

The Impact Of Live Shopping, Fear Of Missing Out (FOMO), And Online Reviews On Purchase Intention In Shopee (A Study Among Malaysian University Student)

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This study examines the influence of Live Shopping, Fear of Missing Out (FOMO), and Online Review on Purchase Intention among Malaysian university students using Shopee. Guided by the Theory of Reasoned Action (TRA), this research explores how live-streaming commerce affects consumers' purchasing decisions through real-time interaction, promotional activities, and online consumer information. A quantitative research approach was employed using online questionnaires distributed to 223 Malaysian university students with experience using Shopee and watching Shopee Live Shopping sessions. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) through normality, descriptive, reliability, correlation, and multiple regression analyses. The findings reveal that Live Shopping, FOMO, and Online Review positively and significantly influence Purchase Intention. Among the independent variables, Live Shopping emerged as the strongest predictor of Purchase Intention. The study contributes to the understanding of technological, psychological, and informational factors influencing consumer behavior in live-streaming commerce environments. Practically, the findings provide insights for e-commerce platforms and marketers in developing effective live-streaming strategies to enhance consumers' purchase intention.

Keywords: *Shopee Live Shopping, Fear of Missing Out, Online Reviews, Purchase Intention, Malaysian University Student*

1. INTRODUCTION

The rapid development of digital commerce has significantly transformed consumer shopping behavior worldwide. Advances in internet technology, mobile devices, and digital payment systems have accelerated the growth of e-commerce and social commerce, enabling consumers to purchase products more conveniently through online platforms. In Malaysia, the e-commerce industry continues to grow rapidly as consumers increasingly rely on digital marketplaces for their daily purchasing activities. This development encourages e-commerce platforms to continuously introduce innovative features that enhance consumer engagement and improve online shopping experiences. One of the most notable innovations in digital commerce is live-streaming commerce, particularly through features such as Shopee Live Shopping. Live shopping integrates real-time product demonstrations, interactive communication, and instant purchasing functions into online shopping environments. According to Song and Liu (2021), live-streaming features can reduce perceived risk and strengthen consumer trust during online shopping activities. Similarly, Ningrum et al. (2025) found that interactive shopping experiences and exclusive promotional activities positively influence consumers' purchase intention. As a result, live-streaming commerce has become an increasingly important strategy for e-commerce platforms seeking to attract and retain consumers.

Live Shopping refers to an online shopping format that combines live video streaming with direct interaction between sellers and consumers. Through live shopping sessions, sellers can demonstrate products, answer consumer questions, and provide real-time purchasing opportunities. Apasrawirote and Yawised (2022) explained that live-streaming commerce positively influences consumers' purchase intention through interactive communication and product demonstrations. Likewise, Zhang and Chen (2023) found that live shopping enhances consumer engagement and reduces uncertainty during online shopping activities. Compared with traditional online shopping methods that rely on static product images and written descriptions, live shopping offers a more engaging and informative shopping experience. Therefore, live shopping is expected to positively influence consumers' intention to purchase products through online platforms.

Besides technological features, psychological factors also play an important role in influencing consumer behavior in digital commerce environments. One of the most important psychological factors is Fear of Missing Out (FOMO), which refers to consumers' anxiety about missing valuable opportunities or exclusive experiences. In live shopping environments, FOMO is commonly triggered by limited-time promotions, scarcity messages, countdown timers, and social interactions among viewers. According to Bläse et al. (2023), FOMO increases consumers' sense of urgency and perceived scarcity, which subsequently encourages purchasing behavior. Harahap et al. (2024) further found that FOMO significantly strengthens consumers' behavioral intention in online shopping activities. Consumers who perceive that they may miss exclusive offers or promotional opportunities are more likely to make immediate purchasing decisions. Therefore, FOMO is considered an important factor influencing purchase intention in live-streaming commerce.

Another important factor affecting purchase intention is Online Review. Online reviews are consumer-generated evaluations that provide information regarding product quality, performance, and seller credibility. In digital marketplaces, online reviews help consumers reduce uncertainty and evaluate products before making purchasing decisions. According to Kiew et al. (2021), credible online reviews significantly influence consumers' willingness to engage in online shopping activities. Similarly, Ahn and Lee (2024) found that online reviews positively influence consumer trust and purchase intention, while Zhu et al. (2020) explained that online reviews reduce perceived risk and strengthen consumers' confidence before making purchasing decisions. Positive reviews can increase consumers' trust toward products and sellers, whereas negative reviews may discourage purchasing behavior. Therefore, online reviews are expected to positively influence consumers' purchase intention.

Purchase Intention refers to consumers' willingness and likelihood to purchase a product or service in the future. It is considered one of the most important indicators in consumer behavior research because it reflects consumers' purchasing tendencies before actual purchase decisions occur. In digital commerce environments, purchase intention is influenced by various technological, psychological, and informational factors. Interactive shopping experiences, emotional triggers, and consumer-generated information all contribute to shaping consumers' intentions to purchase products online. Higher purchase intention generally indicates stronger consumer interest and a greater probability of future purchasing behavior.

Although previous studies have examined the influence of live shopping, Fear of Missing Out (FOMO), and online reviews on online purchasing behavior, most studies tend to investigate these variables separately. As a result, limited empirical evidence explains how technological, psychological, and informational factors simultaneously influence consumers' purchase intention in live-streaming commerce environments, particularly Shopee Live Shopping among Malaysian university students. Furthermore, research focusing on Shopee Live remains relatively limited despite its growing popularity among young consumers. Therefore, this study aims to examine the influence of Live Shopping, Fear of Missing Out (FOMO), and Online Review on Purchase Intention among Malaysian university students using Shopee. Guided by the Theory of Reasoned Action (TRA), this study is expected to contribute to the literature on consumer behavior and live-streaming commerce by explaining how interactive platform features, psychological urgency, and consumer-generated information influence purchase intention in digital commerce environments.

2. RESEARCH METHODOLOGY

2.1. Type of Research

This study adopted a quantitative cross-sectional survey design to examine the influence of Live Shopping, Fear of Missing Out (FOMO), and Online Review on Purchase Intention among Malaysian university students using Shopee. The quantitative approach enabled the examination of relationships between the independent variables and consumers' purchase intention in the context of Shopee Live Shopping.

2.2. Population and Sample

The target population of this study consisted of Malaysian university students who have experience using Shopee and watching Shopee Live Shopping sessions. University students were selected because they represent active users of e-commerce and live-streaming platforms. This study employed purposive convenience sampling to select respondents who met the research criteria. Based on the recommendation by Hair et al. (2017), the required sample size ranged between 135 and 270 respondents. A total of 223 valid responses were successfully collected for data analysis.

2.3. Data Analysis Method

The data analysis in this study was conducted using the Statistical Package for the Social Sciences (SPSS) to examine the influence of Live Shopping, Fear of Missing Out (FOMO), and Online Review on Purchase Intention among Malaysian university students using Shopee Live Shopping. Before the analysis was conducted, all collected questionnaires were screened to identify incomplete responses, inconsistencies, and outliers. Only valid and complete responses were included in the final dataset. Descriptive statistics and frequency analysis were then performed to summarize the demographic characteristics of respondents, including gender, age, education level, and frequency of Shopee Live Shopping usage. These analyses also provided an overview of respondents' perceptions regarding Live Shopping, FOMO, Online Review, and Purchase Intention.

To ensure the quality of the measurement instrument, validity and reliability tests were conducted. The validity test was performed using corrected item-total correlation to determine whether each questionnaire item accurately measured its corresponding construct. According to Ghazali (2018), an instrument is considered valid when the correlation value of each item meets the required standard. Subsequently, a reliability test was conducted using Cronbach's Alpha to assess the internal consistency of the measurement items. Sugiyono (2017) stated that a variable is considered reliable if the Cronbach's Alpha value exceeds the acceptable threshold, indicating that the items consistently measure the same construct.

After the validity and reliability of the instrument were confirmed, correlation analysis was conducted to examine the relationships between the independent variables and Purchase Intention. Multiple regression analysis was then performed to test the proposed hypotheses and determine the influence of Live Shopping, Fear of Missing Out (FOMO), and Online Review on Purchase Intention. In addition, ANOVA analysis was used to evaluate the overall significance of the regression model, while the t-test was employed to assess the significance of each independent variable. The coefficient of determination (R^2) was also analyzed to evaluate the explanatory power of the research model, with all statistical tests assessed at a significance level of 0.05.

3. RESULTS AND DISCUSSION

Table 1. Demographic Profile of the Respondents

Demographic Characteristic	Categories	Frequency	Percentage
Age	17-20 years old	44	19.7%
Age	21-23 years old	74	33.2%
Age	24-26 years old	57	25.6%
Age	>26 years old	48	21.5%
Are you currently studying at a university in Malaysia?	Yes	223	100.0%
Are you currently studying at a university in Malaysia?	No	0	0.0%
How often do you use Shopee?	Rarely (less than a month)	45	20.2%
How often do you use Shopee?	Occasionally (1-3 times a month)	66	29.6%
How often do you use Shopee?	Frequently (1-2 times a week)	59	26.5%
How often do you use Shopee?	Very frequently (more than 3 times a week)	53	23.8%
Have you ever watched Shopee Live Shopping	Yes	223	100.0%
Have you ever watched Shopee Live Shopping	No	0	0.0%
How often do you watch Shopee Live Shopping?	Rarely	51	22.9%
How often do you watch Shopee Live Shopping?	Sometimes	57	25.6%

How often do you watch Shopee Live Shopping?	Often	62	27.8%
How often do you watch Shopee Live Shopping?	Very often	53	23.8%

Based on Table 1, the demographic analysis showed that the majority of respondents were aged between 21 and 23 years old (33.2%), followed by respondents aged 24–26 years old (25.6%). All 223 respondents were university students in Malaysia and had previous experience watching Shopee Live Shopping. Most respondents reported using Shopee occasionally to frequently, while the majority also indicated that they watched Shopee Live regularly. These findings confirm that the respondents were actively engaged with Shopee and familiar with the live-streaming shopping environment examined in this study.

The descriptive analysis revealed that all variables obtained relatively high mean scores, indicating positive perceptions among respondents. Purchase Intention recorded the highest mean score ($M = 31.5112$), followed by Online Review ($M = 31.4305$), Live Shopping ($M = 31.3991$), and Fear of Missing Out (FOMO) ($M = 27.0583$). The results suggest that respondents generally perceived Shopee Live as an interactive and informative shopping platform, relied on online reviews when evaluating products, and demonstrated a strong intention to purchase products promoted through Shopee Live. Furthermore, the low standard deviation values indicate that respondents' answers were relatively consistent across all variables.

The reliability analysis showed that all constructs achieved Cronbach's Alpha values above the recommended threshold of 0.60, with Purchase Intention recording the highest reliability value ($\alpha = 0.904$), followed by Online Review ($\alpha = 0.851$), Live Shopping ($\alpha = 0.809$), and FOMO ($\alpha = 0.804$). These findings indicate that all measurement items were internally consistent and reliable for assessing the constructs included in this study.

The correlation analysis demonstrated that all variables were positively and significantly related to Purchase Intention. Fear of Missing Out (FOMO) showed the strongest correlation with Purchase Intention ($r = 0.725$), followed by Live Shopping ($r = 0.646$) and Online Review ($r = 0.503$). In addition, Live Shopping exhibited a strong relationship with Online Review ($r = 0.851$) and FOMO ($r = 0.714$), suggesting that respondents who actively engaged with Shopee Live were also more likely to pay attention to online reviews and experience feelings of urgency during shopping activities.

The multiple regression analysis indicated that Live Shopping, FOMO, and Online Review collectively explained 36.8% of the variance in Purchase Intention ($R^2 = 0.368$). The ANOVA results confirmed that the overall regression model was statistically significant ($F = 42.468$, $p < 0.001$), demonstrating that the three independent variables significantly contributed to predicting Purchase Intention among Malaysian university students using Shopee Live Shopping.

The hypothesis testing results showed that all proposed hypotheses were supported. Live Shopping emerged as the strongest predictor of Purchase Intention ($\beta = 0.266$, $p < 0.001$), followed by Fear of Missing Out ($\beta = 0.229$, $p = 0.001$) and Online Review ($\beta = 0.218$, $p = 0.004$). These findings indicate that interactive live-streaming features, emotional urgency created through limited-time promotions, and credible online reviews significantly influence consumers' intention to purchase products through Shopee Live. Overall, the study confirms that technological, psychological, and informational factors play complementary roles in shaping purchase intention in the context of live-streaming commerce.

3.1. The Effect of Live Shopping on Purchase Intention

The findings showed that Live Shopping positively influenced Purchase Intention among Malaysian university students using Shopee. This result supports the previous study conducted by Apasrawirote and Yawised (2022), which stated that live-streaming shopping can increase consumers' purchase intention through interactive communication and real-time engagement. In addition, Zhang and Chen (2023) also explained that live-streaming features such as product demonstrations and direct interaction with sellers positively affect consumers' behavioral intention in online shopping environments.

3.2. The Effect of Fear of Missing Out (FOMO) on Purchase Intention

The findings revealed that Fear of Missing Out (FOMO) positively influenced Purchase Intention among Malaysian university students using Shopee. This result is consistent with the study by Harahap et al. (2024), which

explained that FOMO creates urgency and emotional motivation that encourage consumers to engage in purchasing behavior. Furthermore, Phuong et al. (2025) stated that consumers who fear missing attractive opportunities tend to make quicker purchasing decisions in digital shopping environments.

3.3. The Effect of Online Reviews on Purchase Intention

The findings indicated that Online Review positively influenced Purchase Intention among Malaysian university students using Shopee. This result supports the study conducted by Vela et al. (2010), which found that online reviews influence consumers' behavioral intentions in online transactions. In addition, Ahn and Lee (2024) explained that online reviews help consumers evaluate products, reduce uncertainty, and increase confidence before making purchasing decisions.

4. CONCLUSIONS

This study demonstrates that Live Shopping, Fear of Missing Out (FOMO), and Online Review play important roles in influencing Purchase Intention among Malaysian university students using Shopee. The findings revealed that all three variables have a positive and significant effect on consumers' intention to purchase products through Shopee Live Shopping, with Live Shopping emerging as the strongest predictor, followed by FOMO and Online Review. These results indicate that interactive live-streaming features such as real-time communication and product demonstrations can enhance consumers' shopping experiences and encourage purchasing decisions, while feelings of urgency created by limited-time promotions and scarcity cues can further strengthen purchase intention. Furthermore, credible online reviews help consumers evaluate products, reduce uncertainty, and increase confidence before making purchases. In conclusion, the study suggests that consumers' purchase intention in live-streaming commerce is influenced by a combination of technological, psychological, and informational factors. These findings contribute to a better understanding of consumer behavior in digital commerce environments and provide valuable insights for e-commerce platforms, online sellers, and digital marketers to develop more effective live commerce strategies that enhance consumer engagement and encourage purchasing behavior.

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