



Fear of Missing Out Fuels Impulsive Buying Behavior in Gen Z

Rasa Takut Ketinggalan Mendorong Perilaku Pembelian Impulsif pada Gen Z

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This research is motivated by technological advances that cause a shift in marketing from offline stores to e-commerce. The ease with which consumers make purchases in e-commerce makes them vulnerable to impulsive buying tendencies, including Gen Z. This study aims to determine the effect of fear of missing out (FoMO) on impulsive buying tendencies in Gen Z. This study uses a non-experimental quantitative method approach. The subjects in this study amounted to 240 Gen Z students in the X department at University X in Surabaya City, Indonesia, with criteria aged 17–22 years, and they are active users of e-commerce. The sampling technique used is purposive sampling. The instruments used in this study were the Fear of Missing Out Scale and the Impulsive Buying Scale. The data analysis technique uses a simple linear regression test with the program JASP 0.18.3 for Windows. The results of a simple linear regression test show a significant level of p-value = 0.001 < 0.05, which means there is an influence of fear of missing out on impulsive buying, so the hypothesis proposed in this study can be accepted. Other results show the R-value is 0.359 with an R square value or the coefficient of determination (R²) of 0.129. This value shows the effect of the fear of missing out on impulsive buying by 12%. There is a positive influence of the fear of missing out variable on the impulsive buying variable, meaning that Gen Z is more likely to engage in impulsive purchases when their fear of missing out is greater.

Keywords: fear of missing out, impulsive buying, gen z

OPEN ACCESS

ISSN 2548 2254 (online)

ISSN 2089 3833 (print)

Edited by:
Ghozali Rusyd Affandi

Reviewed by:
Rizqy Amelia Zein
Anggun Resdasari Prasetyo

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Received: 15 July 2024

Accepted: 26 November 2024

Published: 09 January 2025

Citation:
Elvil Manik Rinonce,
Miftakhul Jannah (2025)
Fear of Missing Out Fuels
Impulsive Buying Behavior in
Gen Z

Psikologia : Jurnal Psikologi. 10i1.
doi:10.21070/psikologia.v10i1.1847

Penelitian ini dilatarbelakangi oleh kemajuan teknologi yang menyebabkan terjadinya pergeseran pemasaran dari toko offline ke *e-commerce*. Kemudahan konsumen dalam melakukan pembelian di *e-commerce* menyebabkan mereka rentan mengalami kecenderungan *impulsive buying* termasuk Gen Z. Penelitian ini bertujuan untuk mengetahui pengaruh *fear of missing out* (FoMO) terhadap kecenderungan *impulsive buying* pada Gen Z. Penelitian ini menggunakan pendekatan metode kuantitatif non eksperimen. Subjek pada penelitian ini berjumlah 240 Gen Z pada jurusan X di Universitas X di Kota Surabaya, Indonesia dengan kriteria berusia 17-22 tahun dan merupakan pengguna aktif *e-commerce*. Teknik sampling yang digunakan adalah purposive sampling. Instrumen yang digunakan dalam penelitian ini menggunakan Skala *Fear of Missing Out* dan Skala *Impulsive Buying*. Teknik analisa data menggunakan uji regresi linear sederhana dengan program JASP 0.18.3 for Windows. Hasil uji regresi linear sederhana menunjukkan taraf signifikan p-value = 0,001 < 0,05 yang berarti terdapat pengaruh *fear of missing out* terhadap *impulsive buying*, sehingga hipotesis yang diajukan dalam penelitian ini dapat diterima. Hasil lainnya menunjukkan nilai R adalah 0.359 dengan nilai R Square atau koefisien determinasi (R²) sejumlah 0.129. Nilai tersebut menunjukkan pengaruh *fear of missing out* terhadap *impulsive buying* sebesar 12%. Terdapat pengaruh positif variabel *fear of missing out* terhadap variabel *impulsive buying*, artinya semakin tinggi tingkat *fear of missing out* maka akan semakin tinggi pula tingkat kecenderungan *impulsive buying* pada Gen Z.

Kata Kunci: fear of missing out, pembelian impulsif, gen z

INTRODUCTION

Indonesia's e-commerce user base has grown significantly in the last several years. Indonesia's e-commerce user base has grown significantly in the last several years. The phenomenon is supported by technological advances and the high number of Internet users. E-commerce, often known as electronic commerce, is the business of selling goods or conducting transactions via electronic means. According to survey results conducted by the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), the number of internet users in Indonesia reached 215 million during the 2022–2023 year. The number of internet users indicated above is 78.19% of all Indonesians and is expected to rise in the upcoming year. According to DataIndonesia.id, the number of Indonesian e-commerce users reached 178,94 million in 2022 and increased to 196,47 users by the end of 2023. It is stated that e-commerce has a very large impact on the online buying environment that is currently trending. In Indonesia itself, existing e-commerce sites have users with high shopping interests. Consumptive culture in Indonesia is a culture that has been passed down from generation to generation and is considered to have survived to this day (Pratama et al., 2023). With the ease of buying products just by moving your finger on the smartphone screen and the many benefits obtained, it is no wonder that in this day and age, there is a shift in buying and selling transactions from the previous offline store to the online shop. According to the Ministry of Communication and Information of the Republic of Indonesia, in 2019, the growth of e-commerce value in Indonesia reached 78% and became the highest in the world. E-commerce sites have users with high shopping interests.

The craze for online shopping has hit almost all age groups, including Gen Z. According to a survey conducted by the ICSC (International Council of Shopping Centers) with 1,008 Gen Z, 95% of them like to shop online. Gen Z customers are a sizeable target demographic for e-commerce businesses. Gen Z itself, according to the Central Statistics Agency (BPS) of Indonesia, was born between 1997 and 2012, which means that at this time it has an age range of 12–27 years. Gen Z, who are currently in their teens or early adulthood, are considered digital natives due to those who grew up with technological sophistication. As the most internet-connected generation, their buying habits are strongly influenced by existing technological advances (Tamara et al., 2023). This makes Gen Z so close to e-commerce in their daily lives and loyal to online shopping, or e-loyalty (Hasman et al., 2023).

The results of research conducted by Boston Consulting Group suggest that there is a change in behavior in Gen Z in shopping and spending the money they have through e-commerce compared to other generations (Venia et al., 2021). According to data from Shopee in 2023, Gen Z is the age group most vulnerable to impulse purchases. The survey found that 43% of respondents admitted to making impulse purchases in the past 3 months. Compared to other age groups, which include Baby Boomers (24%), Generation X (29%), and Millennials (35%), this number is significantly higher. Gen Z prioritizes instant gratification and wants things to happen quickly. Instead

of making long-term purchase plans, they follow more of their impulses of desire and pleasure. When Gen Z believes that their finances are stable and they can afford to make enough money, they often buy things without any prior planning. Gen Z also follows consumer trends that hit, such as fashion, food, and even certain entertainment, thus leading them to make unplanned purchases when this trend is booming (Nisa & Wijayani, 2024). Purchases made without careful consideration and planning are called impulse purchases (Ratnaningsih & Halidy, 2022).

The tendency toward impulsive buying is described by sudden, unplanned, and arousing shopping activities and paying less attention to the consequences of these purchases (Khairunnisa & Heriyadi, 2023). Impulsive buying is the tendency to buy products spontaneously based on desires and impulses without planning, consideration, or considering the consequences after making a purchase (Coley & Burgess, 2003). Impulsive buying is a spontaneous, sudden, reflexive, and unexpected buying activity (Rook & Fisher, 1995). Impulsive buying is a quick reaction that can occur anytime and anywhere. Consumers who engage in impulsive buying usually ignore the usefulness of the products they buy and only want to own them. Aspects of impulsive buying include cognitive aspects and affection aspects (Coley & Burgess, 2003). The cognitive aspect is the individual's lack of ability to plan and consider the products purchased. They only focus on the price of the product and the benefits if they buy it. Then the aspect of affection is emotional encouragement, including feelings of pleasure and joy when wanting a product and difficulty avoiding or leaving the desire for the product. The first cognitive aspect is cognitive deliberation, which is a condition in which individuals feel the urge to act without consideration or thought of the consequences. The second is unplanned buying, which is the condition of individuals who do not have a clear plan when shopping. The first aspect of affection is the irresistible urge to buy, which is a state in which individuals cannot resist buying products. The desire occurs strongly, urgently, instantly, and continuously. The second is positive buying emotion, where individuals feel a positive mood due to the motivation to satisfy themselves through product purchases. The third is mood management, which is a state where individuals want to organize or change their feelings through a product purchase.

The triggering factors for impulsive buying tendencies are internal and external (Verplanken and Herabadi, 2001). First, factors that come from the individual include emotions, self-esteem, hedonistic motivation, personality, and self-control. Emotions are a response that appears as a result of stimulation stimuli. Self-esteem is how to assess and view oneself as an individual who has ability, competence, and value. Hedonistic motivation is the drive that causes individuals to be able to meet their needs for material pleasure and enjoyment. Personality is a summary of the entire consciousness and unconsciousness, thoughts, behaviors, and feelings—self-control, which is the ability of individuals to regulate emotional impulses. One of the behaviors that can arise due to a lack of self-control is fear of missing out (FoMO) caused by the individual's inability to control feelings of dependence on other individuals, such as an excessive desire to know other people's activities and fear of falling behind trends. Then external factors can be in the form of the store environment (in the form of display of goods,

fragrant smells, beautiful colors, employee service, and music played in the store). This is felt to be able to attract consumers' attention, create a positive mood, and succeed in motivating them to buy and own products in the store. (Verplanken & Herabadi, 2001).

Gen Z tends to have a distinguishing feature compared to other generations in terms of impulsive buying behavior: they are more likely to be easily influenced by social media, online reviews, peer recommendations, and product use by others compared to traditional advertising when making a product purchase (Tamara et al., 2023). This makes Gen Z tend to experience a fear of missing out on trends and precious moments from others, commonly called fear of missing out (FoMO). Gen Z tends to feel FoMO when they see peers or others shopping or participating in something, thus encouraging them to immediately shop impulsively so they don't feel left behind (Nisa & Wijayani, 2024). Fear of missing out (FoMO) is a modern challenge that has a close relationship with the product buying process. A study conducted by Compare Metrics revealed that 68% of study participants purchased less than 24 hours after they saw a product that someone else was using as a result of FoMO stimuli against them. FoMO influences consumer purchasing decisions by creating the view that the product is attractive and worth owning and also guiding individuals to feel fear of being left behind and missing out on the product (Hodkinson, 2019). So FoMO can trigger the desire to do impulsive buying due to irrational desires.

The term fear of missing out (FoMO) was first proposed in 2013 by Andrew K. Przybylski, Kou Murayama, Cody R. Deehan, and Valerie Gladwell in their research entitled "Motivational, emotional, and behavioral correlates of fear of missing out." Fear of missing out (FoMO) is defined as a psychological phenomenon in the form of anxiety arising from the fear of missing out on impressive experiences experienced by others so that there is a desire to always follow the trend that is happening (Przybylski et al., 2013). As a result of this anxiety, individuals have a desire to follow, feel, and always update on various things on social media. One of the most prominent characteristics of fear of missing out is the feeling of always connecting with anyone, especially close people, in any case in cyberspace (Muharam et al., 2023). Fear of missing out can make individuals always join a trend that is hitting or booming. If you miss the information or trend, you will experience social anxiety (Nurjanah et al., 2020). Fear of missing out is not a medical diagnosis but a social problem. An aspect of the fear of missing out is the need for relatedness and self that is not well met. The psychological need for relatedness is defined as the feeling of belonging and connection with others. These feelings include caring, warmth, and joy, as a result of which individuals have a high and deep desire to interact with others. Furthermore, the unfulfilled needs regarding oneself, include autonomy and competence. Autonomy is the set of experiences, thoughts, and desires related to efforts and decisions about the emergence of behavior. Competence is an individual's inherent feeling of wanting to have positive experiences in terms of interacting with others (Muharam et al., 2023).

There have been several previous studies that have examined the effect of fear of missing out on impulsive buying tendencies. There have been several previous studies that have

examined the effect of fear of missing out on impulsive buying tendencies. The study entitled "The influence of fear of missing out (FoMO) and hedonism on online impulse buying in Generation Z Shopee users with subjective norm and attitude as mediation variables" shows that FoMO variables have a positive and significant effect on impulse buying in Gen Z Shopee application users (Deliana et al., 2024). Next is a study entitled "The Effect of Fear of Missing Out (FoMO) on Impulsive Stock Buying in Generation Z" showing that FoMO has a positive and significant effect on impulsive buying of stocks in Gen Z (Saputra & Aulia, 2024). The following is a study entitled "The Effect of Fear of Missing Out (FoMO) and Peer Conformity on Impulsive Buying in Semarang City Students (Study on TikTok Shop Consumers)" showing the results that fear of missing out (FoMO) affects impulsive buying in students in Semarang City (Muharam et al., 2023). Next, a study entitled "The effect of fear of missing out (FoMO) on consumptive behavior in students buying discounted goods in the Shopee application discounted goods" showed the results that there was a positive influence of fear of missing out, and consumptive behavior in students purchasing discounted goods by 60.7 with the subject of the study, namely Padang State University Students in Padang City (Safitri & Rinaldi, 2023).

The selection of the sample related to the department was due to the fact that cases of impulsive buying tendencies were found. Researchers have conducted a preliminary study on Gen Z at one of the X universities in the city of Surabaya. Through short interviews, it was found that they bought a product after seeing peers and other people also using the product, but some also revealed that they bought the product due to social media posts, online reviews, flash sales, and because the product was trending or hitz. Based on the background of the phenomenon and the preliminary studies described above and previous studies, the author is interested in conducting a study entitled "The Effect of Fear of Missing Out (FoMO) on Impulsive Buying Tendency in Gen Z".

The purpose of this study is to determine the effect of fear of missing out on impulsive buying tendencies in Gen Z. The hypothesis proposed in this study is the positive influence of fear of missing out on impulsive buying tendencies in Gen Z. The higher the level of fear of missing out, the higher the impulsive buying tendency, and the lower the level of fear of missing out, the lower the tendency for impulsive buying in Gen Z.

METHODS

This research used a non-experimental quantitative method approach, where this type of research emphasizes theoretical testing through measuring research variables with numbers and conducting data analysis with statistical procedures. This study aims to look for the influence of the independent variable on the dependent variable. This study includes two variables: impulse buying is the dependent variable, and fear of missing out (FoMO) is the independent variable. The population in this study is Gen Z students in the X department at University X in Surabaya City, Indonesia, which amounted to 540 people. While sampling in this study is based on the use of non-probability sampling techniques, not all

members of the population have the opportunity to be selected as research samples. This study used purposive sampling techniques with criteria in the form of e-commerce users aged 17–22 years. The number of samples was obtained using the Slovin formula with a significance level of 5%, which is 240 individuals. The data collection technique in this study used an online questionnaire (Google Forms) with a Likert scale. Two psychological measures were used to collect research data: the impulsive buying scale (Coley & Burgess, 2003) and the fear of missing out scale (Przybylski et al., 2013). There are 10 FoMO Scale items and 13 Impulse Buying Scale items that have been given to subjects. The fear of missing out scale is prepared based on the aspects of relatedness and self-proposed by Przybylski with a reliability coefficient of 0.723 and a validity value of 0.346–0.668, which means this scale is valid and reliable. The impulsive buying scale is prepared based on cognitive and affection aspects by Coley & Burgess with a reality coefficient of 0.727 and a validity value of 0.317–0.662, which means this scale is valid and reliable.

Data analysis was used to prove the hypothesis using a simple linear regression test to find out how much influence the independent variable has on the dependent variable with the help of the program JASP 0.18.3 for Windows. Before conducting a data analysis test, an assumption test is carried out, including a normality test and a linearity test.

FINDINGS AND DISCUSSION

A. Research Results

1. Assumption Test

Assumption tests include normality tests and linearity tests. In the normality test, the results are obtained as shown in the picture below

[Figure 1. About here.]

Based on the graph above, the data follows the direction of the diagonal line or histogram graph. Fear of missing out and impulsive buying data are normally distributed. Furthermore, in the linearity test, the results are obtained in the figure below

[Figure 2. About here.]

Results Based on the graph above, indicating that the standardized residual value is along the diagonal line. There is a linear relationship between the variable fear of missing out and the impulsive buying variable.

2. Hypothesis Test

Test the hypothesis in this study using a simple linear regression analysis technique to find out how much influence there is between the independent variable and the dependent variable. The regression test was performed using the program JASP 0.18.3 for Windows. The results of the hypothesis test are in the table below

[Table 1. About here.]

Through the output results of the regression test process between the fear of missing out variable and the impulsive buying variable, it can be seen that the F value is calculated at 35,271 with a significance of p-value = 0.001. The significance value obtained is less than 0.05, so the hypothesis proposed by the researcher can be accepted. Based on these results, it shows that the variable fear of missing out influences the impulsive buying variable.

To find out the effective contribution of fear of missing out to impulsive buying, see the table below

[Table 2. About here.]

The R-value is 0.359 with an R square value or the coefficient of determination (R²) of 0.129. This value shows the effect of the fear of missing out on impulsive buying by 12%. While 88% were influenced by other variables outside the fear of missing out variable that were not studied in this study.

3. Subject Categories

[Table 3. About here.]

The picture of the level of fear of missing out shows that 22 respondents belong to the very low category (9%), 46 respondents belong to the low category (19%), 95 respondents belong to the medium category (40%), 62 respondents belong to the high category (26%), and 15 respondents belong to the very high category (6%). While the picture of the level of impulsive buying shows that 15 respondents belong to the very low category (6%), 54 respondents belong to the low category (23%), 104 respondents belong to the medium category (43%), 45 respondents belong to the high category (19%), and 22 respondents belong to the very high category (9%).

B. Discussion

Simple linear regression analysis was used to analyze the data, and the results indicate a significant level of p-value = 0.001 < 0.05. These findings suggest that impulsive buying in Gen Z is influenced by the fear of missing out. R square, often known as the coefficient of determination (R²), has a value of 0.129. This figure illustrates the 12% impact of FOMO on impulsive purchasing behavior. It can be explained that the dependent variable's variation can be influenced by the independent variable's variance by 12%, with additional factors outside the scope of this study influencing the remaining 88%. The practical significance implication of the 12% R-Square value is that individuals with a higher level of FoMO than other humans will engage in impulsive buying to continue to maintain an experience connected to

other people's interesting events. When individuals pay attention to the lives, lifestyles, and experiences of others, it unconsciously triggers them not to be left behind. Buyers are sometimes in an emotional state that makes them think about buying a better, more product, and having a better experience than others. Based on the explanation above, fear of missing out (FoMO) affects impulse buying if viewed from the relationship between the two social phenomena which are positively interrelated.

The study's other findings regarding the degree of impulsive purchasing tendencies indicate that Gen Z's level of impulsive buying tendencies in this area is categorized as moderate. This is demonstrated by the fact that 104 people (or 43%) of the sample as a whole are Gen Z. The fear of missing out is categorized as moderate as well, with Gen Z accounting for up to 95 (40%) of the sample as a whole. The data level for the two variables mentioned above indicates that both impulsive buying and fear of missing out fall within the medium group. According to the viewpoint of the researchers at the study site, Gen Z often uses e-commerce and purchases products or goods that, at that time, were being intensively owned by some people. Gen Z, who experience impulsive buying tendencies due to FoMO is supported by several factors, including having broad access to technology and information, having a dynamic and fast lifestyle, and having relatively high purchasing power. Gen Z is known as the tech-savvy, web-savvy, and app-friendly generation. Gen Z actively interacts with everyone through social media. They intensely connect with peers through various online media sites. Through online media, Gen Z likes to communicate with others and can express what they think and feel spontaneously (Wijoyo & Cahyono, 2020). Since birth, Gen Z has been familiar with technological innovations such as smartphones, social media, and e-commerce. This affects the mindset and how they work, including making purchases of a product. Online shopping tends to focus more on impulsive purchases. Because e-commerce is becoming more and more convenient thanks to modern technological advancements, customers only need to swipe their fingers to receive their purchases. Two things lead to impulsive purchasing (Verplanken & Herabadi, 2001). Internal elements include personality, self-control, hedonic motivation, emotions, and self-esteem. These are the initial factors. Emotions are reactions to external and internal stimuli that can be both beneficial and harmful for the individual. Self-esteem is the measure by which people see themselves as unique beings with worth, competence, and abilities. The primary aim in life is to satisfy one's desires for pleasure and material gratification, a drive known as hedonic motivation. Personality is the sum of thoughts, feelings, behaviors, consciousness, and unconsciousness. Self-control refers to a person's capacity to control and channel their emotions to prevent unanticipated conduct. The second aspect is outside influences, such as advertisements, peer use, money, time, and retail displays. When people buy things because they see other people using them or through social media posts, their desire to buy is driven by their fear of missing out

(Arzeno, 2018).

Impulsive purchasing is a common way for people with high levels of fear of missing out on ability to connect with the enjoyable experiences they have. People who observe other people's lives, ways of living, and experiences unintentionally encourage them to follow suit. People will constantly make an effort to learn about current trends to stay ahead of their peers. They will try to get items or products that are hits or that are booming just because feelings of fear or worry are not part of the emerging wave of social currents. Fear of missing out is mentioned as a modern syndrome for contemporary society that is obsessed with "being connected" all the time (Miranda et al., 2023). Consumers are sometimes in a mood that makes them think about buying a nicer product and having a better experience than anyone else. Based on this explanation, fear of missing out (FoMO) influences individual behavior when doing something, including impulsive buying tendencies.

There are no differences in FoMO personality between men and women (Suhertina et al., 2022). Impulse buying due to FoMO can occur in all genders. Anyone can experience the urge to make impulsive purchases; it is not gender-specific. This assertion is consistent with research published in the *Psychiatry Research Journal*, which indicates that everyone can exhibit FoMO personality and that gender has no bearing on it (Wolniewicz et al., 2018). People with FoMO tend to buy impulsively more because of their feelings than because of their reasoning. Impulsive buying refers to the tendency of people to purchase goods that do not align with their necessities. This purchase prioritizes self-gratification over anything else, as seen by the buyer's concern about falling behind the current trend. Continuously engaging in impulsive purchases will undoubtedly have a bad impact on individuals. The negative outcomes include financial troubles, expensive behavior, debt or credit traps, a buildup of unwanted stuff at home, and hoarding tendencies.

To feel included and not left behind by others, Gen Z makes impulsive purchases. To prevent these two behaviors, Gen Z needs to be aware of the signs of FOMO and impulsive purchasing from an early age. Prioritizing the necessity element over the like or desire factor is one way to go about doing that. Gen Z needs to plan the things or products they wish to purchase to attempt to control their emotional condition. Making plans for their purchases can help people avoid making impulsive purchases of things. To reduce regret in the future, avoid purchasing products only because they are popular, because they are on sale, because you are afraid of missing a trend, or because many of your peers or influencers own them.

This study has the disadvantage that it only focuses on one factor, which is fear of missing out as a factor that affects impulsive buying tendencies in Gen Z. Another drawback in this study is that the research subjects are only Gen Z and did not conduct research for different generations, such as Millennials, Generation X, Baby Boomers, or Generation Alpha, to compare impulse

buying patterns across generations, and the number of respondents is still limited.

CONCLUSIONS

A simple linear regression test's results revealed a significant $p\text{-value} = 0.001 < 0.05$, indicating that Gen Z's impulsive buying inclinations are influenced by FOMO. Thus, it is possible to accept this study hypothesis. A coefficient of determination (R^2), or R square value, of 0.129 is displayed in other results. At 12%, this figure illustrates the extent to which FOMO influences impulsive purchasing. Because of the unidirectional or positive character of this influence, Gen Z's impulsive buying tendency will increase with a higher degree of FOMO; conversely, a lower level of FOMO will result in a lesser desire to buy impulsively. The degree of fear of missing out and impulsive buying tendencies in Gen Z in the field is classified as medium. This can be proven by the dominant number of Gen Z of as much as 95 (40%) in the fear of missing out variable and the dominant number of 104 (43%) in the impulsive buying variable of the total sample. The researcher suggests that future research explore other variables that influence impulsive buying tendencies.

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Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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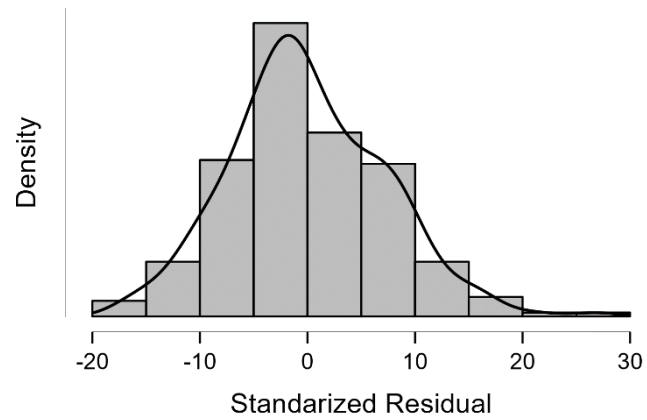


Figure 1 / Normality Test Graph

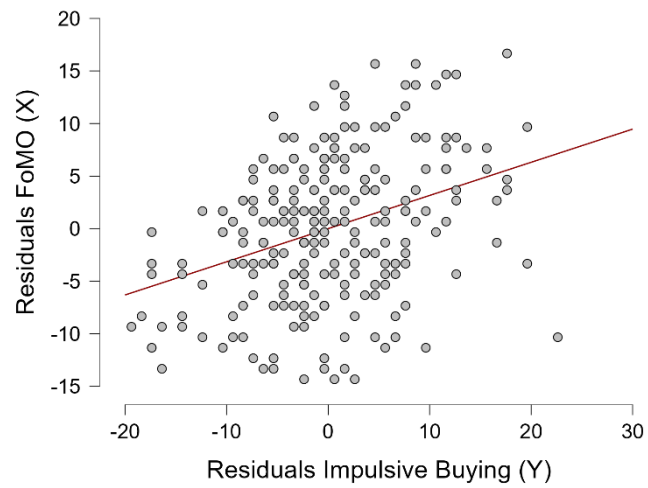


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Table 1 / Hypothesis Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	p
H ₁	Regression	1840.054	1	1840.054	35.271	< .001
	Residual	12416.196	238	52.169		
	Total	14256.250	239			

Note. The intercept model is omitted, as no meaningful information can be shown.

Table 2 / Effective Contribution of Fear of Missing Out to Impulsive Buying

Model Summary - IB (Y)				
Model	R	R ²	Adjusted R ²	RMSE
H ₁	0.359	0.129	0.125	7.223

Table 3 / Subject Categorization

Category	Respondent Scores			
	FoMO		IB	
	Σ Gen Z	%	Σ Gen Z	%
Very Low	22	9%	15	6%
Low	46	19%	54	23%
Medium	95	40%	104	43%
High	62	26%	45	19%
Very High	15	6%	22	9%
Total	240	100%	240	100%