others experienced mismatches that led to returns, as happened to Rizki (19 years old). Ana (23 years old) considered TikTok Shop's easy return process a real plus whenever an item fell short, while Enjel (19 years old) represented the majority of informants who faced no post-purchase issues and felt happy with what they received. These findings suggest that risk-mitigation mechanisms such as return policies help consumers manage the fallout of decisions made impulsively in the moment.

Table 3. Summary of Informants' Response Patterns by Interview Question

Aspect Explored	Dominant Response Pattern	Notable Variation
Live shopping vs conventional e-commerce	All 17 informants rated live shopping as more interactive and convincing	No opposing variation found; a near-consensus theme
Most attention-grabbing feature	Countdown/flash sale and the host's delivery style were mentioned most often	Some cited the comment section; others cited the ease of the cart feature
FOMO experience	13 of 17 informants had experienced it, mainly when stock or time was running low	4 informants said they rarely or never felt it
Strongest purchase-driving factor	A combination of promo price and FOMO was most often cited	Some cited the product alone; others cited the discount alone
Underlying motive (need vs FOMO)	Most acknowledged FOMO played some role, whether dominant or as an accelerator	A small minority insisted their purchase was purely need-based

Source: researchers' interview recap of 17 informants (2026).

4.7 Live shopping as a stimulus within the S-O-R framework

Taken together, these findings reinforce the S-O-R framework widely used in live streaming commerce research ((Chen, 2025);(Sari, 2026)). TikTok Shop's live shopping features particularly countdowns, stock notifications, and other buyers' comments function as a stimulus that triggers FOMO in most informants, which in turn drives impulsive buying in the form of fast, under-considered checkout decisions. Notably, host interactivity and credibility show that the stimulus in live shopping is not singular but runs along two complementary paths: an urgent, emotional path via FOMO, and a cognitive-informational path via trust in the host and clarity of product information, a distinction also touched on by (Tran et al., 2025).

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To make this theoretical contribution more explicit, Table 4 maps each live shopping feature onto the S-O-R chain identified in this study, tracing the path from stimulus condition, through the psychological state it provokes, to the resulting purchase behavior.

Table 4. Mapping of Live Shopping Features onto the S-O-R Framework

Live Shopping Feature (Stimulus)	Psychological Response (Organism)	Purchase Behavior (Response)
Flash-sale countdown timer	Urgency and a racing, panicked feeling that time is running out	Rushed checkout before comparing price or need
Dwindling-stock notification	Fear of losing the deal entirely; heightened perceived scarcity	Immediate "buy now" tap without further deliberation
Real-time comments showing other buyers checking out	Social validation and fear of being left behind by peers	Following the crowd into checkout, reinforcing the urge to buy
Interactive, credible host explaining the product	Confidence and reduced perceived risk (a cognitive-informational path, distinct from FOMO)	Purchase made after being persuaded, closer to a considered decision
Instantly accessible in-stream shopping cart	Low friction that shortens the gap between impulse and action	One-tap purchase before reflection can intervene

Source: synthesized by the researchers from the interview findings in Section 4.1–4.6 (2026).

4.8 Individual variation: age, experience, and consumer literacy

This study found notable individual variation in vulnerability to FOMO. The four informants with a dominant rational tendency (Ana, Andre, Denis, Nicholas) fell within the 23-27 age range, the oldest bracket in the sample, while most FOMO-dominant informants fell within the 17-21 range. This pattern hints at a possible link between age or online shopping experience and vulnerability to scarcity tactics, though the limited number of informants does not allow for a firm generalization. Ana's admission that she already understood the platform's marketing tricks likewise suggests a form of consumer literacy that grows with online shopping experience, echoing (Hodkinson, 2019) observation that scarcity tactics tend to lose their edge as consumer awareness grows. Practically, these findings suggest that businesses should balance scarcity tactics with clearer product information and invest more in the quality of host communication, given that consumers are becoming increasingly adept at spotting such marketing patterns.

Although usage duration and purchase frequency were not recorded systematically (see Section 5), the transcripts offer indirect qualitative support for a literacy-based reading of this pattern. Ana (23 years old) described a form of anticipatory literacy: she recognized in the moment, not only in hindsight, that a host's countdown was a negotiable device rather than a hard deadline, reasoning that the promo would likely be extended and that she could return to a later session if she missed it. Several dominant-FOMO informants show the reverse sequence, an awareness that surfaces only after checkout. Murnita (20 years old) bought before the countdown ended and only afterward recognized that fear of losing the promo, not genuine need, had driven the decision; Elrando (20 years old) described checking out reflexively and questioning his own need for the item only once the purchase was done, both instances of the post-purchase awareness gap discussed in Section 4.4. The two groups also diverge in how they describe the moment itself: FOMO-dominant and mixed informants consistently reach for physical, reflexive language (panik, buru-buru, refleks, deg-degan), while the oldest rational-leaning informants, Andre (26), Denis (27), and Nicholas (23), answered the same probing question about countdown pressure with flat denials and named a single deliberate factor, funds or the product itself, rather than a felt urgency. A useful counter-example is Evita (19 years old), who despite being one of the younger informants showed a reflective pattern closer to Ana's: after one countdown-driven purchase she said she now deliberately holds back unless a product is genuinely needed. Her case suggests what looks like an age effect may partly be a learning effect built through cumulative experience of impulsive purchases and their regret, which happens to correlate with age in this sample but is not reducible to it.

This age-linked pattern is best read through the lens of consumer literacy and digital maturity rather than age as such. What appears to change with age in this sample is not exposure to the stimulus, since rational-leaning informants still saw the same countdowns and stock alerts as everyone else, but how that stimulus is interpreted: older, more experienced informants seemed able to recognize scarcity cues as a marketing device rather than as an objective signal that a genuine opportunity was about to disappear. This is consistent with the broader idea that digital consumer maturity, built through repeated transaction experience, functions as a filter between the S-O-R stimulus and the organism's response, dampening FOMO even when the same stimulus is present. Because this study was not designed to compare age cohorts systematically, and only four informants showed a dominant rational tendency, this pattern should be treated as a hypothesis rather than an established finding. Future research would do well to (1) recruit balanced sub-samples across clearly defined age or experience brackets so that the moderating role of age versus shopping experience can be disentangled; (2) measure consumer or digital literacy directly, for example through validated scales, instead of inferring it from age alone; and (3) examine whether the same literacy that dampens FOMO also changes how informants respond to the cognitive-informational path identified in Table 4, namely host credibility and product clarity.

5. CONCLUSION AND SUGGESTION

Based on the results and discussion above, it can be concluded that live shopping on TikTok Shop offers a more interactive shopping experience than conventional e-commerce, largely thanks to the host's real-time presence, spontaneous Q&A, and product demonstrations that generally strengthen consumer

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confidence before a purchase. FOMO among young TikTok Shop users in Medan City is triggered mainly by manufactured scarcity countdowns, limited-stock notifications, and the social validation of other buyers' comments and proved to be a dominant driver of impulsive buying for most informants (13 of 17 showed a dominant or mixed FOMO tendency).

Even so, meaningful individual variation emerged: informants who tended to be older showed resistance to scarcity tactics and leaned instead on rational considerations of need and price. It can therefore be concluded that FOMO's role in impulsive buying is contextual rather than uniform across young people, and is moderated by each individual's age and shopping experience.

This study carries several limitations. First, its number of informants (17) and purposive sampling technique mean its findings offer thick description rather than statistical generalization. Second, all informants were drawn from a single city, Medan; because Medan has its own cultural and economic characteristics, including local norms around thrift and social display that may not hold in other Indonesian regions, the transferability of these findings to other urban contexts should be treated with caution. Third, while the interviews surfaced clear differences in FOMO tendency across the sample, the study did not systematically record each informant's duration of TikTok Shop use or their frequency of live-shopping purchases, so the extent to which these factors, rather than age alone, explain the dominant-FOMO, mixed, and rational patterns in Table 2 remains an open question for future work. In the absence of that measurement, Section 4.8 leans on indirect qualitative markers instead, anticipatory versus post-hoc awareness of marketing tactics, and the reflexive-versus-deliberate register informants used to describe their own decisions, to argue that experience-based literacy, not chronological age per se, is the more plausible mechanism; this remains an interpretation to be tested, not a substitute for measuring usage duration and purchase frequency directly.

These limitations translate into concrete recommendations. Businesses on TikTok Shop are advised to balance scarcity tactics with clearer product information to avoid post-purchase regret that could erode long-term trust, and to invest in host training given that consumers increasingly recognize manufactured urgency. Consumers are advised to build critical awareness of FOMO-based marketing tactics, for instance by pausing before deciding to buy during a live session. At the policy level, the post-purchase awareness gap and scarcity-driven impulsive buying documented here also speak to digital consumer protection: regulators could consider disclosure norms for time-limited and stock-limited claims in live commerce, in line with existing consumer protection principles, so that urgency cues reflect genuine rather than manufactured scarcity. TikTok itself, as the platform operator, could support this by setting guardrails on how aggressively countdown and low-stock features are used, similar to responsible-design measures already applied to other persuasive interface patterns. Future research is advised to broaden the number and variety of informants beyond a single city, record usage duration and purchase frequency systematically, compare age groups more

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systematically as outlined in Section 4.8, combine qualitative and quantitative approaches (mixed methods), and examine other live commerce platforms for comparison.

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