

## THE EFFECT OF LIVE STREAMING, AFFILIATE MARKETING, AND FEAR OF MISSING OUT ON PURCHASING DECISIONS AT THE TIKTOK SHOP IN YOGYAKARTA CITY



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### Abstract

This research was conducted to review the influence of live streaming, affiliate marketing, and fear of missing out on purchasing decisions for TikTok Shop users in Yogyakarta City. This research applies a quantitative approach with multiple linear regression analysis methods. Data was obtained through distributing questionnaires to 100 respondents who had shopping experience at TikTok Shop. Based on the results of the analysis, it was found that partially the live streaming and affiliate marketing variables had a significant effect on purchasing decisions, while the fear of missing out did not show a significant effect. However, the three variables simultaneously proved to have a significant influence on purchasing decisions. A total of 56.9% of the variation in purchasing decisions was explained by the three variables, while the rest was influenced by other factors outside the model. This finding indicates that marketing strategies based on visual content and personalized approaches, such as live streaming and affiliate marketing, are more effective in influencing consumer decisions than emotional pressures such as fear of missing out. Therefore, the results of this research can be taken into consideration for businesses in developing more suitable promotional strategies on the TikTok Shop platform.

**Keywords:** Live Streaming, Affiliate Marketing, Fear of Missing Out, Purchase Decision, Tiktok Shop

## INTRODUCTION

Along with the rapid development of the digital era, advances in information and communication technology have reconstructed marketing patterns and consumer behavior. Social media is seen as one of the most strategic and effective marketing instruments today, especially among the younger generation. One of the most prominent changes in the last five years is the increasing use of social media as the main means of buying and selling activities, known as social commerce (Hauer et al., 2021). An e-commerce feature known as TikTok Shop has been provided by TikTok, one of the most popular social media platforms, to allow purchases to be made directly by users through the app.

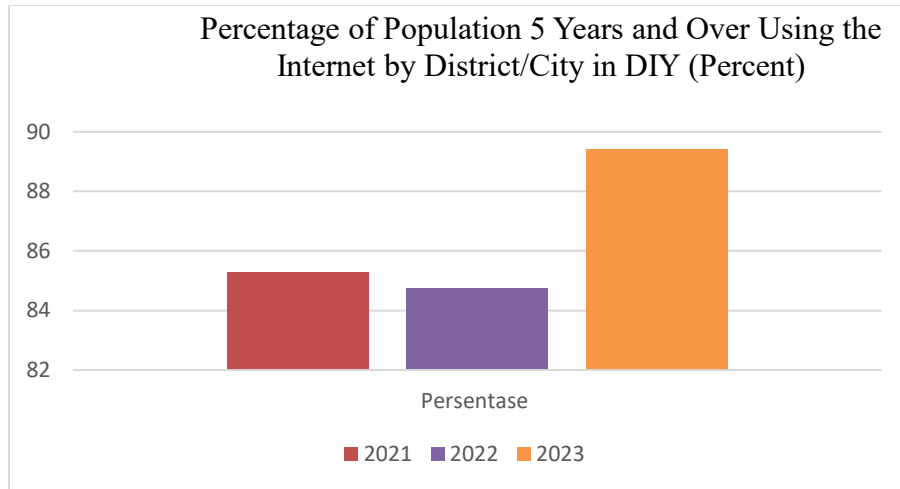
Purchasing decision is a stage passed by consumers in making choices regarding the purchase of a product, based on consideration of needs, preferences, and external influences. According to (Liyamilati Hanifah & Heri Prasetyo, 2024) purchasing decisions are the stage in the decision-making process where consumers finally decide to buy the product they have chosen. In a digital context, especially on platforms like TikTok Shop, this decision is not only influenced by rational factors such as price and quality, but also by visual content, live streaming interactions, affiliate promotions, and psychological drives such as Fear of Missing Out (FoMO). This makes the buying process more immediate, emotional, and often impulsive, especially among active internet users such as the DIY community.

Live streaming interaction is an excellent feature on TikTok that allows sellers to communicate directly with the audience, providing an opportunity to demonstrate products in real-time and answer consumer questions. Through the live streaming feature, information about the product can be conveyed directly to consumers by the seller, answering questions in real-time, and building interpersonal relationships that can increase purchase interest (Chandrruangphen et al., 2022). This direct interaction can increase engagement and provide a more interesting shopping experience. Customers show higher levels of engagement and trust in products when making purchases through the live broadcast feature on the TikTok app offered in the broadcast (Ambiya, 2023).

In addition, affiliate-based promotions through content creators or influencers are also proven to be able to drive purchasing decisions due to the trust factor and psychological closeness between influencers and their audiences (Husnayetti et al., 2023). Through this method, individuals or influencers can promote products in exchange for a commission from the resulting sales. In Yogyakarta, where TikTok users are high, this strategy can significantly influence consumers' purchasing decisions, especially when the influencers they follow recommend certain products. A unique code is given to each affiliate marketer by the retailer or affiliate network, which is then publicized through their TikTok video content generally by including the product link in the profile bio section or in the video so that the transaction can be monitored by the merchant and appropriate rewards can be given (Novita et al., 2023).

One of the psychological symptoms often experienced by consumers is Fear of Missing Out (FoMO). FoMO refers to the anxiety that arises from worrying about missing out on a valuable experience or valuable opportunity. In the realm of e-commerce, the urge to make an immediate purchase can be triggered by FoMO, as a consumer's effort not to miss out on promotions or products of interest. This phenomenon arises as a result of the rapid flow of information in the digital era, especially through social media platforms (Wahida et

al., 2024). Generation Z is the group most easily affected by FoMO (Utami, 2023). This condition is influenced by the very high intensity of their activities on social media and is accustomed to following the development of information in real-time, so there is a sense of anxiety or fear of being left behind if they do not keep up with what is trending or being discussed. Live streaming interactions and affiliate marketing promotions can reinforce FOMO by creating urgency, such as time-limited offers or exclusive products.



Source: Central Bureau of Statistics D.I. Yogyakarta (Susenas 2015-2023)

Based on the graph data “Percentage of Population 5 Years and Over Using the Internet by Regency/City in DIY”, there was a significant increase in internet usage from 2021 to 2023, where in 2021 around 85% of the population used the internet, slightly decreased to 84% in 2022, and increased sharply to around 89% in 2023. This increase reflects the wider access and involvement of the people of Yogyakarta City in digital activities, including the use of social media platforms and e-commerce such as TikTok Shop. This condition becomes relevant in the context of research on the influence of live streaming interactions, affiliate marketing promotions, and Fear of Missing Out (FoMO) on purchasing decisions, because high internet usage allows people to be more frequently exposed to digital promotional content, real-time interactions in live broadcasts, and psychological pressure due to fear of being left behind from trends or limited offers. Thus, the growth trend of internet users in DIY is an important phenomenon that underlies the need for academic studies on the various determinants that influence consumer behavior patterns in digital environments, such as on the TikTok Shop platform.

Some previous research, namely (Khoiron, 2025), (Chalvina, 2024) and (Batubara & Phannata, 2025) explained that affiliate marketing that utilizes the role of digital influencers is considered capable of building consumer trust levels, while the livestreaming feature provides a platform for direct interaction between businesses and buyers, which helps strengthen consumers' desire to make purchases. Likewise, research (Lim et al., 2024) and (Wahida et al., 2024) revealed that FOMO marketing strategies have an effective impact on influencing purchasing decisions.

This research presents a new approach by combining three contemporary variables, namely live streaming, affiliate marketing, and Fear of Missing Out (FoMO) in the context of TikTok Shop in Yogyakarta. The novelty lies in the selection of the psychological variable

FoMO, which has previously been studied more in the context of social media use, but has not been widely discussed in depth in its influence on purchasing behavior on live streaming-based e-commerce platforms. This research is also important because it illustrates the real post-pandemic conditions, where online shopping has become an integral part of people's digital lifestyle.

## **REVIEW OF LITERATURE**

### **Live Streaming**

The live streaming method is a form of real-time video transmission over the internet, where interaction between the broadcaster and the audience can occur live at the same time (Khoiron, 2025). Performances that are broadcast live at the same time as the original event are known as live streaming (Sarah & Sobari, 2022). Live video streaming is a tool that allows recording and broadcasting sound and images live by utilizing one or more communication technologies to create an experience as if the audience came live (Chen & Lin, 2018). The indicators of live streaming according to (Faradiba & Syarifuddin, 2021) include: (1) Promotion time, a limited period to attract consumer interest; (2) Bonus, incentives such as gifts or discounts; (3) Product description, brief information about product features and benefits; (4) Visual images, visuals that clarify the product's appearance and quality.

### **Affiliate Marketing**

Affiliate marketing is a performance-based marketing method, in which individuals or organizations known in the affiliate system, the promotion of products or services from third parties is carried out by affiliate marketers, who then earn returns on each successful sale or conversion (Misra et al., 2021). Affiliate marketing is a business model that involves payment to others (affiliates) sales are made of products or services owned by business entities or digital trading platforms This is done by asking affiliates to share links to the company's e-commerce website or online store on their social media accounts (Aldhama, 2022). According to (Kinanti Putri Bestari et al., 2023), affiliate marketing is a practical choice for teenagers who want quick and easy access to product pages that interest them. According to (Wiludjeng & Nurlela, 2013) affiliate marketing indicators are: a) Social Media b) Opinion Leader Involvement c) Product Knowledge d) Clarity of Product Information.

### **Fear of Missing Out (FoMO)**

FoMO is understood as a form of widespread anxiety that other individuals are enjoying valuable experiences that are not experienced by oneself, and is usually characterized by the urge to be constantly connected to the social activities of others (Przybylski et al., 2013). The great influence of FoMO in today's marketing world is reflected in the formation of consumer behavior in the purchasing decision-making process (Suhartini & Maharani, 2023). In marketing studies, individuals who experience FoMO tend to utilize their anxiety and fear as an impetus to respond to certain marketing strategies that encourage consumption and purchase actions (Christy, 2022). FoMO indicators according to (Przybylski et al., 2013) are: 1) Fear, which arises when individuals feel threatened by not participating in other people's activities; 2) Worry, when a person realizes that people he

knows are enjoying a fun moment without him and feels deprived of the opportunity to get involved; and 3) Anxiety, which is a feeling of discomfort that can be felt both when being connected and not connected to a social event.

### **Purchase Decision**

A series of processes in determining the product to be purchased is carried out by consumers and is known as a purchasing decision (Suhartini & Maharani, 2023). In addition, according to an opinion cited in (Marlius, 2017), interest in a product encourages a purchase action known as a purchase decision. Thus creating a desire to buy, try, use, or own it. Furthermore, purchasing decisions represent the cognitive stages that consumers go through in determining their preferences for a product or service. starting from the recognition of needs to finally making a purchase, as explained by (Kotler, 2009) that purchasing decisions can be interpreted as a series of processes undertaken by consumers in determining the purchase actions that will be made. According to (Simamora, 2002), purchasing decisions can be measured through five main indicators, including: decisions regarding the type of product to be purchased, product shape or design, product brand, selection of seller or place of purchase, and the number of products to be purchased.

### **RESEARCH METHOD**

This research uses a quantitative approach as the main method of collecting and analyzing data. According to (Sugiyono, 2017), this approach is used to obtain data that describes events that occur, both in the past and present, relating to beliefs, psychology, opinions, characteristics, and relationships between variables in order to test predetermined hypotheses, based on samples taken from certain populations. The data in this research was obtained through questionnaire distribution and literature review. The sample selection was carried out using random sampling or probability sampling method, which is an approach that provides equal opportunities for each population element to be randomly selected, so that the risk of bias in the sampling process can be minimized.

The sample in this research included 100 respondents who had previously made purchase transactions at TikTok Shop, which were obtained based on calculations using the Lemeshow formula, with a maximum estimate of 5% and a maximum error rate of 10%. Based on the opinion of (Riyanto & Hatmawan, 2020) the Lemeshow formula is used as a reference in determining the sample size when the total population cannot be identified with certainty. The instrument in this research uses a Likert scale with a value range of 1 to 5 for each statement item on each variable studied. The data collected was then analyzed using the Regr Analysis method.

### **Research Hypothesis**

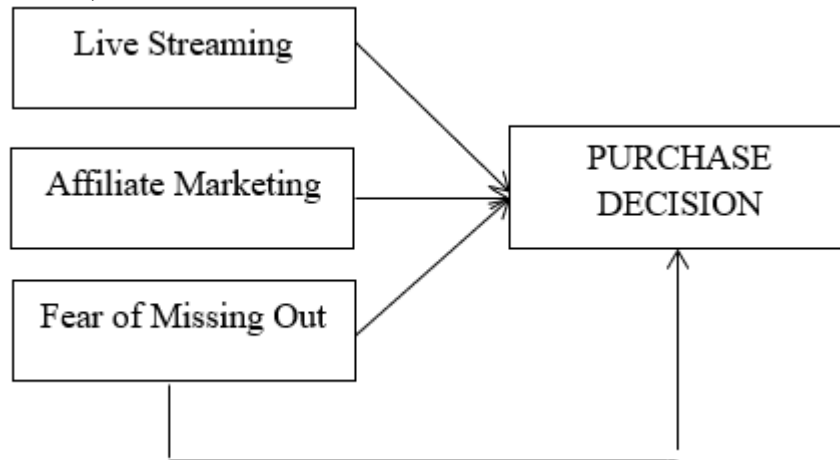
This study aims to analyze the integrates Live Streaming, Affiliate Marketing, and Fear of Missing Out (FoMO) in relation to Purchase Decisions. Based on the review of the literature and previous research, the hypothesis proposed in this study is as follows:

- H1: Live streaming has a positive and significant effect Purchase Decision at Tiktok shop in Yogyakarta City
- H2 Affiliate Marketing has a positive and significant effect Purchase Decision at Tiktok shop in Yogyakarta City

- H3: Fear of missing out has a positive and significant effect Purchase Decision at Tiktok shop in Yogyakarta City
- H4: Live streaming, affiliate marketing and fear of missing out has a positive and significant effect Purchase Decision simultaneously have a significant effect on purchase decisioin at Tiktok shop in Yogyakarta City

### Research Model

This research model describes the relationship between independent variables (responsiveness, empathy, and interpersonal communication) to dependent variables (customer satisfaction). This model can be illustrated as follows:



The image of the model of this study shows that the three independent variables—live streaming, affiliate marketing, and fear of missing out (FOMO)—have a direct relationship with purchasing decisions, which will be tested through multiple linear regression analysis. This study employs a quantitative approach with a survey method, where data is collected using a questionnaire based on a Likert scale. The data analysis technique used is linear regression analysis to examine the effect of each variable on purchasing decisions. The results of this study are expected to provide deeper insights for businesses and marketers on TikTok Shop in Yogyakarta City in formulating effective marketing strategies by optimizing live streaming features, affiliate marketing programs, and understanding consumer behavior influenced by FOMO to increase purchasing decisions.

## RESULTS AND DISCUSSION

All respondents in this research (100%) were recorded as having made purchases through TikTok Shop. Based on the gender category, female respondents dominate with a percentage of 58%, while male respondents amounted to 42%. In terms of age, the majority of respondents are in the 21-40 age group, which is 62%, followed by respondents under 20 years old as much as 32%, while the remaining 6% belong to the age group over 40 years old. The majority of respondents' monthly expenditure is in the Rp100,000-200,000 (28%) and Rp300,000-500,000 (26%) categories, followed by respondents who spend more than Rp500,000 (25%), and less than Rp100,000 (21%). In terms of education, the majority of respondents are high school/vocational school graduates (42%) and undergraduates (40%), while the rest are junior high school graduates (11%), diploma (5%), and master/doctor (2%).

In terms of occupation, the majority of respondents (71%) were from the “other” category, followed by private employees (17%), housewives (10%), and civil servants (2%). This data shows that the majority of respondents are women of productive age with secondary to undergraduate educational backgrounds and have diverse levels of expenditure and employment.

**Instrument Testing**

**Validity Test**

According to (Ghozali, 2021), a validity test ensures that questionnaire items accurately measure the intended variable. An item is considered valid if the p-value < 0.05 and the calculated  $r \geq r$  table.

**Table 1.**  
**Validity Test**

	Item	R Calculate	R Table	Description
LIVE STREAMING (X1)	LS1	0.652	0.195	Valid
	LS2	0.572	0.195	Valid
	LS3	0.644	0.195	Valid
	LS4	0.679	0.195	Valid
	LS5	0.695	0.195	Valid
	LS6	0.635	0.195	Valid
	LS7	0.592	0.195	Valid
	LS8	0.626	0.195	Valid
AFFILIATE MARKETING (X2)	AM1	0.644	0.195	Valid
	AM2	0.663	0.195	Valid
	AM3	0.751	0.195	Valid
	AM4	0.778	0.195	Valid
	AM5	0.732	0.195	Valid
	AM6	0.767	0.195	Valid
	AM7	0.813	0.195	Valid
	AM8	0.816	0.195	Valid
FEAR OF MISSING OUT (X3)	FOMO1	0.904	0.195	Valid
	FOMO2	0.896	0.195	Valid
	FOMO3	0.912	0.195	Valid
	FOMO4	0.892	0.195	Valid
	FOMO5	0.845	0.195	Valid
	FOMO6	0.877	0.195	Valid
PURCHASE DECISION (Y)	PD1	0.720	0.195	Valid
	PD2	0.586	0.195	Valid
	PD3	0.744	0.195	Valid
	PD4	0.738	0.195	Valid

	PD5	0.763	0.195	Valid
	PD6	0.742	0.195	Valid

Source: SPSS Output Results, 2025

Referring to the data results above, it can be stated that all items in this research are valid, because the calculated r value exceeds the r table.

### Reliability Test

Reliability testing measures an instrument's consistency. An instrument is considered reliable if the Cronbach's Alpha value is  $\geq 0.6$  (Ghozali, 2011).

**Table 2.**  
**Reliability Test**

No	Variabel	Croanbach's Alpha	Minimum Croanbach's Value	Description
1	Live Streaming	0.788	0.60	Reliabel
2	Affiliate Marketing	0.885	0.60	Reliabel
3	Fear of Missing Out (FoMO)	0.946	0.60	Reliabel
4	Purchase Decision	0.801	0.60	Reliabel

Source: SPSS Output Results, 2025

Referring to the data in Table 2, all items in this research are declared reliable because the results of the Cronbach's Alpha value of each item exceed 0.60.

### Classical Assumption Test Normality

According to (Sahir, 2021), the normality test determines whether the data follow a normal distribution. The data are considered normal if the Asymp. Sig (2-tailed) value is greater than 0.05.

**Table 3.**  
**Normality Test**

Unstandardized Residual	
N	100
Test Statistic	.070
Asymp. Sig. (2-tailed)	.200 <sup>c,d</sup>

Source: SPSS Output Results, 2025

Referring to the table data above, it can be said that this research is normally distributed because the Asymp. Sig (2-tailed) result is 0.200 which exceeds 0.05.

### Multicollinearity Test

According to (Priyatno, 2022), multicollinearity occurs when independent variables are highly correlated. It can be tested using VIF, and is considered absent if  $VIF < 10$  or tolerance  $> 0.10$ .

**Table 4.**  
**Multicollinearity Test**

Variabel	Tolerance	VIF	Conclusion
Live Streaming	.457	2.1289	Avoiding multicollinearity
Affiliate Marketing	.443	2.257	Avoiding multicollinearity
Fear of Missing Out	.912	1.097	Avoiding multicollinearity

Source: SPSS Output Results, 2025

Referring to the table above, it can be concluded that all research variables avoid multicollinearity because the VIF results of all variables show numbers below 10 and exceed 0.10 for tolerance values.

**Heteroscedasticity Test**

According to (Priyatno, 2022), heteroscedasticity occurs when the residual variance differs across observations. A model is free from heteroscedasticity if the significance value is greater than 0.05.

**Table 5.**  
**Heteroscedasticity Test**

Variabel	Sig.	Conclusion
Live Streaming	.742	avoided heteroscedasticity
Affiliate Marketing	.555	avoided heteroscedasticity
Fear of Missing Out	.904	avoided heteroscedasticity

Source: SPSS Output Results, 2025

In the table above, it can be seen that all sig. research variables show a number diats 0.05, which means that it can be concluded that heteroscedasticity is avoided.

**Multiple Linear Regression Analysis**

According to (Priyatno, 2022), multiple linear regression is used to analyze both partial and simultaneous effects of independent variables on the dependent variable, using the formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e.....(1)$$

**Table 6.**  
**Multiple Linear Regression Analysis**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std.Error	Beta	t	Sig
1	(Constant)	8.084	1.843		4.387	0.000
	Live Streaming	0.231	0.072	0.316	3.181	0.002
	Affiliate Marketing	0.311	0.063	0.497	4.938	0.000
	Fear of Missing Out	-0.017	0.051	-0.023	-0.326	0.745

Source: SPSS Output Results, 2025

The multiple linear regression equation in this study is:  
 $Y = 8.084 + 0.231X_1 + 0.311X_2 - 0.017X_3 \dots\dots\dots(2)$

**T Test**

According to (Priyatno, 2022), the t-test is used to assess whether independent variables significantly affect the dependent variable. At a 0.05 significance level, a variable is considered significant if the t-value exceeds the t-table.

**Table 7.**  
**T Test**

Model	Coefficients <sup>a</sup>		
	Standardized Coefficients Beta	t	Sig
1	(Constant)	4.387	0.000
	Live Streaming	3.181	0.002
	Affiliate Marketing	4.938	0.000
	Fear of Missing Out	-0.326	0.745

Source: SPSS Output Results, 2025

Based on the regression results, the live streaming variable has a significance value of 0.002 < 0.05, so it has a significant effect on purchasing decisions and the first hypothesis is accepted. Affiliate marketing also has a significant effect with a significance value of 0.000 < 0.05, so the second hypothesis is accepted. Meanwhile, the fear of missing out (FoMO) variable has a significance value of 0.745 > 0.05, so it has no significant effect on purchasing decisions and the third hypothesis is rejected.

**Simultaneous Test (F Test)**

According to (Priyatno, 2022), the F-test is used to determine the simultaneous effect of independent variables on the dependent variable at a 0.05 significance level. If the F-value exceeds the F-table, the effect is considered significant.

**Table 8.**  
**Simultaneous Test (F Test)**  
 ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	456.286	3	152.095	42.163	.000 <sup>b</sup>
	Residual	346.304	96	3.607		
	Total	802.590	99			

Source: SPSS Output Results, 2025

The F test results show a calculated F value of 42,163 with a significance level of 0.000. Because the significance value is below 0.05, it can be concluded that the three independent variables, namely live streaming, affiliate marketing, and fear of missing out, simultaneously have a significant influence on purchasing decisions. Thus, the regression model is feasible to use to explain the relationship between variables.

**Coefficient Of Determination (R<sup>2</sup>)**

According to (Sahir, 2021), the coefficient of determination (R<sup>2</sup>) indicates the strength of the independent variables' influence on the dependent variable, being strong if close to 1 and weak if low.

**Table 8.**  
**Coefficient of Determination (R<sup>2</sup>)**

Model	R	Model Summary <sup>b</sup>		
		R <sup>2</sup>	Customized R <sup>2</sup>	Std. Estimasi Error
1	0.754 <sup>a</sup>	.569	.555	1.89930

Source: SPSS Output Results, 2025

Based on the results above, it is known that the effect of the independent variables on the dependent variable is 0.569 or 56.9%, while the remaining 43.1% is influenced by other variables not examined in this research.

**The Effect of Live Streaming on TikTokShop Purchasing Decisions**

Based on the results of the regression analysis, it is known that the live streaming variable has a significant effect on purchasing decisions so that this research is in line with research conducted by (Batubara & Phannata, 2025), (Chalvina, 2024) and (Aripin et al., 2024), namely live streaming partially affects purchasing decisions. This shows that the more often consumers are exposed to or involved in live streaming sessions, the more likely it is to make a purchase. Live streaming supports sellers to convey product information directly, practice the use of goods in real time, and establish interactive communication with potential buyers. In addition, the atmosphere built in live streaming is often urgent or limited, for example with special offers for a certain time, which can trigger consumers to make purchasing decisions immediately. Therefore, this variable is statistically proven to make a real contribution in driving consumer purchasing decisions.

**The Effect of Affiliate Marketing on TikTokShop Purchasing Decisions**

Affiliate marketing also shows a significant influence on purchasing decisions, this is in line with research (Chalvina, 2024) and (Finanda et al., 2025) which say that affiliate marketing affects purchasing decisions. This means that the higher the intensity or exposure of consumers to affiliate marketing activities such as product reviews, recommendation links, and endorsements from influencers, the greater their tendency to buy the products offered. They tend to trust recommendations that come from figures who are considered relevant and close to their experiences, such as influencers or content creators that they follow (Finanda et al., 2025). Affiliate marketing capitalizes on the audience's trust in those who recommend products, so the promotion feels more credible and convincing than conventional advertising. In today's digital era, this strategy is especially effective because it is often packaged in the form of interesting content and does not feel pushy. Therefore, these results confirm that affiliate marketing is one of the factors that have an important role in influencing consumer purchasing decisions.

### **The Effect of Fear of Missing Out on TikTokShop Purchasing Decisions**

Unlike the previous two variables, fear of missing out (FOMO) does not have a significant effect on purchasing decisions, this research is in line with research (Rohman & Lating, 2024), (Widyasari et al., 2019) and (Salma Egita Fitri Subagyo & Jojok Dwiridotjahjono, 2021) which say that fear of missing out (FOMO) does not affect purchasing decisions. This value indicates that although FOMO can theoretically encourage someone to buy immediately so as not to fall behind the trend, in the context of this research, this variable does not make a real contribution to purchasing decisions. In fact, the negative coefficient indicates that the higher the level of FOMO, the slightly lower the propensity to purchase, although this decrease is not statistically significant. This may be due to the fact that consumers today are more selective and rational, and tend to consider more concrete factors such as direct information from sellers or trusted recommendations before making a decision.

### **The Effect of Live Streaming, Affiliate Marketing and Fear Of Missing Out on TikTokShop Purchasing Decisions**

Based on the results of the F test, the variables of live streaming, affiliate marketing, and fear of missing out are simultaneously proven to have a significant influence on purchasing decisions. Although not all variables partially influence, collectively the three variables are able to explain variations in purchasing decisions. Therefore, the regression model used in this research is suitable for analyzing the factors that influence purchasing decisions.

### **CONCLUSION**

Based on the research results, live streaming and affiliate marketing variables have a significant effect on purchasing decisions at TikTok Shop. Live streaming facilitates consumers in obtaining product information directly and interactively, while affiliate marketing through influencers has proven effective due to the trust in those who recommend products. In contrast, the fear of missing out (FoMO) variable does not have a significant effect partially. However, simultaneously it still contributes with the other two variables in explaining purchasing decisions, as evidenced by the F test. For business people at TikTok Shop, it is recommended to optimize the live streaming and affiliate marketing strategy as the main promotional tool. Live streaming needs to be packaged in an attractive and communicative manner to build consumer trust, while affiliate marketing can be strengthened by involving relevant influencers who have emotional closeness to the target audience. Although FoMO does not show a significant influence, urgency elements such as limited offers can still be applied as a complementary strategy in increasing consumer attractiveness towards making purchasing decisions.

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