

The Impact of Fear of Missing Out on Impulsive Buying: A Study on the Twin Date Shopee Event in Indonesia

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ABSTRACT

This study explores how the Fear of Missing Out (FOMO) affects impulsive buying during Shopee's Twin Date event in Indonesia. Employing the dimensions of a modified FOMO instrument, it scrutinizes the behavior of Shopee consumers in Indonesia when encountering this promotional event. The primary objective is to dissect customers' FOMO and its repercussions on impulsive purchases within Shopee Indonesia's twin date event, utilizing a modified set of indicators derived from prior research. Data was gathered through a well-organized survey given to 260 Shopee customers who participated in the Twin Date event. The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM). The result of this study reveals that FOMO significantly influences impulsive buying. However, this study's limitation is its exclusive focus on the impact of FOMO on impulsive buying. It overlooks other variables like price, product quality, brand trust, and consumer preferences, which also play pivotal roles in influencing consumer purchasing behavior. These factors must be revised to ensure a comprehensive understanding of consumer behavior on e-commerce platforms. Thus, the study underscores that alongside technical and functional aspects, FOMO reflects its contribution to impulsive buying during promotional events such as Shopee's twin date event.

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INTRODUCTION

In the quickly expanding digital age, the trade industry has undergone many changes, especially with the emergence of electronic commerce or e-commerce. The Covid-19 outbreak has also changed people's shopping habits. As many as 58.1% of consumers now prefer online shopping (Safitri & Ika, 2023). Shopee is the leading e-commerce company in Indonesia and the most popular application, according to SimilarWeb (Annisa & Dwi, 2023; CNN Indonesia, 2023). As a leading e-commerce, Shopee holds various customer promotions, including the twin date event. Twin Date is an online shopping event at Shopee that offers multiple attractive offers for a limited time. This FOMO phenomenon has become prevalent in daily life and can influence consumer behavior, especially online shopping. In Indonesia, Shopee's Twin Date event is a clear example of where FOMO can encourage consumers to make impulsive purchases. To capitalize on this trend, Shopee must ensure consumers are satisfied with their shopping experience. This can be achieved by offering attractive promotions, exclusive deals, and an optimized user experience during the event. Most studies related to consumer behavior show that FOMO is correlated with Impulsive Buying, as conducted by researchers (2023) and Field Dinh & Lee, (2021). Understanding consumer behavior is crucial because it impacts purchasing behavior, particularly among Shopee users in Indonesia. This necessitates gaining insight into the significance of comprehending consumer behavior.

LITERATURE REVIEW

Technology has revolutionized many facets of life, including the e-commerce business. E-commerce plays a vital role in facilitating online buying and selling transactions. Platforms like Shopee make it easy for people to purchase quickly and efficiently. With the adoption of technology, the e-commerce sector allows consumers to browse products, make transactions, and manage payments practically. Regarding promotion, e-commerce, including Shopee, makes sales promotions to attract buyers, including the twin

date event carried out every month. This event can cause consumers to feel afraid of missing out on attractive offers because the offer is only valid for a short time. In the realm of the internet, the concept of FOMO is introduced, encompassing two dimensions: the state of FOMO and the trait of FOMO, each characterized by distinct indicators (Wegmann et al., 2017). The trait of FOMO measures the general FOMO out as a common tendency where people worry that others are having enjoyable experiences without them.

Meanwhile, the state of FOMO measures specific online FOMO as a feeling that develops while using a particular app (Wegmann et al., 2017). These aspects and indicators of FOMO can be applied and customized to address various digital elements, encompassing online platforms like social media and e-commerce sites. Based on recorded data, the term FOMO itself was introduced by Dr. Dan Herman, a marketing expert, in 1996 (Maulina, 2023). On the other hand, FOMO has a relationship in personal and social terms, which is an emotion that arises in individuals when they are worried about missing out on experiences and feeling left behind (Dinh & Lee, 2021; Z. Zhang et al., 2020). FOMO, also known as the f FOMO, is an emotional phenomenon characterized by negative feelings such as anxiety, concern, fear, and a sense of deprivation stemming from the apprehension of missing out on valuable experiences or resources (Zhang et al., 2023). Impulsive buying is divided into two types: affective and cognitive (Sun et al., 2023). Cognitive impulsive buying occurs when consumers purchase something impulsively despite having previously planned to buy a specific product. Affective impulsive buying occurs when consumers are inspired by the joy and happiness of online shopping, causing them to make an urgent purchase. Impulsive buying can be identified as unplanned and uncontrolled purchasing behavior influenced by individuals' enduring values related to impulsivity and the immediate accessibility of costs and benefits in a given situation (Wang et al., 2022). Therefore, in measuring impulsive buying, researchers adopt cognitive-impulsive buying and affective-

impulsive buying as dimensions of impulsive buying derived from Sun et al., (2023). By integrating these two dimensions, this study delivers a more comprehensive understanding of the impact of FOMO on impulsive buying during Shopee's twin date event.

The relationship between FOMO (Fear of Missing Out) and impulsive buying has been examined in several prior studies, with impulsive buying acting as a mediating variable. Research has shown that FOMO significantly influences online impulsive buying (Chetioui & El Bouzidi, 2023). Other studies suggest that when individuals engage in online shopping, the fear of missing out has a strong effect on their purchasing decisions (Abel et al., 2016; Chetioui & El Bouzidi, 2023; Good & Hyman, 2020, 2021). Additionally, a study conducted by Çelik et al., (2019) indicated that FOMO can enhance impulsive purchases among consumers (Dinh & Lee, 2021). Understanding the impact of FOMO on consumer behavior can provide valuable insights for marketing and advertising strategies, facilitating the promotion of sustainable consumption practices (Hussain et al., 2023).

On the other hand, research by Huang et al., (2024) revealed that impulsive buying by consumers is a significant source of revenue for retailers and constitutes a substantial portion of the overall consumer market. Nevertheless, studies focusing on the direct impact of the relationship between FOMO and impulsive buying remain limited. Other research tends to concentrate on FOMO in social contexts, such as the fear of missing out on information and communication contexts. In contrast, this study focuses on the Shopee twin date event in Indonesia. This promotional event offers discounted products for one day on twin date days and includes various attractive offers such as free shipping, vouchers, and flash sales. By examining the relationship between FOMO and impulsive buying in the context of the Shopee twin date event, this study aims to provide positive impacts for Shopee and other companies in optimizing sales promotion strategies and contributing to long-term business sustainability.

THE RELATIONSHIP BETWEEN FEAR OF MISSING OUT (FOMO) AND IMPULSIVE BUYING

FOMO, which stands for the fear of missing out, is a complex emotional state marked by various negative feelings such as anxiety, worry, fear, and a sense of loss. It stems from the apprehension of losing access to valuable resources or significant experiences (Zhang et al., 2023). Conversely, impulsive buying is generally defined as an erratic and unplanned purchasing behavior that is shaped by an individual's long-term attitudes toward impulsiveness and the situational context surrounding costs and benefits (Wang et al., 2022).

The relationship between FOMO and impulsive purchasing has been examined in various studies. Evidence suggests that FOMO serves as a situational motivator for individuals (Dinh & Lee, 2021; Good & Hyman, 2020). It drives people to participate in different activities to keep themselves updated and avoid feelings of being left out, as they may experience regret if they do not engage (Dinh & Lee, 2021). Additionally, research by Çelik et al., (2019) indicates that FOMO can boost impulsive buying behaviors, often resulting in post-purchase regret (Dinh & Lee, 2021). FOMO may also elevate consumer anxiety, prompting them to engage in shopping behavior. This feeling heightens customers' concerns, leading them to make purchases (Dinh & Lee, 2021).

Furthermore, studies have shown that advertisements that leverage the concept of FOMO for hedonic services can enhance the likelihood of customer purchases (Dinh & Lee, 2021; Good & Hyman, 2020). Customers tend to be more inclined to spend on products or experiences they view as unmissable (Dinh & Lee, 2021; Zhang et al., 2020)

According to Chetioui & El Bouzidi, (2023), the sensation of "missing out" plays a significant role in shaping consumers' buying decisions during online shopping (Abel et al., 2016; Good & Hyman, 2020, 2021). This feeling can prompt consumers to quickly dismiss initial hesitations and doubts, resulting in immediate and impulsive

purchasing actions (Hodkinson, 2019). Hodkinson's research (2019) also highlights that FOMO has a significant impact on impulsive purchases made online. Thus, online retailers should focus on enhancing the attractiveness of their products to evoke FOMO, potentially leading customers to make swift purchases.

RESEARCH METHOD

A review of FOMO and impulsive buying in online shopping, mainly e-commerce, indicates that these two elements should be the primary emphasis of e-commerce marketing strategies to improve user experience and increase sales. This study uses the FOMO dimensions developed Wegmann et al., (2017), which are appropriate for FOMO, which explored in this study, namely the state of FOMO and the characteristics of FOMO using 12 indicator items. For Impulse buying, researchers use cognitive impulsive buying and affective impulsive buying to conduct an assessment adapted from the research (Sun et al., 2023) with ten indicator items. In this study, 260 Shopee users who had transacted during the twin date event in the Indonesian region provided primary data on FOMO and Impulsive Buying. This study uses PLS-SEM to analyze high-order and also low-order constructs

as a complement. The lower-order construct is used to provide more accurate test results. This approach makes it possible to model complex relationships between variables and identify direct and indirect influences. The correlation between higher and lower-order components is considered a loading indicator, which is subsequently used to compute composite reliability and extract the average variance. There is one hypothesis that is tested in this study, namely:

H1: Fear Of Missing Out has a significant effect on Impulsive Buying.

The developed questionnaire consists of five indicators for the trait of FOMO, seven indicators for the state of FOMO, five indicators for cognitive impulsive buying, and five indicators for affective impulsive buying. A five-point Likert scale measures each indicator: "1 = Strongly Disagree" to "5 = Strongly Agree."

This study establishes a reflective construct framework to explore the impact of FOMO on impulsive buying behavior among Shopee application users, as illustrated in Figure 1 below.

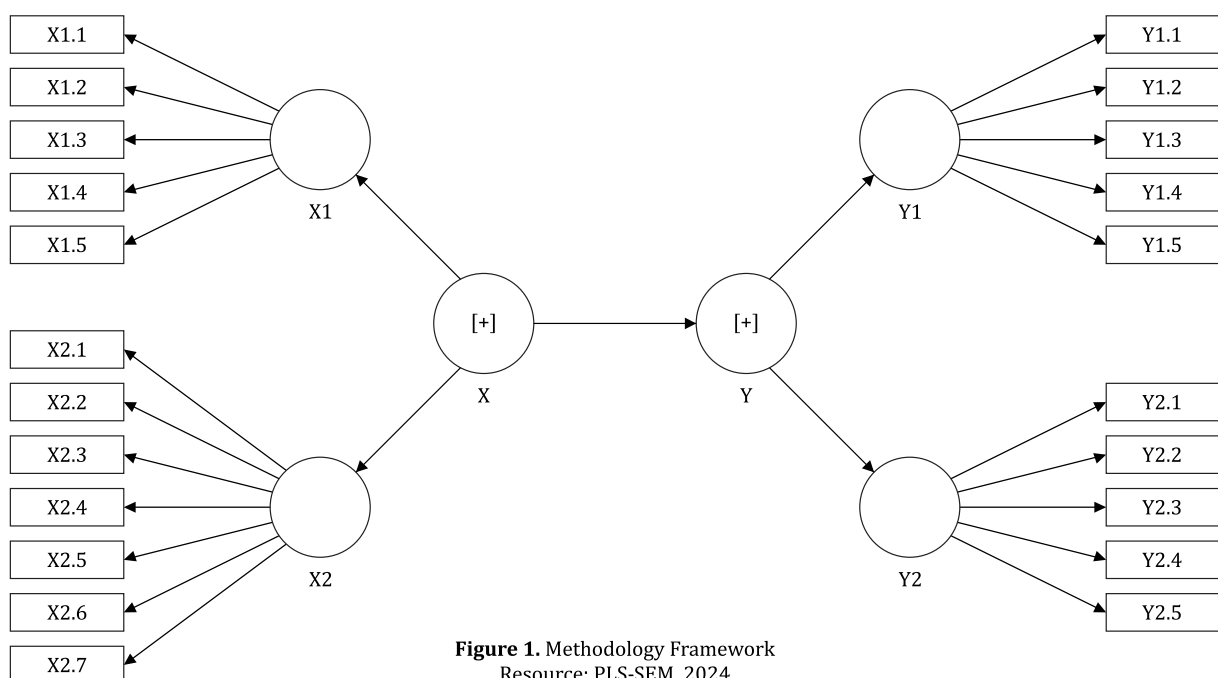


Figure 1. Methodology Framework
Resource: PLS-SEM, 2024

This study employs a reflective construct model, in which the direction of the relationship between the construct and its indicators flows from the construct to the indicators. In a research structure that utilizes a reflective approach, the indicators used in the concept share many similarities with the measured indicators. This reflective construct approach also assumes the presence of a latent variable that influences how the indicators are measured. In the reflective model, this latent variable affects its respective indicators (Hamid &

Anwar, 2019).

RESULT AND DISCUSSION

The Average Variance Extracted (AVE) and Construct Reliability (CR) tests were used to establish indicator performance consistency. Table 1 demonstrates that all Construct Reliability values exceed 0.70, while AVE values exceed 0.50.

The statistical review reveals that all data is

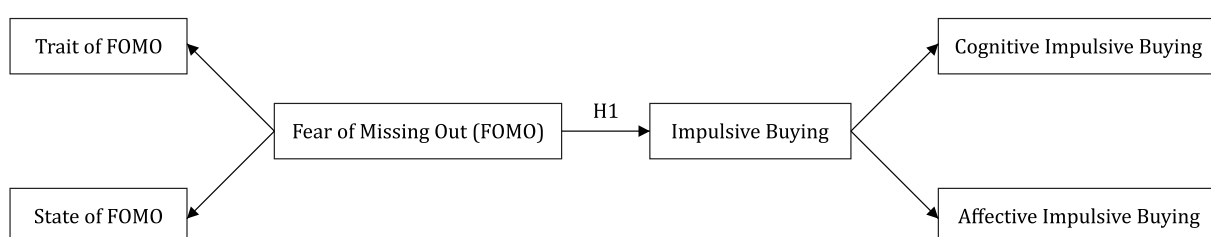


Figure 2. Research Framework
Resource: PLS-SEM, 2024

Table 1. Construct Reability Result

Items	Symbols	Outer Loading	AVE	CR
Trait of FOMO			0.77	0.944
I worry that other people have a more rewarding shopping experience than me	TOF1	0.877		
I worry that my friends have a more rewarding shopping experience than me	TOF2	0.867		
I get concerned when I know my pals are thrilled because they get exceptional deals and I don't.	TOF3	0.884		
I get concerned when I don't know what my buddies are doing at a Shopee twin date event.	TOF4	0.856		
When I miss a Shopee twin date event, it bothers me	TOF5	0.901		
State of FOMO			0.745	0.953
I keep going online so that I don't miss out on any offers	SOF1	0.888		
It's important for me to have my say on the latest deals on my social networks	SOF2	0.846		
I fear not being up-to-date on the Shopee app during twin date events	SOF3	0.885		
I constantly check my phone, so as not to miss any offers	SOF4	0.9		
When I'm excited about an exciting offer, I make sure to publish the specifics online.	SOF5	0.851		
It is important for me to understand the latest brands that my friends are using	SOF6	0.814		
When I have a busy day, I keep an eye on what my friends are doing during the twin date event	SOF7	0.85		

Cognitive Impulsive Buying			0.787	0.949
Before purchasing something, I always examine whether I need it.	CIB1	0.867		
I usually only buy what I want to buy.	CIB2	0.891		
I prefer to compare different brands before purchasing them.	CIB3	0.878		
I generally ponder carefully before buying something.	CIB4	0.899		
I only buy what I really need.	CIB5	0.897		
Affective Impulsive Buying			0.787	0.949
Sometimes I can't resist the want to acquire something.	AIB1	0.908		
Sometimes I buy things because I enjoy buying them, not because I need them.	AIB2	0.869		
Sometimes I can't resist the impulse to shop.	AIB3	0.913		
I get quite thrilled when I see something I want to buy.	AIB4	0.852		
Sometimes I can't resist the impulse to buy goods.	AIB5	0.892		

Resource: PLS-SEM Report, 2024

reliable and valid and that all questionnaire questions are practicable and may be utilized to represent the actual situation. The terms mean standard deviation, kurtosis, and skewness are used in descriptive analysis. The standard deviation shows how much the data varies or is scattered around the mean, while the mean represents the average value of the dataset. The degree of asymmetry in the data distribution is expressed by skewness. A distribution is considered skewed when the data shifts toward either the right or left tail. According to Curran et al., (1996), the acceptable range for skewness is between -2 and 2. On the other hand, Kurtosis assesses how peaked or flat the data distribution is. Suggests that a kurtosis value between $-7 \leq \text{kurtosis} \leq 7$ determines if the distribution is excessively peaked or flat.

This study measures FOMO traits (TOF) and states (SOF). Impulsive buying is a dependent variable between affective impulsive buying (AIB) and cognitive impulsive buying (CIB), making it another dimension.

In this study, all dimensions used are measured,

and results are shown to be within the threshold range. Therefore, this still includes good results. In addition, the kurtosis and skewness values also produce results within the threshold, which are included in good results. The outcomes of the descriptive statistical test carried out using the PLS-SEM analysis are displayed below.

According to the questionnaire's results, the average score of respondents who chose the trait of FOMO, state of FOMO, cognitive impulsive buying, affective impulsive buying, or all dimensions "agree." This means that these points are critical in spurring impulsive buying.

Table 2 below shows that all indicators in this study chose the outer loading value as arguably good. The outer loading value can be considered good if it exceeds 0.7 (Hamid & Anwar, 2019). Likewise, Cronbach's alpha must be greater than 0.7, composite reliability must be greater than 0.7, and average variance extracted (AVE) must be greater than 0.5, which have favorable values, suggesting that this model is appropriate for measurement (Hamid & Anwar, 2019).

Table 2. Descriptive Statistic Test Result

No	Name	N	Mean	Observed Min	Observed Max	Standard Deviation	Excess Kurtosis	Skewness
1	TOF1	260	3.488	1	5	1.21	-0.535	-0.614
2	TOF2	260	3.477	1	5	1.128	-0.393	-0.613
3	TOF3	260	3.562	1	5	1.206	-0.108	-0.801
4	TOF4	260	3.485	1	5	1.281	-0.678	-0.589
5	TOF5	260	3.519	1	5	1.232	-0.337	-0.72
6	SOF1	260	3.646	1	5	1.192	-0.357	-0.7
7	SOF2	260	3.588	1	5	1.115	-0.033	-0.777
8	SOF3	260	3.715	1	5	1.101	0.169	-0.862
9	SOF4	260	3.538	1	5	1.235	-0.428	-0.754
10	SOF5	260	3.708	1	5	1.176	0.048	-0.898
11	SOF6	260	3.785	1	5	0.984	-0.021	-0.676
12	SOF7	260	3.546	1	5	1.244	-0.554	-0.654
13	CIB1	260	3.819	1	5	1.079	0.538	-0.929
14	CIB2	260	3.712	1	5	1.098	0.547	-0.917
15	CIB3	260	3.75	1	5	1.107	0.259	-0.877
16	CIB4	260	3.762	1	5	1.166	-0.037	-0.859
17	CIB5	260	3.665	1	5	1.085	0.226	-0.831
18	AIB1	260	3.738	1	5	1.13	0.147	-0.87
19	AIB2	260	3.546	1	5	1.107	-0.3	-0.605
20	AIB3	260	3.735	1	5	1.135	0.179	-0.879
21	AIB4	260	3.777	1	5	1.175	0.174	-0.96
22	AIB5	260	3.685	1	5	1.167	0.042	-0.868

Resource: PLS-SEM Report, 2024

Table 3. Construct Validity and Reliability, First Model

Item	Affective Impulsive Buying	Cognitive Impulsive Buying	State of FOMO	Trait of FOMO
TOF1	0.671	0.471	0.802	0.877
TOF2	0.626	0.454	0.805	0.867
TOF3	0.746	0.675	0.778	0.884
TOF4	0.633	0.478	0.804	0.856
TOF5	0.756	0.666	0.815	0.901
SOF1	0.646	0.474	0.888	0.821
SOF2	0.609	0.546	0.846	0.755
SOF3	0.633	0.487	0.885	0.797
SOF4	0.722	0.558	0.900	0.848
SOF5	0.63	0.557	0.851	0.746
SOF6	0.677	0.67	0.814	0.729
SOF7	0.562	0.365	0.850	0.805

CIB1	0.713	0.867	0.511	0.513
CIB2	0.697	0.891	0.588	0.600
CIB3	0.71	0.878	0.475	0.513
CIB4	0.704	0.899	0.504	0.534
CIB5	0.687	0.897	0.628	0.646
AIB1	0.908	0.694	0.691	0.726
AIB2	0.869	0.632	0.621	0.704
AIB3	0.913	0.723	0.699	0.72
AIB4	0.852	0.791	0.594	0.623
AIB5	0.892	0.679	0.701	0.718

Resource: PLS-SEM Report, 2024

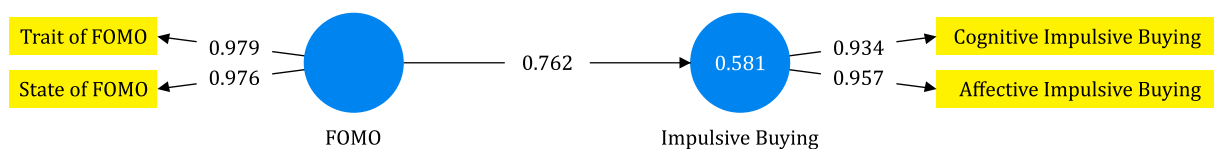


Figure 3. Research Model
Resource: PLS-SEM Report, 2024

The validity test in this study was carried out to assess the uniqueness or ability of indicators to measure latent variables and determine the extent to which a measurement can describe the various attributes of the phenomenon being studied. In addition, the reliability test is also carried out to assess the extent to which a scale or measuring instrument can be trusted and consistently provide consistent results when the measured attributes are repeatedly tested (Malhotra et al., 2020). An instrument must be valid and reliable for the results to reflect the actual conditions and be considered reliable and valid. The following statement explains the results of this validity and reliability test. The model be described after it has been recreated using the construct score. This study also conducted a two-tailed test at a 5% significance level, using a critical value of 1.96. The hypothesis testing results indicated that:

H1: Fear Of Missing Out has a significant impact on Impulsive Buying.

Hypothesis one (H1) is that the obtained p-value is 0.000, less than 0.05. The t-value, 22.085, is

also greater than 1.96 and is received; this indicates that H1 can be accepted. This finding also illustrates that the greater the FOMO, the more pronounced its impact on consumer behavior, particularly impulsive buying. This observation is consistent with the research of Field Çelik et al., (2019), which claims FOMO can lead to more impulsive buying, which often causes regret after shopping in stores (Dinh & Lee, 2021). This study is also consistent with Field (2023) and Field Dinh & Lee, (2021), which demonstrate the substantial influence of FOMO on impulsive buying. It follows that FOMO, or the Fear of Missing Out, greatly influences consumer impulsive buying.

The outer loadings denote the extent of correlation between each indicator and the latent variable. Table 1 shows that the state Of FOMO has the highest outer loading value. Then, if we look more deeply than the indicators in Table 1, it can be seen that the highest value of the state of FOMO indicator is in SOF4, which states that consumers constantly check their smartphones so as not to miss any offers. This result shows that continually checking smartphones is very

influential in shaping consumer behavior related to FOMO. This habit reflects consumers' concerns about missing essential opportunities or offers, which is the core of the FOMO concept.

Conversely, the trait of the FOMO dimension has the lowest outer loading value in this study. Although the respondents' average score remains relatively high, this is a factor that future studies should consider. If you look in detail at the first construction model in Table 1, it is found that item TOF4 is at the lowest level. Looking back at item TOF4, it represents consumers' anxiety when they do not know what their friends are

doing when the Shopee twin date event occurs. This can be a reasonable consideration if further research is focused on strategy development.

This study also uses lower-order construct testing to provide more accurate results. The evaluation of the lower-order model consists of several measurement specifications: internal consistency, discriminant validity, and convergent validity (Sarstedt et al., 2019). The measurement results of internal consistency and convergent validity are in Table 4, and the measurement of discriminant validity is in Table 5.

Table 4. Internal Consistency and Convergent Validity Lower Order Construct

Name	Cronbach's Alpha	Composite Reliability	Indicator Reliability	Average Variance Extracted (AVE)
Affective Impulsive Buying	0.932	0.949	0.935	0.787
Cognitive Impulsive Buying	0.932	0.948	0.939	0.786
State of FOMO	0.943	0.953	0.946	0.744
Trait of FOMO	0.925	0.943	0.935	0.769

Resource: PLS-SEM Report, 2024

Table 5. Discriminant Validity Lower Order Construct

Item	Affective Impulsive Buying	Cognitive Impulsive Buying	State of FOMO	Trait of FOMO
TOF1	0.671	0.471	0.802	0.877
TOF2	0.626	0.454	0.805	0.867
TOF3	0.746	0.675	0.778	0.884
TOF4	0.633	0.478	0.804	0.856
TOF5	0.756	0.666	0.815	0.901
SOF1	0.646	0.474	0.888	0.821
SOF2	0.609	0.546	0.846	0.755
SOF3	0.633	0.487	0.885	0.797
SOF4	0.722	0.558	0.900	0.848
SOF5	0.63	0.557	0.851	0.746
SOF6	0.677	0.67	0.814	0.729
SOF7	0.562	0.365	0.850	0.805
CIB1	0.713	0.867	0.511	0.513
CIB2	0.697	0.891	0.588	0.600
CIB3	0.71	0.878	0.475	0.513
CIB4	0.704	0.899	0.504	0.534
CIB5	0.687	0.897	0.628	0.646

CIB5	0.687	0.897	0.628	0.646
AIB1	0.908	0.694	0.691	0.726
AIB2	0.869	0.632	0.621	0.704
AIB3	0.913	0.723	0.699	0.72
AIB4	0.852	0.791	0.594	0.623
AIB5	0.892	0.679	0.701	0.718

Resource: PLS-SEM Report, 2024

Internal consistency can be seen from Cronbach's alpha and composite reliability values, which must be above 0.7. The findings indicate that following testing, all dimensions exhibit Cronbach's alpha and composite reliability values exceeding 0.7, which means that these values are acceptable.

Convergent validity can be assessed by examining the reliability of indicators and the Average Variance Extracted (AVE). To meet the acceptable criteria, the indicators should demonstrate reliability values higher than 0.7, while the AVE should exceed 0.5. Based on the data obtained from the test results, all reliability indicator values are above 0.7. In addition, all AVE values are above 0.5, which means they are acceptable.

Meanwhile, discriminant validity is assessed through the cross-loading method. The data presented evaluates whether each indicator's value surpasses that of other indicators within the same diagonal, thereby confirming the validity of the data.

From the analysis carried out above, it can be concluded that in the lower-order component, all dimensions in this study, namely the independent and dependent variables, fall into the valid and reliable category, and all dimensions in the independent variable affect the dependent variable.

CONCLUSION

This study discovered several factors, most notably FOMO, that affect customers' impulsive purchases in e-commerce. The highest outer loading value in indication SOF4 indicates that the state of FOMO has become a significant factor

in shaping customer behavior. On the other hand, the trait of FOMO has the lowest outer loading value despite the respondents' average scores being relatively high. This trait can be taken into consideration for future research. The suggested hypothesis is deemed acceptable based on the statistical findings of the testing, as the P value achieved is less than 0.05. Compared to 1.96, the T value is more significant. This indicates that FOMO significantly impacts impulsive buying among Shopee application users. Furthermore, several implications are drawn to address the hypothesis in light of the statistical findings testing conducted in the preceding chapter, as follows:

1. All dimensions in this study, encompassing independent and dependent variables, are valid and reliable. Moreover, the independent variable exerts a significant impact on the dependent variable.
2. The demographic analysis results show 61.2% of the 260 respondents are female.
3. Regarding domicile, most Shopee user respondents came from West Java, reaching 38.5%, 24.8% from DKI Jakarta, and 12.8% from Central Java. Meanwhile, the rest came from various provinces in Indonesia, such as East Java, North Sumatra, Banten, and other provinces.
4. Statistical analysis revealed that FOMO significantly impacts impulsive buying.

Additionally, this study presents several other conclusions. The majority of respondents experienced anxiety and fear of missing out on information or the latest offers during Shopee's twin date events, reflecting the strong influence of FOMO in driving them to stay connected and

Table 6. Path Coefficient

Direct Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (JO /ST DEV)	P Values	Result
FOMO -> Impulsive Buying	0.762	0.761	0.033	23.421	0.000	Significant

Resource: PLS-SEM Report, 2024

engaged. Furthermore, data related to impulsive buying indicate that most respondents exhibited impulsive buying behavior, which was carefully considered by their needs. However, there is also a possibility that respondents made affective impulsive purchases, driven by emotions such as excitement or emotional satisfaction, without thorough consideration. This suggests that consumers have the potential to engage in impulsive buying both affectively and cognitively.

The findings on the relationship between FOMO and impulsive buying may have implications for public policy, encouraging stricter marketing regulations to protect consumers from manipulative practices. Additionally, there is a need to enhance consumer education on the emotional impact of their purchasing decisions. These findings contribute to the academic literature on consumer behavior, opening avenues for further research and aiding the development of better theoretical models concerning the interaction between consumer psychology and marketing strategies. The recommendations from this study include the following:

1. Recommendations for Future Research:
 - a. Compare Shopee's twin date events with other promotional events to better understand consumer behavior.

- b. Conduct small-scale studies to explore shopping behaviors across different regions.
 - c. Examine the relationships between dimensions to gain a more comprehensive understanding of their dynamics and influences.
 - d. Propose new theories that integrate Cognitive and Affective Impulsive Buying, while exploring connections with external factors.
 - e. Consider using dimensions as variables for theoretical development.
2. Recommendations for Shopee and Businesses:
 - a. Leverage FOMO strategies through exclusive and limited-time promotions and special offers during events.
 - b. Enhance social interaction and customer engagement through online promotions that stimulate user interaction.
 - c. Utilize marketing campaigns that trigger emotional stimuli to encourage impulsive buying.
 - d. Implement variations in offerings, creative content, and personalized promotions to prevent consumer fatigue.

and excited about each promotion, maintaining long-term interest and preventing potential burnout.

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