



# **Mediation and Moderation Model of the Relationship between Live Streaming Promotion and Online Impulsive Buying Behavior**

**An Empirical Study on Egyptian Fashion Wear Customers**

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*Dr. Omnia Abdel Azeem Abdelhalim Hilal*

### **Abstract:**

Live streaming promotion is a groundbreaking form of e-commerce that showcases real-time visibility and synchronous interactivity attributes. Assessing its consequences would be crucial for marketers to understand its opportunities. Accordingly, this research aimed to investigate the relationship between live streaming promotion and online impulsive buying behavior. To further enhance knowledge about that relationship, a model has been suggested which includes the relationship between live streaming promotion and online impulsive buying behavior mediated by the effect of perceived value. Moreover, the suggested model included the effect of Fear of Missing Out (FoMO) as a moderator. Five hypotheses were developed and data were collected from 323 convenience Egyptian fashion wear customers using a questionnaire designed for this purpose. Two types of analyses were utilized, SEM and multi-group moderation analysis, to examine the hypotheses. Findings validated the suggested relationships. The implications of results, both theoretical and managerial, are deliberated upon. Additionally, limitations were identified and recommendations for future research were put forward.

**Keyword:** Live streaming promotion, online impulsive buying behavior, perceived value, Fear of Missing Out (FoMO), and Egyptian fashion wear customers.

## **1. Introduction:**

Due to COVID-19 in recent times, consumers are increasingly opting for online shopping with contactless service and prompt interaction, as opposed to in-person shopping at high-risk stores (Tong et al., 2023). Online live streaming transactions are growing in popularity thanks to their creative business concept and real-time communication (Zhang et al., 2024). Such approach serves as an effective platform for encouraging customers to make swift purchasing choices and for enhancing companies' financial gains (Wang et al., 2022). Live streaming promotion has revolutionized the way product presentations are conducted, with a move away from traditional textual and graphical descriptions to rich content, compelling stories, and stunning graphics (Paraman et al., 2022). A cutting-edge method of e-commerce that highlights synchronous interaction and real-time exposure is Live streaming promotion (Wang et al., 2022), which leads to a reduction in the time customers need to gather and analyze information, thus expediting their decision-making process (Habil et al., 2023). Consequently, it has emerged as one of the most rapidly expanding e-business models in present times (Guan et al., 2019).

Live streaming stands out from other traditional platforms (e.g., website and mass media) due to its unique combination of video content, real-time interaction, and immediate consumption (Li et al., 2018). In contrast to traditional electronic commerce, live streaming promotion is advantageous (Zheng et al., 2022); it refers to the simultaneous transmission of recorded and live-streamed media material across social media platforms on the internet (Hilvert-Bruce et al., 2018). According to Wongkitrungrueng and Assarut (2020), live video streaming can give viewers more precise product information and prompt answers to their queries. It is also perceived to be extremely interesting and engaging (Zhou et al., 2019). Finally, customers can also receive closely-tailored services and guidance from live streaming promotions (Sun et al., 2019).

Currently, individuals dedicate a greater portion of their time to viewing live streams rather than traditional television (Zhao et al. 2018). Consequently, live shopping streams can be perceived as a spontaneous setting that encourages viewers to partake in impulsive purchases, acquiring items they had not previously intended to buy (Cheng, 2020). Many consumers opt to make purchases driven by their emotional reactions rather than by premeditated buying decisions (Kimiagari & Malafe, 2021), with

online impulsive buying a result of their inability to regulate their shopping urges when they encounter stimuli that encourage consumption (Lo et al., 2016). The presence of 24-hour convenience online stores has not only boosted impulse buying tendencies, but also enhanced the availability of products and services (Kumar et al., 2023). Hence, the digital retail landscape lures impulsive buyers, with impulse purchases playing a crucial role in boosting the revenues of merchants (Chen et al., 2020; Qureshi & Rashid, 2023).

The rise of e-commerce was further expedited by the COVID-19 pandemic, with associated measures such as social distancing and stay-at-home directives leading to a surge in online purchases by as much as 108% (Quantum Metric), although the decline in average order value of 31% indicates that customers are making more impulsive purchases (Pymnts, 2020). When marketers boost online Live streaming, innovation costs will be recuperated and market demand will be fulfilled (Princes, 2019). Moreover, a flourishing sales volume can be achieved through impulse buying (Husnain et al, 2016). Impulsive purchases are more common among customers in socially engaged purchasing environments. Specifically, real-time live streaming serves as a catalyst for unplanned impulsive behavior, resulting in a significant 80% contribution to online sales volume (Gao et al., 2022). Despite previous recognition of this phenomenon, it continues to pose a challenging problem within the realm of consumer behavior (Ahmed et al., 2020; Goel et al., 2022). The relationship between live streaming and impulsive online buying behavior has received considerable attention lately, but findings have been contradictory and confusing, with significant moderations, mediations and mechanisms introduced (Yanzhou and Chin, 2021). Moreover, previous research has indicated that live streaming shopping has a favorable and noteworthy impact on impulsive purchasing (Suhyar & Pratminingsih, 2023; Lee & Chen, 2021; Li et al., 2022; Ming et al., 2021; Wang et al., 2023). However, a distinct study (Nuraini et al., 2023 as mentioned in Rosniati, 2023) contradicts these findings by asserting that live streaming lacks a positive and significant influence on impulse buying. Consequently, this gap necessitates additional exploration of the association, particularly within the Egyptian context.

The rise of live streaming, interactive features, and tailored services in live commerce has had a beneficial influence on the buying habits of consumers (Yan et al., 2021). It has been argued that live streaming attributes within online shopping platforms play a crucial role in enhancing the visual appeal for consumers. In return, this leads to immediate gratification and impacts consumers' impulse purchasing behavior (Liu et al., 2013). Live stream events are carefully designed to boost the perceived value of products and encourage consumers to make spontaneous purchasing decisions (Zhao and Feng, 2021). Therefore, based on the stimulus-organism-response (S-O-R) theory (Woodworth, 1928), it is anticipated that the characteristics of live streaming promotion and impulse buying behavior will be mediated by consumers' perceived value.

In a related context, the transition of traditional interactions to the virtual world and the resulting change in human relations have led to the emergence of numerous unpleasant emotional states (Groenestein et al., 2024). Fear of missing out (FoMO) is a new disorder that has arisen from such unfavorable experiences. It can be defined as a feeling of fear of being “left behind” (Zhang et al., 2020, p. 1619) and is associated with a desire to remain informed and connected with other people's experiences (Przybylski et al., 2013), often in the context of online activities (Hayran and Anik, 2021). FoMO is viewed as an impulsive instrument to boost customer purchase behavior in marketing and communication initiatives on online platforms (Sönmezay, 2024), particularly in the case of social networking, marketing and communication apps, which use impulsive messaging to make customers feel fearful of missing out something, thus contributing to online impulsive purchasing behavior (Aydin et al., 2019). Therefore, building on self-determination theory (Deci and Ryan, 1985), customers with varying degrees of FoMO will exhibit distinct inclinations towards such behavior when exposed to live streaming activities. It is anticipated that individuals with low FoMO possess the ability to mitigate the detrimental effects of live streaming activities on online impulsive buying behavior.

Understanding the interconnected relationships between live streaming promotion, perceived value, FoMO, and this type of behavior is crucial to understanding the mechanism behind its development and potential management strategies. Accordingly, this study aims to answer five questions through theoretical analysis and empirical research on Egyptian buyers:

- Q1. What is the relationship between live streaming promotion and online impulsive buying behavior?
- Q2. What is the relationship between live streaming promotion and perceived value?
- Q3. What is the relationship between perceived value and online impulsive buying behavior?
- Q4. What is the mediating role of perceived value in the relationship between live streaming promotion and online impulsive buying behavior?
- Q5. What moderating effect does FoMO have on the relationship between live streaming promotion and online impulsive buying behavior?

In order to answer the questions, a sample of 384 Egyptian buyers of fashion products was employed. The study contributes to online impulsive buying behavior research; the theory of interpersonal behavior; stimulus-organism-response (S-O-R) theory; and self-determination theory in the following ways. First, based on the theory of interpersonal behavior (Triandis, 1977), by investigating the connection between live streaming promotion and online impulsive buying behavior in underdeveloped markets, specifically Egypt, the study advances the current literature. Second, it contributes to stimulus-organism-response (S-O-R) theory (Woodworth, 1928) by proposing perceived value as a mediating mechanism in the relationship between live streaming activities and online impulsive buying behavior. Third, the study contributes to self-determination theory (Deci and Ryan, 1985) by examining the moderating role of FoMO in the relationship between live streaming promotion and such buying behavior.

To summarize, no previous research has been conducted on the correlation between live streaming promotion and impulsive buying behavior in the fashion sector in Egypt. Such a study will provide valuable insights into how live streaming activities can contribute to the fashion industry and enhance its overall performance. This study is structured as follows: first, the theoretical background, research model, and development of the research hypotheses are presented. Second, it discusses the sampling process, variable measurements, and empirical design. Finally, the study focuses on the results, main conclusions, limitations and suggestions for future research.

## **2. Theoretical Background and Hypotheses Development:**

### **2.1. Online Impulsive Buying Behavior:**

Rather than making planned purchases, many consumers act on their emotions (Farah and Ramadan, 2020); hence, impulse buying represents irrational behavior (Sprotles and Kendall, 1986; Rook and Fisher, 1995). It is also a purchasing activity that results from emotional reactions that have been stimulated (Chen et al., 2020). Furthermore, after such stimulation, it is not a question of a deliberate previous strategy, but rather the instant purchase of a certain item without considerable thought (Leong et al, 2018). It has been argued that after being exposed to outside cues, individuals with high impulse buying tendencies are more likely than other consumers to participate in impulsive purchase behaviors (Rook and Fisher, 1995).

The definition of impulse buying impulsively was the action making impulsive, unexpected purchases (Ünsalan, 2016). Stern (1962) defined the term, synonymous with impulse purchasing, as an individual's decision to make a purchase that was not anticipated. More comprehensive definitions of impulse buying were offered by Sirhindi (2010) and Rook (1989), who included the affective emotional component, or the desire to make the purchase. Research indicates that practically anything can be bought on a whim (Rook and Fisher, 1995; Kacen and Lee, 2002), be it cheap or expensive (Rook & Fisher, 1995).

Hausman (2000) asserts that the notion of impulse buying is product-based, emphasizing the stimulating effect of the product upon the buyer; that is, it is the product itself that encourages people to buy things on the spur of the moment. Subsequent research, however, revealed that consumers' propensity for impulsive purchases predated their initial behavior, as opposed to the influence of products. When the behavioral components of impulsive buying were examined from this perspective, it became clear that the activity included an affective component (Akturan, 2009). Finally, Piron (1991) provided the concept of impulsive buying behavior based on four elements: the decision is made "on the spot"; the purchase is unplanned; it occurs after being exposed to a stimulus; and it involves an emotional/cognitive reaction.

Three characteristics of impulsive buying have been identified (Vohs and Baumeister, 2011). First, it is decided quickly; second, it is done with no concern for the consequences; and third, the decision takes place during a conflict between affect (desire) and cognition (control). Usually before making impulsive purchases, there is some hesitation as to whether to go ahead or not. However, the spontaneity of impulsive purchasing reduces this reluctance to a passing thought that is disregarded.

Scholars have highlighted the importance of differentiating between the ‘urge to buy impulsively’ and ‘impulsive purchase behavior’ (Huang, 2016). The former is a strong and unexpected emotion, but it does not always mean that a customer will follow through on it (Rook and Fisher, 1995). This implies that the trigger to make an impulsive purchase comes before the actual impulsive purchase (Beatty and Ferrell, 1998), as while shoppers are perusing a store, they become increasingly compelled to make such purchases (Foroughi et al., 2012).

One line of research has defined impulsivity as reckless behavior, poor performance, and impulsive action (Princes, 2019), all of which can result in significant disappointment and regret (Bossuyt et al., 2017). Other research streams have shown that impulsive behavior can be advantageous for both the company and consumer. When marketers boost online impulse buying, innovation costs will be covered and market demand can be fulfilled (Princes, 2019). Moreover, flourishing sales volumes can be achieved through impulse buying (Husnain et al, 2016). From the perspective of the customer, there is less chance that they will miss an opportunity because they were unable to act quickly enough (Princes, 2019). Other positive results of impulsive behavior are opportunity pursuits (Lin and Chen, 2013; Lerner et al., 2018; Princes, 2019) and individual pleasure (Bhakat and Muruganantham, 2013; Bellini et al., 2017). Finally, in addition to satisfying a need, customers may purchase goods or services to express their identity, uplift their spirits, or just for fun (Çelik et al, 2019). Accordingly, it is expected that in the future shopping will become a mainstream form of consumption (Xiong, 2020).

## **2.2. Live Streaming Promotion:**

The business scene has changed due to the explosive expansion of e-commerce, and businesses are always looking for new and creative ways to interact with customers and become more competitive (Xu et al., 2024). One such tactic that has drawn considerable interest is live streaming for e-commerce (Hu & Chaudhry, 2020). Live streaming promotion is a cutting-edge form of e-commerce with synchronous interaction and real-time exposure (Wang et al., 2022). The term "live streaming commerce" describes a marketing strategy by which a live broadcaster promotes products using computers, mobile devices, and other network terminals. They then offer purchasing links to speed up purchases (Lee and Chen, 2021).



Live streaming comes in two main forms: (1) brand-sponsored livestreams narrated by influential opinion leaders; and (2) brand-owned livestreams narrated by salespeople. Because key opinion leaders have a social impact and can effectively draw customers' attention (Hu et al., 2017), businesses can attract a large number of viewers using key opinion leader-based live streaming (Sun et al., 2019). Furthermore, they have the potential to produce conformity and celebrity effects (Wongkitrungrueng and Assarut, 2020), which could lead to a significant increase in impulsive purchases. However, most businesses, particularly small and medium-sized ones (SMEs), are unable to pay the exorbitant fees associated with the hiring of influential people. Additionally, during two to three hours of live streaming, major opinion leaders endorse hundreds of products, which is insufficient brand communication for consumers to develop profound brand experiences and cognition.

According to Guan et al. (2019), certain characteristics of live streaming services set them apart from online video sharing. The fact that videos are aired and viewed in real time is the **first** of the main advantages of live streaming. **Second**, chat messenger and other features on live streaming platforms make interactions easier. And **third**, viewers can engage in a live chat with the streamer and other viewers in the same live stream, receive immediate responses from the streamer, and participate in and perhaps affect the broadcast material.

Live streaming is distinct from other social media platforms in that it combines real-time communication, video content and consumption in a hybrid way (Li et al., 2018). In real time, viewers have the ability to post questions and comments that are visible to both the streamer and other spectators (Krings, 2021). In this way, the streamer can respond immediately. The platform's new monetization mechanism, which involves the consuming of virtual presents, is the next noteworthy innovation (Guan et al., 2019). The gifts that the streamer receives, who gives them, and the overall number of gifts that the streamer receives are all visible to both the streamer and other viewers. There has been significant value gained by this new monetization approach (Hou et al, 2020). In live streaming, humorous communication techniques and the hiring of attractive people are commonly employed tactics. The majority of live hosts are attractive, have a positive and amiable demeanor, and may even possess a certain level of professionalism, meaning they have to be intimately knowledgeable about every product (Zhou, 2021).

Over the last few years, live streaming services have expanded by 266% on a global scale. Businesses can gain significantly from using live streaming promotion effectively; however, several obstacles need to be overcome, which require planning and thought (Wang et al., 2022). Opportunities range from improved sales performance (Sun et al., 2019), targetability, accessibility of authentic information, reliability of peer reviews, connectivity between businesses and consumers, expandability of additional services, and benefits and rewards that increase pleasure. On the other hand, challenges emerge due to increasingly fierce competition, and keeping up with rivals is extremely exhausting (Yu, 2017). Furthermore, just 21.4% of viewers made virtual gift purchases, despite the fact that most live streaming sites rely heavily on this revenue source (iResearch, 2017). Furthermore, the live streaming sector faces significant challenges in monetizing its traffic, and the repetition of products sold through live streaming also decreases consumers' willingness to shop in this way. Therefore, a thorough grasp of the elements influencing viewers' behavior is necessary to improve the competitiveness of live streaming platforms and the success of streamers.

### **2.3. The relationship between live streaming promotion and online impulsive buying behavior:**

Over the last few years, impulsive online purchasing behavior has been the subject of much analysis. Research has made significant contributions, explaining the concept, its importance, its conceptualization, possible consequences, and the influencing factors. In particular, a large body of research has been conducted on the antecedents of online impulsive buying, to the point that a comprehensive review of these studies has been completed and published (Chan et al, 2017; Abdelsalam et al, 2020). Three categories of elements can be identified that influence customers' impulsive purchases: situational factors, marketing stimulus factors, and individual characteristics (Dholakia, 2006).

Live streaming marketing is one of the most recent elements to be covered in studies on online impulsive purchase behavior. Live streaming allows vendors to show off their goods, illustrate how they are used, respond to customer inquiries instantly, entertain viewers, and entice them to buy (Lu et al., 2018). A live streamer is a seller who provides information and promotions on the products being sold to encourage the audience or viewers to be interested in buying the product (Rosniati et al., 2023). A streamer is not only characterized by their physical appearance, such as voice, tone, body posture, and a beautiful or handsome face, but also by their personality and skills in conveying information in an interesting and attractive way (Lu & Chen, 2021).

Based on the theory of interpersonal behavior (Triandis, 1977) and experiential marketing (Schmitt, 1999), it can be concluded that a role is played by emotions in customer decisions, especially in impulsive purchases (Lin, 2021). Such purchases also apply to live streaming promotion (Abdelsalam et al., 2020; Zuo and Xiao, 2021). Therefore, it argued that the more positive emotions a person has when watching a streamer, the weaker their self-control regulation, making it easier to make a purchase (Ma, 2023).

In the same context, marketers' skills in conveying information in live streaming clearly and interestingly, as well as interacting in real-time, can influence a person's level of impulse buying (Ming et al., 2021). A streamer's skill or ability to deliver product promotions that are sold well and attractively can influence a person's intention to make an impulse purchase (Rosniati et al., 2023). The better the streamer's ability to make live broadcasts, the greater the level of customers' impulse purchases. Moreover, customers' concentrated attention and positive emotions can be aroused by the seller's tangible presence being felt during a live stream, which eventually enhances and creates impulse (Dong & Wang, 2018). Customers may behave impulsively and spontaneously when live streaming content is creative and captivating (Wongkitrungrueng & Assarut, 2020). Finally, the nature of live streaming commerce is real-time and entertainment-based, which makes viewers happy and means they enjoy online shopping platforms (Lo, 2022). The more customers enjoy the experience and are happy, the more they become immersed in their emotions, and with less self-awareness, they tend to be subject to impulses in live streaming commerce (Kurnia and Antonio, 2024). This argument is supported by different studies (e.g., Lee & Chen, 2021; Li et al., 2022; Ming et al., 2021; Wang et al., 2023). Therefore, the subsequent hypothesis was developed:

**H1: There is a significant relationship between live streaming promotion and online impulsive buying behavior among Egyptian fashion wear customers.**

#### **2.4. The relationship between live streaming promotion and perceived value:**

Up to this point, it has been proposed that live streaming promotion is likely to encourage customers' online impulsive buying behavior. Their perception of value influences their purchasing decisions and their willingness to allocate resources accordingly (Iskamto & Gunawan, 2023). It

is therefore a significant factor that may help to further understand this topic. Expanding upon our proposal and addressing the aforementioned gap, it is hypothesized that perceived value acts as a mediator in the relationship between live streaming promotion and online impulse behavior. Based on S-O-R theory (Woodworth, 1928), it is probable that perceived value will provide a new mechanism to interpret this relationship.

Perceived value concerns the subjective evaluation that consumers make of the advantages or benefits they expect to obtain from a product or service, in comparison to the associated costs (Kotler, 2020). The total assessment of a product's efficacy based on how customers feel about its acceptability and provision was expressed in Zeithaml's (1988) original definition of customer perception of value. Kotler (2020) defines perceived value as the subjective assessment made by customers of the advantages they receive from goods or services relative to the costs or sacrifices made to obtain them. Evaluation of the product is dependent on the subjective perception of the client regarding its attributes, such as quality, features, functionality, brand reputation, and expected degree of satisfaction (Iskamto and Gunawan, 2023). The way that customers perceive value influences their purchasing decisions and their willingness to allocate resources accordingly (Babin et al., 1994; Baosheng et al., 2021).

Consumer perceived value is divided into two types: practical/functional value; and exciting/emotional value (Xiaoyi & Zhengliang, 2020; Babin et al., 1994). Another classification divides perceived value into utilitarian, hedonic and symbolic types (Tran-Danh et al., 2021). When streamers perform live, viewers can derive both hedonistic and utilitarian value from their experience (Babin et al., 1994). The higher the functional and emotional perceived value of the product, the more conducive it is to generate purchase intention (Haiquan et al., 2020). Online retailers can reduce fear and risk by offering better value that customers trust, strengthening their intention to purchase by having a better understanding of their perceived value (Tran-Danh et al., 2021).

It has been argued that several live streaming promotion characteristics affect customers' perception of value (Leong et al., 2023). For example, it has been concluded that online comments from fellow consumers during live streaming positively affect consumers' sense of value (Iskamto and Gunawan, 2023). Customers frequently have a propensity to place a higher value on products that have garnered favorable reviews (Park et al.,

2020). According to Yan et al. (2021), consumers' perceived value of live streaming commerce is positively impacted by the popularity of anchors, interaction and personalized service. Zhang et al. (2020) concluded that promotion incentive information and logistics service quality during live streaming significantly affected customers' perceived value. In addition, Zhao and Wang (2021) confirmed that the characteristics of streamers had a favorable effect on consumers' perceived value and classified streamers' attributes into four categories: popularity, professionalism, authenticity and interactivity. Chen et al. (2022) came to the conclusion that the competence and humor of streamers affected perceived value (hedonic and utilitarian) of their content. Consequently, the subsequent hypothesis was developed:

**H2: There is a significant relationship between live streaming promotion and perceived value among Egyptian fashion wear customers.**

### **2.5. The relationship between perceived value and online impulsive buying behavior:**

On the other hand, the perception of value determines its marketability, and consumers must believe that a product is valuable enough to warrant purchase (Iskamto & Gunawan, 2023). Due to the fierce competition in today's digital marketplace, vendors must effectively present the worth of their products in order to attract in customers (Zahari et al., 2021). Novitasari (2022) reports that there is a significant relationship between perceived value and impulsive purchasing behavior. Other research has also shown that customers will browse more products on a website when it functions smoothly and offers better shopping efficiency (Sharma et al., 2006; Park et al., 2012; Yang et al., 2021), which increases the likelihood that the consumers will encounter stimuli further strengthening their online impulse behavior (Yang et al, 2021). Verhagen and van Dolen (2011) suggest that the crucial precondition for consumers' online impulse action is pleasant emotions experienced during a marketing livestream. Finally, viewers who derive hedonic value - a sense of pleasure and emotion - from live streaming are more likely to make impulsive purchases (Xiang et al., 2016). Therefore, the following hypothesis was developed:

**H3: There is a significant relationship between perceived value and online impulsive buying behavior among Egyptian fashion wear customers.**

Based on S-O-R theory (Woodworth, 1928), perceived value is expected to offer a fresh framework for analyzing the connection between live streaming promotion and online impulsive buying behavior. Live stream promotion is considered a stimulus that triggers consumers; their perception of value is the organism which shapes their internal assessments; and their online impulse buying behavior is the response. Therefore, it is suggested that the association between live streaming marketing and online impulsive buying behavior is mediated by customers' perceived value. The following hypothesis was formulated:

**H4: Customers' perceived value significantly mediates the relationship between live streaming promotion and online impulsive buying behavior among Egyptian fashion wear customers.**

## **2.6. The moderating role of FoMO in the relationship between live streaming promotion and online impulsive buying behavior:**

We have proposed that customers' perceived value conveys the influence of Live streaming promotion on online impulsive buying behavior. However, there are other individual variables could extend the research model, and in an attempt to fill the previously noted research gap, it is hypothesized that FoMO moderates the association between live streaming promotion and online impulsive buying behavior. Using the self-determination theory (Deci and Ryan, 1985) as a foundation, it is suggested that FoMO may be able to mitigate the negative effects of live streaming promotion on online impulse buying behavior.

Fear of missing out (FoMO) has burst into the popular lexicon during the past decade (Bonchek, 2016; Brubaker and Mobley, 2017). It refers to a person's unfavorable and enduring thoughts that there are others who are living better lives than them (Tanhan et al., 2022). It has been proven that this situation can have a detrimental impact on their life. Depression, a decline in psychological health, an increase in anxiety and stress symptoms, a decline in life's functionality, an increased risk of psychopathology, and a dependence on technology can all be induced by FOMO (O'Connell, 2020). It is also broadly associated with the need for information and inclusion. According to Budnick et al. (2020), FoMO provides motivational resources that predict increased communications and engagement.

FoMO has been built on self-determination theory (Deci and Ryan, 1985) to demonstrate the psychological need for connectedness, which serves as a motivational resource leading to increased engagement with peers, faculty, campus media and activities (Harrison-Walker and Mead, 2024). As an individual trait/difference, FoMO provides motivation for greater engagement and commitment. It is associated with the need to belong (Budnick et al., 2020), a powerful motivational drive (Baumeister and Leary, 1995) that is satisfied through social relationships (Deci and Ryan, 1985). It can also motivate people to step out of their comfort zone to participate in new activities or encourage them to aspire (Winick, 2020). Furthermore, FOMO has been found to be related to the desire to acquire new knowledge or skills (Maurer and Weiss, 2010; Watanabe et al., 2011), as well as a hunger for continuous learning and self-improvement (Gartner et al., 2022; Uslu and Tosum, 2023).

People with high FoMO typically use social media to build relationships with others in their social surroundings (Tanhan et al., 2022). According to Argan et al. (2018), social media platforms such as Facebook and Twitter provide insights into people's lives and activities. People have begun to use these platforms to compare their lives with those of others, which has led to the discovery that FoMO has subsequently spread. One of the main causes of the phenomenon may be the comparison between one's own life and that of others, although people exclusively post only good pictures of their life on social media, never post negative ones (Atar and Ulusoy 2020).

FoMO is one of the factors that lead people to behave impulsively (Çelik et al., 2019). According to Modzelewski (2020), one of its signs is overspending on expensive things that others possess, leaving people with little money to spare. Those with elevated levels of FoMO frequently experience such symptoms. It promotes impulsive spending on communication and purchase activities, which raises extrinsic incentives and causes consumers to spend money on poorly thought out activities (Kim et al. 2020, Aydin et al. 2021).

Consumers with a high level of FoMO typically keep up with the latest trends as they do not want to fall behind. They frequently follow trends by making impulsive purchases as a result of this fear (Good & Hyman, 2020). They also frequently maintain close relationships with others, which might result in impulsive buying (Widodo, 2024). Those who have a strong

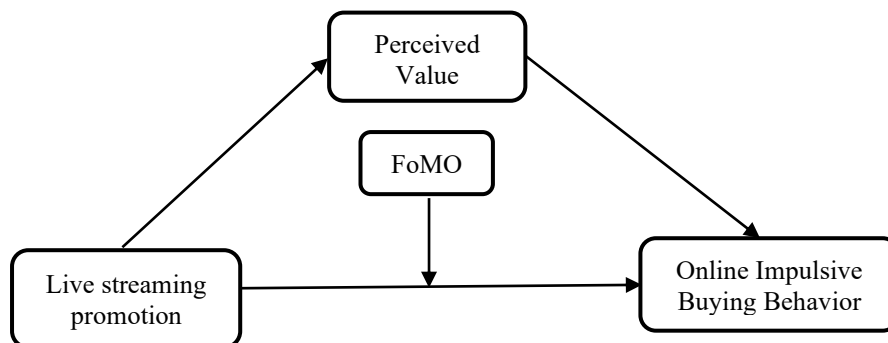
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fear of not being part of trends are more likely to make impulsive purchases. Therefore, the greater an individual's FoMO level, the more likely they are to engage in impulse buying. Based on this discussion, it is anticipated that FoMO moderates the association between live streaming promotion and impulsive online purchasing behavior. In other words, the promotion of live streaming will lead to varying inclinations towards impulsive online buying behavior among clients with varying levels of FoMO. That is, consumers with a high level are more likely to be encouraged towards impulsive online buying behavior by live streaming promotions. On the other hand, it is expected that customers with low FoMO are less likely to buy impulsively online when exposed to live streaming promotion. Consequently, the subsequent hypothesis was developed:

**H5: FoMO significantly moderates the relationship between live streaming promotion and online impulsive buying behavior among Egyptian fashion wear customers.**

The primary hypotheses considered in the study are outlined in Figure (1), which also shows the research model and proposed correlations between live streaming promotion, online impulsive buying behavior, perceived value, and FoMO.



**Figure (1):** Model and proposed relationships.

In conclusion, this study contributes to deeper knowledge of the process by which consumers react to live streaming promotions and engage in impulsive online purchasing behavior, as well as the means by which this reaction may take place.



### **3. Research Model:**

Open-ended questions were used in a pilot study of 50 fashionwear buyers to speculatively determine the degree of live streaming advertising and online impulsive buying behavior among this demographic group. Customers who purchased fashion apparel provided interim parameters on the degree of availability of research variables were worth. It was ensured that the participants understood the terms employed in the measurements, which were subsequently applied more broadly in the empirical investigation. Pilot study data were collected during October 2023. A research model and relationships were proposed based on the literature review and pilot study (Figure 1). To the best of our knowledge, no prior empirical testing has been previously conducted on the relationships proposed in the model, either generally or in the context of Egyptian fashionwear. This implies that this study will make a significant practical and general contribution to understanding of Live streaming marketing and online impulsive purchasing behavior, particularly in relation to Egyptian fashionwear.

### **4. Methodology:**

#### **4.1. Research Design and Method:**

According to Al Assi (2023), a study in which the researcher wishes to establish a correlational relationship should follow a descriptive design. Moreover, the most common research method related to such a descriptive design is the survey, which depends mainly on preparing a questionnaire instrument. Since the research object is to explore correlational relationships between research variables, the researcher chose to use a cross-sectional survey to test the hypotheses and develop the research model.

#### **4.2. Population, Sample, and Data Collection:**

One of the most prosperous and dynamic sectors in the globe, the fashionwear business is expanding steadily (Taher, 2021). Egypt's clothing industry is extremely important to the country's economy. In an article published in June 2019 *Khoyout* magazine, it is stated that "with over 2500 companies producing garments, Egypt's apparel industry leads the country's labor force with 1.5 million workers". According to Fibre2Fashion, in Egypt, the industry contributes 27% of industrial output and 3% of GDP. The manufacture of textiles accounts for 25% of the industry as a whole, with 90% of the clothing industry owned by the private sector. The Egypt 2025 vision includes the construction of a new integrated metropolis dedicated to the textiles sector, with an investment of EGP 12 million.

The fashionwear business, characterized by its alluring glitz and glamour, is an ideal fit for live streaming marketing. As such, fashion brands may leverage such an approach to cultivate their brand value and image (Ahmad et al., 2015; Godey et al., 2016). Therefore, the Egyptian fashionwear business represents an ideal research environment for examining the potential effects of Live streaming promotion on online impulsive buying behavior. **The target population is Egyptian fashionwear customers.** Since the researcher lacks a population frame, a non-probability sample of **384** respondents has been drawn (Sekaran & Bougie, 2016). Specifically, a **judgmental sample** was drawn; customers over the age of 18 who have followed a minimum of one fashionwear brand's live streaming promotion for at least six months were the targeted respondents. Primary data were collected during the period December 2023-January 2024. To gather data from target respondents, self-administered questionnaires, internet questionnaires, and personal interviews were used. 345 responses were received from the 384 questionnaires distributed. Of these, 323 were judged valid for analysis after invalid responses had been removed.

#### **4.3. Sample Descriptive Statistics:**

The demographic profiles of the respondents were examined in relation to gender, age, education, and income, as shown in table (1).

**Table (1):** Sample Descriptive Statistics.

<b>Item</b>	<b>Details</b>	<b>Frequency</b>	<b>%</b>
<b>Gender</b>	Male	114	35.3
	Female	209	64.7
	Total	323	100.0
<b>Age</b>	Less than 25 years	69	21.3
	From 25 to < 45 years	175	54.1
	45 years and more	79	24.6
	Total	323	100.0
<b>Education</b>	Moderate education	50	15.4
	Bachelor's degree	231	71.5
	Post bachelor's degree	42	13.1
	Total	323	100.0
<b>Income Pounds/ month</b>	Less than 3000	31	9.6
	3000 to < 5000	178	55.1
	5000 to < 10000	64	19.8
	More than 10000	50	15.4
	Total	323	100.0

As shown in the table, most respondents (64.7%) were female, while the majority (54.1%) were between 25 and 45 years old. The majority of respondents (55.1%) earned 3000 to < 5000 pounds/month and most (71.5%) held a bachelor's degree.

#### **4.4. Measures:**

A 5-point Likert scale was utilized to measure all the variables. The targeted respondents were Egyptian fashionwear customers. In order to avoid semantic inconsistencies, four marketing academics modified the measurement of all the latent variables using the back-to-back translation approach, translating, then proofreading them (Ares, 2018). The questionnaire covered perceived value, FoMO, online impulsive buying behavior, and live streaming promotion. The respondents were required to determine a brand they were following on any social media platform, with no limitations on the brand choices related to a specific company. As such, they were asked to respond to all the questions concerning the ideas of interest included in the questionnaire by using that brand as a fixed reference. Such a method made sense in light of past online behavior research (Laroche et al., 2013; Ismail, 2017).

**Live streaming promotion** was assessed utilizing a 15-item scale (Liu et al., 2024; Elsholiha et al., 2023). The measurement considered the three dimensions of entertainment, informativeness, credibility, and interactivity. Sample items include "live streaming promotion content provides relevant information regarding products/services", "live streaming promotion content on is trustworthy". **Online impulsive buying behavior** was assessed utilizing a 9-item scale (Kacen and Lee, 2002; Rook and Fisher, 1995). Sample items include "While watching the live stream, sometimes I am a bit reckless about what I buy" and "While watching the live stream, I buy things according to how I feel at the moment". **Perceived value** was assessed utilizing a 15-item scale (Hwang and Griffiths, 2017; Tsai, 2005). The measurement considered the three dimensions of hedonic, utilitarian, and symbolic value. Sample items include "My fashion wear brand products would make me feel good, provide me the economic benefits what I have wanted, would make me feel smart". Przybylski et al (2013) 10-item scale was used to assess **FoMO**. Sample items include "I get worried when I find out my friends are having fun with-out me" and "It bothers me when I miss an opportunity to meet up with friends".

**4.5. Reliability and Validity:**

To evaluate the measurement models fit, CFA has been applied for the five research variable scale items using maximum likelihood estimation. For every final scale used to evaluate the internal consistency of the items, table (2) displays the Cronbach's alpha of the items. Additionally, it displays the factor loadings, validity and reliability check findings, and sub-dimensions for each construct.

**Table (2):** Reliability (Cronbach's alpha) and validity (confirmatory factor analysis) of the instrument

	Loading		CA	CR	AVE		Loading		CA	CR	AVE	
Live streaming promotion	<b>Entertainment</b>		.701	.712	.823	Perceived Value	<b>Perceived Hedonic value</b>		.694	.700	.719	
	E1	.726					PHV1	.846				
	E2	.790					PHV2	.689				
	E3	.756					PHV3	.719				
	<b>Informativeness</b>		.722	.798	.823		<b>Perceived Utilitarian value</b>		0.709	.819	.822	
	I1	.709					PUV1	.722				
	I2	.801					PUV2	.705				
	I3	.812					PUV3	.740				
	<b>Credibility</b>		.803	.809	.711		<b>Perceived Symbolic value</b>		0.811	.766	.736	
	C1	.735					PSV1	.718				
	C2	.803					PSV2	.742				
	C3	.734					PSV3	.770				
	<b>Interactivity</b>		.786	.791	.798		FoMO	FM1	.721	.870	.751	.780
	IN1	.742						FM2	.719			
	IN2	.726						FM3	.726			
	IN3	.697						FM4	.867			
IN4	.756	FM5	.840									
Online Impulsive Buying behavior	OIBB1	.766	.737	.701	.728	FM6		.831				
	OIBB2	.711				FM7		.697				
	OIBB3	.689				FM8		.790				
	OIBB4	.771				FM9		.733				
	OIBB5	.709				FM10		.763				
	OIBB6	.831										
	OIBB7	.712										
	OIBB8	.755										
	OIBB9	.770										

The table indicates that Cronbach's alpha exceeded Hair et al. (2010)'s suggested threshold of 0.70, with values ranging from 0.694 to 0.913. For every item, the factor loadings varied between 0.94 and 0.701. Furthermore, it is essential to define the construct validity by showing both discriminant and convergent validity. Table (3) displays the fit indices for CFA models.

**Table (3): Variables' Confirmatory Factor Analysis Results.**

	$\chi^2$	df	$\chi^2/df$	CFI	SRMR	RMSEA	PClose
<b>Threshold</b>	--	--	1-3	>0.95	<0.08	<0.08	>0.05
<b>LSP</b>	131.91	28.975	1.960	.961	0.073	0.050	0.259
<b>FoMO</b>	189.45	90.456	2.155	.972	0.068	0.049	0.567
<b>PV</b>	79.67	70.412	2.099	.952	0.054	0.037	0.061
<b>OIBB</b>	120.76	59.120	2.098	.990	0.020	0.071	0.0743

Note: N: 323, LSP: Live streaming promotion, PV: Perceived Value, FoMO: Fear of Missing Out, OIBB: Online Impulsive Buying behavior.

According to Hair et al. (2010), measurement models are deemed to have fitted the data properly. Every value was higher than the suggested cutoff. As a result, this study met the construct's unidimensional criteria and qualified for additional examination.

### 5. Descriptive analysis and correlations:

Table (4) presents the correlation values, means, and standard deviations for the research variables.

**Table (4): Means, standard deviations, and Pearson Correlations.**

	Variable	Mean	SD	1	2	3	4	5	6	7	8
1	Gender	N/A	N/A	1							
2	Age	N/A	N/A	.036	1						
3	Education	N/A	N/A	-.220**	.029	1					
4	Income	N/A	N/A	.033	.036	.231	1				
5	LSP	2.704	.870	-.020	-.050	-.142	.300	1			
6	PV	2.808	.8410	.010	-.078	-.036	.112*	.410*	1		
7	FoMO	2.222	.8620	.013	.087	-.031	.047*	.013	-.033	1	
8	OIBB	2.877	.8745	.175**	.228**	.231*	.319*	.519*	0.501*	.047**	1

\* p< 0.05; \*\* p< 0.01, LSP: Live streaming promotion, PV: Perceived Value, FoMO: Fear of Missing Out, OIBB: Online Impulsive Buying behavior.

As indicated in this table, live streaming promotion, perceived value, and FoMO are positively related to online impulsive buying behavior. Moreover, Live streaming promotion is positively related to perceived value, providing preliminary evidence in favor of the proposed hypotheses. Additionally, a low degree of multicollinearity is shown by the low correlation between the independent variables. The variance inflation factor (VIF) was employed to look for multicollinearity following a regression study. All values (2.001–1.987) were discovered to be below the cutoff value of 10, proving that multicollinearity has no bearing on this investigation (Hair et al., 2010).

## 6. Hypotheses Testing Results

SEM analysis was used to test H1, H2, H3, and H4. Table (5) shows the direct paths between each of research variables.

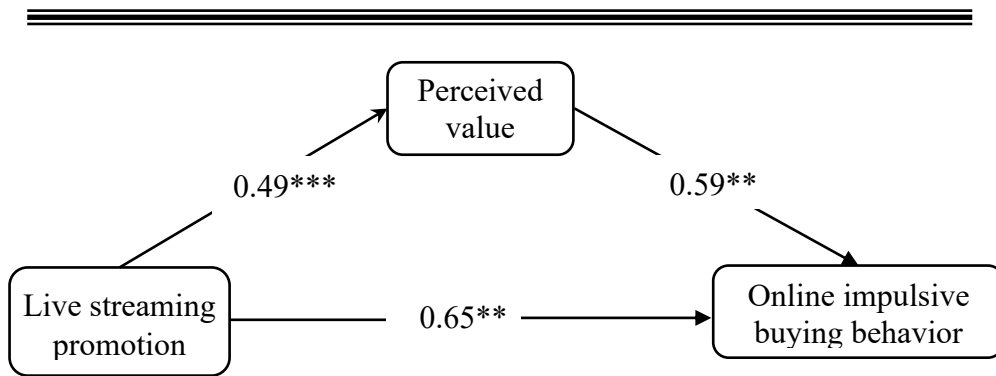
**Table 5:** the bootstrap results for perceived value as a mediator.

Effects	Estimate	S.E.	Est./S.E.	P-Value	95% Confidence Interval
LSP → OIBB	0.65**	0.042	48.72	0.001	[0.20, 0.49]
LSP → PV	0.49***	0.042	17.98	0.019	[0.15, 0.39]
PV → OIBB	0.59**	0.047	23.45	0.000	[0.42, 0.80]
LSP → PV → OIBB	0.41*	0.022	12.98	0.028	[0.22, 0.46]

Note: sample units 323, \* $p < 0.05$ ; \*\* $p < 0.01$ , \*\*\* $p < 0.001$ ; values represent standardized estimates, OIBB: Online Impulsive Buying behavior, LSP: Live streaming promotion, PV: Perceived Value.

The table indicates a significant and positive path ( $\beta = .65$ ,  $p < .01$ ) between Live streaming promotion and online impulsive buying behavior; (101) = 179.32, /df = 2.74 (RMSEA = 0.05, SRMR = 0.04, CFI = 0.95, TLI = 0.95). Consequently, it can be said that there is a strong positive correlation between live streaming promotion and online impulsive purchasing behavior, supporting hypothesis H1. Moreover, the table indicated a significant and positive path ( $\beta = .49$ ,  $p < .001$ ) between live streaming promotion and perceived value; (101) = 201.42, /df = 4.93 (RMSEA = 0.05, SRMR = 0.03, CFI = 0.96, TLI = 0.95). Consequently, it can be said that there is a strong positive correlation between live streaming promotion and perceived value, supporting hypothesis H2. In addition, the table indicated a significant and positive path ( $\beta = .59$ ,  $p < .01$ ) between Live streaming promotion and online impulsive buying behavior; (101) = 188.72, /df = 3.99 (RMSEA = 0.05, SRMR = 0.05, CFI = 0.96, TLI = 0.95). Consequently, it can be said that there is a strong positive correlation between perceived value and online impulsive purchasing behavior, supporting hypothesis H3.

The mediation effect proposed in H4, which holds that perceived value mediates the association between live streaming promotion and online impulsive buying behavior, is further supported by SEM analysis ( $\beta = .41$ ,  $p < .05$ ). Further, it will also be decided if the mediation relationship is full or partial. Figure (2) displays the standardized estimates of the main path coefficients of the perceived value mediation model.



**Figure (2):** SEM used to test the direct relationships; values are standardized estimations.

As shown in figure (2), the indirect effect between live streaming promotion and online impulsive buying behavior (live streaming promotion → perceived value → online impulsive buying behavior) was significant (estimate =0.41,  $p < .05$ ). Moreover, the 95% confidence interval for the path did not overlap zero [0.22, 0.46]. In other words, given the strong correlation between live streaming marketing and online impulsive buying behavior, perceived value acted as a partial mediator in the interaction between the two ( $p < .001$ ). This gives support to H4 at the end.

AMOS 24 multi-group moderation analysis was used to test H5. This method is frequently used to identify moderating effects (e.g., Hilal, 2019; Hilal, 2022; O'Reilly et al., 2024). According to Anderson et al. (2008), the continuous variable FoMO was converted into categorical variables. Subsequently, the sample was split into two groups based on the median of the individual factors as outlined by Karikari (2017): individuals with high FoMO and individuals with low FoMO. Table (6) presents the moderating influence of FoMO among Egyptian fashion wear buyers on the relationship between live streaming promotion and online impulsive buying behavior.

**Table (6):** The effect of FoMO on the relationship between LSP and OIBB

	FoMO	R <sup>2</sup>	S.E.	β	C.R.	Sig	Critical ratio of difference <sup>#</sup>
<b>LSP on OIBB</b>	Low	.220	.050	.316	11.361	***	<b>-2.791</b>
	High	.399	.038	.449	18.932	***	

<sup>#</sup>Absolute critical ratios more than 1.96 are significant (Cho, 2015).

OIBB: Online Impulsive Buying behavior, LSP: Live streaming promotion, FoMO: Fear of Missing Out

Referring back to table (4), coefficients of the relationship between Live streaming promotion and online impulsive buying behavior recorded ( $R^2 = .519$ ,  $p < 0.05$ ) for the sample as a whole. Meanwhile, as shown in table (6), the correlation and regression coefficients between live streaming promotion and online impulsive buying behavior differed amongst FoMO groups when taking FoMO into consideration. The correlation between Live streaming promotion and online impulsive buying behavior is higher among customers experiencing high FoMO ( $R^2 = .399$ ,  $\beta = .449$ ) compared to customers experiencing low FoMO ( $R^2 = .220$ ,  $\beta = .316$ ). It has been demonstrated that the critical ratio for variances among FoMO groups exceeds 1.96 (-2.791), which indicates that the impact of live streaming promotion on online impulsive buying behavior is different across FoMO groups. In other words, FoMO moderated the effect of live streaming promotion on Egyptian fashion wear consumers' impulsive online buying behavior, which lends support to H5.

## **7. Discussion:**

Even a 1% increase in sales from impulse purchases would result in an additional US \$690 million in income for online marketers, which could be achieved if they were able to better understand the elements that drive such purchases (Jeffrey & Hodge, 2007). Therefore, an in-depth analysis of online impulsive buying behavior is increasingly becoming necessary and it is of incredible noteworthiness to refine its antecedents. This study offers a fresh viewpoint on how businesses might increase online impulse purchases by combining business concepts for improved growth (Fitriyah, 2019) with strategic management planning (Simerson, 2011). It also proposes a model of the interactions between live streaming activities, perceived value, FoMO, and online impulsive buying behavior based on self-determination and stimulus-organism-response (S-O-R) theory.

The results support the proposed relationships and the three hypotheses were accepted. The empirical analysis demonstrated that live streaming promotion was significantly related to online impulsive buying behavior among Egyptian fashionwear customers. This result is with close agreement with previous studies in the field (e.g., Wongkitrungrueng & Assarut, 2020; Ming et al., 2021; Lee & Chen, 2021; Rosniati et al., 2023; Kurnia and Antonio, 2024). Findings show that as e-commerce continues to grow and information technology advances, consumers are increasingly likely to make impulsive buying online. In fact, such purchases account for 40% of all online consumer spending. This means that online platforms, such as e-commerce and live streaming marketing, have a significant role to play in encouraging impulsive behavior in consumers.

In addition, the empirical analysis assured that the relationship between live streaming promotion and online impulsive buying behavior



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among Egyptian fashion wear customers is significantly mediated by perceived value. Stated differently, the live streaming promotion shifted consumers' perception of value upward, which increased their propensity for impulsive purchases. It was found that from one side, when Live streaming promotion features in terms of entertaining, informativeness, credibility, and interaction provided higher hedonic, utilitarian, and symbolic value through the streamers' explanations and descriptions of the appearance, feel, smell, and other significant aspects of the product. From the other side, due to time constraints and the sense of an opportunity cost, customers' heightened perceived value persuaded them to experience a larger temptation to buy, increasing the likelihood of impulsive online buying behavior.

Moreover, the findings validate the hypothesis that live streaming promotion and online impulsive buying behavior are related, with FoMO acting as a moderating factor. The degree of FoMO among consumers of fashion apparel lead to variations in the association between live streaming marketing and online impulsive buying behavior (i.e., low vs. high). It was found that the positive impact of live streaming promotion on online impulsive buying behavior was significantly stronger for respondents with higher FoMO. This suggests that respondents with higher levels who watched live streaming promotions were more likely to purchase impulsively than those with lower FoMO. It can be said that higher levels of FoMO trigger more impulsive buying behavior amongst Egyptian fashionwear customers as a result of live streaming promotion.

## **8. Theoretical and Practical Implications:**

As live streaming marketing is a relatively new e-commerce model, few related studies have been conducted; therefore, this study significantly expands our body of knowledge. Researchers have examined consumers' viewing and purchase intentions from several perspectives (Li and Peng, 2021; Ming et al., 2021). However, these studies were invariably either stream- or streamer-focused. Therefore, very limited research has considered live streaming promotion from an all-encompassing perspective. To be more precise, this study has evaluated four important marketing variables in a model that have been rarely studied. **First**, based on the theory of interpersonal behavior (Triandis, 1977), the study adds to the body of research on live streaming promotion by offering further empirical proof of the critical role that such promotion plays in promoting impulsive online purchasing.

**Second**, the aforementioned results inspired this research to further explore the mechanisms by which live streaming promotion is associated with online impulsive buying behavior. The findings in relation to the second hypothesis confirmed that customers' perceived value had a partial mediating effect in the relationship between live streaming promotion and online impulse buying, thus supporting S-O-R theory (Woodworth, 1928). The partial mediation role means that live streaming promotion makes a considerable contribution to enhancing customers' perceived hedonic, utilitarian, and symbolic, which encourages a sense of win of positive value triggers customers to purchase impulsively. **Third**, based on the theory of self-determination (Deci and Ryan, 1985), the significance of this research is further strengthened due to the introduction of a novel boundary condition that effectively governs the positive correlation between live streaming promotion and impulsive buying behavior in the online realm. It was found that the relationship between live streaming promotion and online impulsive buying is different across FoMO groups, with the relationship stronger among higher FoMO customers, which further deepens understanding of the online impulsive buying behavior phenomenon in the live streaming promotion context.

The study also provides helpful management and practical implications. Marketers and managers in the fashion sector could benefit from the insightful information about the processes that lead to online impulsive buying behavior and how to trigger it. **First**, based on the findings of the direct path investigated in this study, professionals have the opportunity to apply operational tactics, such as incorporating live content and live streaming promotion and marketing, in order to stimulate online impulsive purchasing habits among consumers. Practitioners should specifically highlight the credibility of the live content, entertainment, informativeness and engagement, as these qualities will encourage viewers to become attached to the content, leading to impulsive online purchasing. For example, all of the product details, use cases and scenarios should be presented in detail to establish credibility. Moreover, during live-streamed activities, practitioners are recommended to continuously reply to comments and inquiries in order to foster interaction. Adding fun and entertaining content is also crucial to enhance the attractiveness of the streaming, which will influence customer responses.

**Second**, the findings also imply that live streaming managers must create sophisticated features and highly effective methods to raise the perceived quality and attributes of their products, particularly raising the perceived value of their offerings to clients. Managers in charge of live streaming, for example, should ensure that viewers can see product images clearly in real time and provide a reliable, dependable and consistent platform. To help viewers grasp the hedonic, utilitarian, and symbolic worth of a product, it is important to present its characteristics, benefits and mode of operation in a clear and concise manner. Special offers, coupons and extra gifts should be added to stimulate positive customer perceptions of product value. Developing a sense of humor and embedding entertainment features to increase the appeal of the stream and to create an enjoyable live atmosphere is central to customers' perceived **hedonic** value. Moreover, to respond to inquiries from clients, assist them in selecting more suitable and superior products, and raise the perceived **utilitarian** worth of products, streamers should systematically educate themselves on the products they endorse. Finally, as consumers who are inclined to make impulsive purchases are drawn to novelty, variety and surprise (Hirschman, 1980), streamers should constantly change and expand the variety of their broadcasts in order to improve the perceived **symbolic** value.

**Third**, based on the multi-group moderation analysis results, policymakers are advised to effectively design strategies to promote FoMO among target customers. This is particularly important because this dimension regulates how customers are motivated towards impulsive buying behavior as a result of watching live streaming promotion activities. Offering limited-time, exclusive offers and sales promotions puts customers under pressure and makes them feel that they may miss out on opportunities. This can cause them to lose self-control when they shop online and make purchases without considering whether they are necessary. Advertisers are advised to stress product scarcity through clever messaging such as "limited-time sale," "valid only for a limited time" or "almost out of stock", based on the phenomenon of scarcity.

## **9. Limitations and Future Research**

Even though this study has made a substantial contribution to various fields, there are still some unanswered questions. In order to further develop understanding in the associated domains and to continue elucidating the concepts and links, further study is suggested. The primary data in the study were collected based on cross-sectional method which means that the opinions of the sample units were collected at a specific point in time. Therefore, the current study suggests conducting longitudinal study that extends over time to assess the effect time passage on the proposed relationships. Moreover, primary data were collected based on survey method, which suffers from number of errors and concludes correlational relationships. Therefore, the study suggests conducting more laboratory and field experimental research that investigates cause-and-effect relationships, or quasi-experimental studies, and expanding the external validity of the current results.

Research population was fashion wear customers in Egypt. It is further suggested that future research expand this study and replicate the existing results on different populations in different sectors or industries such as cosmetics, skin & hair care products, handmade accessories or leather products, etc. to figure out current model generalizability.

The current research model included online impulsive buying behavior as a consequence of live streaming promotion, and customers' perceived value and FoMO as mediating and moderating mechanisms. Future researches are suggested to include other results such as purchase intention, customer engagement, brand preference, brand engagement, and customer loyalty. It is suggested also to include other working mechanisms such as big personality traits e.g., consciousness and openness, perceived trust, demographics, and psychographics to deepen understanding concerning the relationship between live streaming promotion and online impulsive buying behavior.

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## الترويج عبر البث المباشر والسلوك الشرائي المندفع عبر الإنترنت: نموذج متعدد العلاقات

دراسة ميدانية على عملاء ملابس الموضة في مصر

المستخلص:

يُعد الترويج عبر البث المباشر شكلاً رائداً من أشكال التجارة الإلكترونية و الذي يتميز بإمكانية المشاهدة المباشرة و التفاعل المتزامن، لذا تتنامى أهمية تحديد نتائجه بالنسبة للمسوقين لفهم الفرص التي يقدمها هذا النهج الجديد، و بناء على ذلك؛ استهدف البحث الحالي دراسة العلاقة بين الترويج عبر البث المباشر و سلوك الشراء المندفع عبر الإنترنت، و لتعزيز المعرفة حول هذه العلاقة، تم اقتراح نموذج يتضمن العلاقة بين الترويج عبر البث المباشر والسلوك الشرائي المندفع عبر الإنترنت بواسطة القيمة المدركة لدى العملاء، علاوة على ذلك، تضمن النموذج المقترح دور الخوف من ضياع الفرصة (FoMO) كمتغير معدل، تم تطوير خمس فروض و تم جمع البيانات من ٣٢٣ عميلاً مصرياً لملابس الموضة باستخدام قائمة استقصاء مصممة لهذا الغرض، و تم استخدام نوعين من الأساليب الإحصائية، تحليل المسار و تحليل الدور المعدل متعدد المجموعات Multi-Group Moderation Analysis لاختبار الفروض، و أظهرت النتائج صحة العلاقات المقترحة، و تمت مناقشة النتائج، و بيان الدلالات العلمية و التطبيقية، بالإضافة إلى ذلك، تم عرض الحدود و طرح اقتراحات للبحوث المستقبلية.

**الكلمات المفتاحية:** الترويج عبر البث المباشر، السلوك الشرائي المندفع عبر الإنترنت، القيمة المدركة، الخوف من ضياع الفرصة FoMO، عملاء ملابس الموضة، مصر.