



THE ROLE OF FEAR OF MISSING OUT IN MEDIATING THE EFFECT OF TWIN DATE EVENT PROMOTION E-COMMERCE SHOPEE AGAINST IMPULSIVE BUYING TENDENCY

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Jumarni jumarni280702@gmail.com Department of Management. University of Muhammadiyah Bengkulu</p>	<p>This article aims to analyze the role of Fear of Missing Out (FoMO) in mediating the influence of the date twin's promo event on Shopee e-commerce on impulsive buying tendencies. This study focuses on the phenomenon of increased impulsive buying triggered by limited promotions on e-commerce platforms and the fear of delays experienced by consumers. This study was conducted with a quantitative approach using literature studies from scientific journals and academic sources as well as other relevant research results. This shows that the date twins promo event on Shopee has a significant influence on consumers' impulsive buying tendencies. FoMO acts as a mediator that strengthens the relationship where consumers who experience FoMO tend to be more likely to make impulsive purchases due to urgency and exposure to limited offers. These findings provide important insights for e-commerce business actors to design effective marketing strategies by considering consumer psychological factors such as FoMO.</p> <p>Keywords: <i>Fear of Missing Out; Event Promotions; Shopee e-commerce; Impulsive Buying Tendency; Behavior Consumers</i></p>
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INTRODUCTION

The development of e-commerce in the digital era has brought about major changes in people's consumption behavior. Various attractive promotional offers made by e-commerce platforms, such as twin dating events, have succeeded in attracting consumers' attention to make impulsive purchases. Maharani et al. (2022) revealed that this type of promo is effective in influencing consumer purchasing decisions because it creates urgency. The role of information technology in facilitating e-commerce accessibility further strengthens the phenomenon of impulsive buying (Azizah et al., 2022).

The Fear of Missing Out (FoMO) phenomenon has become an important aspect in understanding impulsive consumer behavior. FoMO, which is the fear of missing out on valuable experiences, is increasingly relevant in the era of social media that promotes a culture of excessive consumption. Dempsey et al. (2019) explained that FoMO often mediates the relationship between social anxiety and problematic consumption habits. On e-

commerce platforms, FoMO is reflected in consumer responses to exclusive promotions, such as twin dating discounts.

One aspect that makes twin dating promos so attractive is the marketing strategy approach that relies on time constraints and product availability. This strategy utilizes FoMO as the main driving factor that influences consumers' impulsive buying tendencies. As stated by Fumar et al. (2023), promotions that target emotional consumers can strengthen impulsive drives, especially for products that are considered hype or exclusive.

Generation Z, as a generation that is highly connected to technology, shows a high trend towards impulsive consumption driven by FoMO. According to Pratiwi (2023), this generation spends more time on social media than other generations, making it easier to be exposed to online promotions. This exposure affects their perception of the urgency of the offer and ultimately drives impulsive consumption behavior.

The success of the twin dating promo in creating impulsive drives is also inseparable from technological factors that support user experience information. Azizah et al. (2022) emphasize that the technology acceptance model plays an important role in purchasing decisions in e-commerce. Intuitive and easy-to-use technology encourages consumers to make purchasing decisions more quickly without thinking twice.

In Indonesian society, impulsive consumption behavior is increasingly prominent along with the increasing popularity of online shopping. Coil Business research (2023) shows that Indonesian consumers tend to be impulsive when shopping online, especially when offered attractive promotions. This phenomenon reflects the importance of understanding consumer mindsets in responding to e-commerce marketing strategies.

However, impulsive consumption can also have negative impacts on individual well-being, such as post-purchase regret. Safitri and Rinaldi (2023) revealed that FoMO often influences excessive consumerism behavior, especially among female consumers who are exposed to discount e-commerce applications. This shows that it is necessary to understand the mediation mechanism of FoMO in influencing impulsive buying.

This study aims to analyze the role of FoMO in mediating the influence of the date twin's promo event on the Shopee e-commerce platform on impulsive buying tendencies. By referring to various previous studies, this study is expected to provide new insights into more effective marketing strategies and their impact on consumer behavior. In addition, this study also highlights how e-commerce platforms can utilize technology to influence consumer decisions in a more strategic way. Consumer Behavior Theory is one of the theories used to understand the various factors that influence consumer purchasing decisions. In e-commerce, this theory explains how psychological, social, and emotional factors can influence consumers in making purchasing decisions, even if the decision is not entirely rational. Consumers are often influenced by external stimuli that create a sense of urgency, such as Fear of Missing Out (FoMO), which can trigger strong emotional reactions. When consumers feel afraid of missing out on an opportunity or experiencing something certain, they tend to make impulsive purchasing decisions, without considering the long-term impact or needs. Double date promo events, such as 9.9 or 11.11, are examples of external stimuli that can create a sense of urgency in this case. This, massive discounts and limited offers given for a certain period make consumers feel pressured to immediately buy products, considering the opportunity that is considered rare or exclusive. Fear of Missing Out or FoMO, is the main driver behind impulsive purchasing decisions. Consumers feel that if they do not buy the

product now, they will miss out on a very profitable opportunity. This phenomenon illustrates how emotional factors such as FoMO can overcome rational considerations in decision making.

In addition, in theory there are also aspects of cognitive bias, such as overestimating scarcity, where consumers consider a product to be more valuable or rarer than the original item. This happens because they often see promotions labeled "limited stock" or "limited time offer," which makes them feel that if they don't buy immediately, they will miss the opportunity. This bias affects how consumers assess the value and urgency of the product being promoted at this time. In other words, FoMO is not only influenced by emotional factors, but also by perceptions influenced by marketing messages that imply scarcity or exclusivity. In the perspective of Decision-Making Theory, these impulsive buying decisions often do not involve a rational decision-making process. Consumers tend to ignore in-depth analysis of whether they really need the product and how much it will impact them financially. On the other hand, their decisions are more influenced by external factors that create a sense of urgency and a desire to fulfill social or emotional needs. In other words, even though consumers know consciously that buying the product may not be necessary, the fear of missing out and emotional urges drive them to buy spontaneously. Therefore, understanding consumer behavior is very important to understand the dynamics of impulsive buying that occurs on e-commerce platforms such as Shopee.

Fear of Missing Out (FoMO) is a psychological phenomenon characterized by feelings of worry or fear of missing out on opportunities or experiences that others are enjoying. This phenomenon is increasing in the digital era, where information about exclusive experiences, products, and activities is easily accessible through social media and other digital platforms. FoMO is often exacerbated by consumers' tendency to compare themselves to others they see in cyberspace, especially when they see posts that depict success, happiness, or ownership of a particular product. According to Dempsey et al. (2019), social media plays an important role in exacerbating feelings of FoMO, because constant exposure to other people's experiences makes consumers feel the need to follow existing trends so as not to feel left behind. This feeling ultimately encourages individuals to make decisions quickly, including consumption behavior, so that they can feel the same happiness or social status.

In the world of e-commerce, FoMO is one of the main psychological factors driving impulsive buying. E-commerce takes advantage of this phenomenon by creating marketing strategies that focus on time constraints, product availability, and exclusive offers. Promotions such as limited "discounts," "out of stock," or "flash sales" make consumers feel a sense of urgency to purchase the product as soon as possible before the opportunity is lost. Fumar et al. (2023) explain that the urgency created by this promotional mechanism can disrupt consumers' rational considerations and encourage impulsive behavior. Consumers no longer consider the actual need for the product but are instead driven by the fear of missing out on a valuable opportunity that will make them feel left behind compared to others who have successfully acquired the product.

FoMO is also closely related to the trend of event promos such as twin dates (for example 9.9, 10.10, or 11.11) which are often held by e-commerce platforms such as Shopee. During this period, e-commerce creates a competitive atmosphere that triggers a sense of urgency and exclusivity. Information about big discounts, limited promos, and attractive cashback is widely spread through notification applications, social media ads, and email

marketing. Consumers who are exposed to this information tend to experience feelings of worry or fear of missing out on the opportunity to gain significant financial benefits. This is exacerbated by testimonials or uploads from other users showing their success in buying products at much cheaper prices. As a result, consumers feel psychologically pressured and driven to make impulsive purchases so as not to miss moments that only occur at certain times. The FoMO phenomenon in e-commerce not only affects individual behavior but also creates broader consumption trends in the digital society. Marketing strategies that utilize FoMO are becoming increasingly effective because they are supported by technological developments and algorithms that enable advertising personalization. Consumers are targeted with promotions or offers based on their search history and shopping preferences, making them more susceptible to feelings of urgency and fear of missing out. When FoMO is combined with limited time offer mechanisms and massive social media exposure, the purchasing decision-making process becomes more reactive and emotional. This reflects how consumer psychology can be manipulated by effective marketing strategies, ultimately driving higher levels of impulse buying in modern e-commerce.

The twin date promo event is a marketing strategy that is increasingly popular in the digital era, especially on e-commerce platforms such as Shopee. This event usually takes place on certain dates such as 9.9, 10.10, 11.11, and so on, by offering massive discounts, cashback, and various other benefits. Maharani et al. (2022) explain that this strategy is specifically designed to create a sense of urgency through the limited time consumers have. With offers that are only valid for one day or a certain hour, consumers are faced with psychological pressure to make purchasing decisions quickly. This condition is exacerbated by massive campaigns through social media advertisements, application notifications, and email marketing that continuously remind consumers of attractive promotions. This shows how e-commerce platforms utilize the twin date moment as a strategic momentum to increase interaction and transactions in a short time. In addition to creating a sense of urgency, twin date event promotions also create an impression of exclusivity that encourages consumers to feel the need to participate and on limited offer opportunities, such as flash sales or stock of goods that are only available in small quantities, making consumers afraid of missing out on this precious moment. This situation is in line with the Fear of Missing Out (FoMO) phenomenon, where consumers are encouraged to make impulsive purchases because they don't want to be left behind by others. According to Fumar et al. (2023), consumers who experience FoMO tend to act emotionally rather than rationally, so that purchasing decisions are made spontaneously without considering their actual needs. This is clearly seen when the twin date promo takes place, where many consumers buy items that were not initially planned just because they are tempted by offers that look "profitable" in a short time. As a result, consumer behavior and impulsive shopping are increasing, driven by the pressure not to miss the moment.

The success of the double date promo is inseparable from how e-commerce platforms utilize technology and consumer data to increase the effectiveness of this strategy. Shopee, for example, uses an algorithm that allows personalized offers based on search history, shopping carts, and user preferences. Consumers are not only offered general promos, but are also targeted with products that are relevant to their needs or interests. This further increases the likelihood of purchasing, especially when the promo is accompanied by an attractive display, time countdown, and real-time notifications that create the illusion of

limited time. For example, when consumers see information that "stock is running out" or "items are only available for one more hour," the urge to buy quickly becomes stronger. This strategy successfully manipulates consumer perceptions and turns urgency into impulsive decisions that generate significant profits for e-commerce platforms. However, on the other hand, the phenomenon of double date promos also has impacts that need to be considered, especially related to excessive consumerism behavior. Consumers who are trapped in this kind of promo cycle often ignore their personal financial condition to fulfill the urge to buy something impulsively. Many consumers end up buying items that are not really needed because they are tempted by big discounts and limited time. Maharani et al. (2022) emphasized that although double date promos are effective in increasing sales volume, this phenomenon also poses challenges in terms of financial literacy and self-control for consumers. Therefore, it is important for consumers to be wiser in dealing with this kind of marketing strategy, by understanding the psychological motives behind the urgency created. Thus, although double date promos have a positive impact on sellers and e-commerce platforms, educational efforts related to consumer behavior still need to be carried out so that a balance between needs and wants can be maintained.

Impulsive buying tendencies or impulsive buying trends are consumer behavior phenomena that often arise due to emotional and situational urges, where purchasing decisions are made without prior planning. Factors such as big discounts, attractive promotions, limited time offers, and psychological urges such as Fear of Missing Out (FoMO) are often the main triggers for this behavior (Azizah et al., 2022). Consumers tend to respond to these factors spontaneously, not based on real needs. In e-commerce, this situation is further strengthened by the presence of features such as flash sales, free shipping, and limited stock notifications that are deliberately designed to create a sense of urgency. Without careful calculation, consumers are encouraged to immediately buy the products offered, even though the item is not included in their initial shopping plan. Emotional factors such as momentary happiness due to getting goods at a cheaper price also strengthen this impulsive action.

Kurniawati and Muarti (2023) emphasized that impulsive buying behavior is increasingly prevalent along with the development of online shopping platforms that provide easy and fast access to transactions. E-commerce provides a barrier-free shopping environment, allowing consumers to buy products anytime and anywhere with just a few clicks. This eliminates the psychological barriers that usually arise in conventional shopping, such as longer thought processes and more planned decision-making. In addition, the existence of flexible payment features, such as pay later or installments without a credit card, also encourages consumers to make impulsive decisions. Kurniawati and Muarti (2023) also emphasized that discounts offered for a limited time, especially during double date promos, trigger feelings of fear of missing out. Ultimately, this encourages consumers to buy quickly even though they don't really need the product, creating a consumer cycle that is difficult to stop. This impulsive behavior is increasingly relevant among the younger generation, especially Generation Z, who are very active in the digital world and tend to spend more time on social media and e-commerce platforms (Pratiwi, 2023). This generation is highly susceptible to aggressive visual influences and online promotions, such as social media ads, algorithm-based product recommendations, and influencer reviews. All of these elements indirectly create an emotional urge to buy goods spontaneously. In addition, Generation Z is

known to have an instant gratification attitude, where instant gratification is the main priority. The desire to have goods quickly or certain experiences without waiting long makes them more easily encouraged to make impulsive purchases. Promotional events such as twin dates on e-commerce, with various attractive offers in a short time, further trigger this behavior, due to combination of a sense of urgency and high influence of FoMO among young people.

The consequences of this impulsive behavior itself need to be considered, both for individuals and the economy. For individuals, impulsive purchases often lead to regret later because the items purchased are not really needed or only provide momentary satisfaction. Pratiwi (2023) states that this can have an impact on personal financial management, where consumers end up spending more money than planned. At the macro level, increased consumer behavior due to the tendency to impulsive purchases can boost sales in the short term but does not guarantee consumer loyalty in the long term. Therefore, it is important to understand the psychological mechanisms behind this impulsive behavior, so that marketing strategies used by e-commerce can be more balanced and do not encourage excessive consumerism. With proper education, consumers are expected to be wiser in making purchasing decisions, even when faced with attractive offers that are temporary in nature.

This study focuses on how FoMO can mediate the influence of the date twin's promo event on the Shopee e-commerce platform on consumers' impulsive purchasing tendencies. This study aims to study the relationship between psychological factors, such as FoMO, and the marketing strategies implemented by Shopee to encourage impulsive behavior in consumers. By examining the interaction between FoMO and the twin date promo, this study is expected to provide a deeper insight into the factors that influence consumer purchasing decisions on e-commerce platforms, as well as provide recommendations for marketers to design better and more effective strategies in attracting consumer interest.

METHOD

This study uses a quantitative method that aims to test the influence and relationship between Shopee e-commerce twin promo event dates, fear of missing out (FoMO), and impulsive buying tendencies. The quantitative method was chosen because it allows objective measurement of the variables studied and can obtain more structured and measurable data. With this approach, researchers can analyze the relationship between variables statistically, resulting in more generalizable and applicable findings that are measured mathematically. This study adapts a model of the relationship between FoMO, promo events, and impulsive buying based on consumer behavior theory and relevant purchasing decision models. Research data were obtained through a survey distributed online to consumers who had shopped at Shopee during the Shopee twin promo date event.

Respondents were selected using a purposive sampling technique, which aims to select consumers who meet certain criteria, namely those aged between 18 and 35 years and actively shopping on e-commerce platforms, especially Shopee, during the promo period. The targeted sample size of 400 respondents was selected to ensure the reliability and validity of the research results. This sample also represents a broader consumer group, as noted in previous studies examining impulsive behavior in Indonesia (Kumparan Bisnis, 2023).

The instrument used in this study was a closed questionnaire consisting of several parts. The first part measures consumer perceptions of the Shopee Twins promo event, using a Likert scale to evaluate the extent to which the promo influences purchasing decisions. The

second part measures the level of fear of missing out (FoMO) felt by respondents, with items exploring feelings of worry about missing out on opportunities or big discounts at promo events. Meanwhile, the third part measures impulsive buying tendencies, which assess consumers' tendency to buy impulsively when shopping at Shopee. The use of a Likert scale facilitates quantitative data collection and provides results that are easy to analyze. After the data was collected, analysis was carried out using Structural Equation Modeling (SEM) to test the hypotheses that had been proposed. SEM was chosen because of its ability to test the relationship between complex variables at the same time, and to confirm the existence of a mediating effect by FoMO in the relationship between promo events and impulsive buying tendencies. Before conducting the analysis, the data was first tested for validity and reliability using the construct validity test and Cronbach's Alpha. The results of this study are expected to provide an overview of the role of promotional events and FoMO in influencing impulsive consumption behavior on e-commerce platforms such as Shopee.

RESULT AND DISCUSSION

Variables	Coefficient Correlation	Coefficient Determination (%)	Regression	t-test/F-test
FoMO against Impulsive Buying Tendency	0.65	42.25	0.33	7,802 (Significant)
Event Promo Date Twin against Impulsive Buying	0.72	51.84	0.38	8,193 (Significant)
FoMO as a Mediator between Promo Events and Impulsive Buying	0.78	60.84	0.42	9,045 (Significant)

The correlation coefficient of 0.65 indicates a strong positive relationship between Fear of Missing Out (FoMO) and impulsive buying tendencies. This means that the higher the level of FoMO experienced by consumers, the greater their tendency to make impulsive purchases. FoMO functions as a psychological drive that motivates individuals to buy goods or services they provide because it can improve their social status or fulfill their emotional needs, especially in situations where they feel threatened by missing out on opportunities or not being part of the latest ongoing trends.

The relationship between FoMO and impulsive buying tendencies is increasingly relevant in this digital era, where various promotions or discounts can trigger feelings of not wanting to be afraid of missing out. The amount of information shared through social media and e-commerce platforms influences consumers to immediately make purchasing decisions so as not to feel left behind.

Research by Dempsey et al. (2019) also revealed that feelings of worry or fear of being left behind can trigger excessive consumerism behavior, which often takes the form of impulsive buying. Consumers who experience FoMO tend to be more easily influenced by offers or products they search for online, without thinking about purchasing decisions carefully. In this study, researchers identified that the FoMO factor has a strong influence on impulsive purchases on e-commerce, especially on platforms that offer promotions or limited offers. The existence of this kind of promotion triggers a sense of urgency and increases

consumers' inability to resist in the face of opportunities that they consider to be very valuable opportunities. In other words, FoMO encourages individuals to act quickly, even though they do not need the product or even have no prior purchase plan. This strengthens the view that FoMO plays an important role in shaping uncontrolled consumerism behavior. In addition, this study shows that the greater the intensity of a person's interaction with an e-commerce platform, the stronger their FoMO feelings. Active use of social media and involvement in various online groups or communities that often discuss current promotions or trends increases exposure to offers that can trigger feelings of fear of missing out. Therefore, consumers are highly exposed to information related to promotions or trending items themselves which are higher for making impulsive purchases.

The relationship between FoMO and impulsive buying tendencies is also influenced by consumers' emotional factors. The fear of being left behind or not being able to follow developing social trends often creates a deep emotional urge to buy a product quickly. This is especially true for consumers who have a higher need for social validation, where they feel more valued or accepted by the social environment in which they follow the consumption of popular goods. Impulse buying influenced by FoMO not only has impact on short-term consumer behavior but can affect consumers' personal financial management in long term.

The study also noted that FoMO can act as a mediator that strengthens the influence of promotional events on impulsive behavior. Promotional events such as big discounts or special offers on twin dates, for example, have a greater appeal to consumers who experience FoMO. The fear of missing out on this limited opportunity increases their likelihood of making quick purchasing decisions without much rational consideration. In this case, FoMO acts as a psychological factor that exacerbates the tendency to buy items that may not be really needed. The coefficient of determination of 42.25% indicates that FoMO can explain about 42.25% of the variation in consumer impulsive behavior. The remaining 57.75% is likely influenced by other factors not included in this model. This shows that although FoMO has a significant influence on impulsive buying tendencies, there are still many other external factors that influence consumer behavior.

The regression value of 0.33 indicates that the relationship between FoMO and impulsive buying tendencies is generally positive but not too large. This means that every one unit increase in FoMO will increase the impulsive buying trend by 0.33 units. Although this figure can be said to be moderate, its influence is still quite significant in influencing consumer purchasing decisions on e-commerce platforms such as Shopee.

The t-test results show a value of 7,802 which is greater than the t-table value at a significance level of 5%. This shows that the relationship between FoMO and impulsive buying tendencies is significant. In other words, FoMO plays an important role in shaping consumer trends to make impulsive purchases on e-commerce, especially when there are attractive promos on offer.

The twin date promo event on Shopee shows a correlation coefficient of 0.72 which indicates a strong and positive relationship between promo events and impulsive buying tendencies. This shows that when there is a twin date promo, consumers are more likely to buy products without careful planning. This phenomenon is widely observed in various e-commerce in Indonesia, where massive promotions such as twin dates encourage consumers to buy impulsively (Maharani et al., 2022). The determination coefficient of 51.84% shows that the twin date event promo can explain more than half of the variation in consumer

impulsive behavior. This confirms that the promo has a very large influence on impulsive purchasing decisions. However, the remaining 48.16% is still influenced by other factors such as consumer personal preferences, product availability, and other psychological factors.

The regression value of 0.38 indicates that every one unit increase in the influence of the twin date promo event will increase the tendency of impulsive purchases by 0.38 units. This figure shows that the twin date event promo has a large positive influence on the tendency of impulsive purchases. Along with the increasing frequency of promotions provided by Shopee, it is likely that consumers will be increasingly moved to buy products without consideration.

The t-test results show a value of 8.193 which is greater than the t-table value at a significance level of 5%, confirming that the twin date event promo has a significant influence on the tendency of impulsive purchases. These results support previous findings which state that big promos often trigger impulsive buying behavior among consumers (Kurniawati & Muarti, 2023). The correlation coefficient of 0.78 indicates that FoMO plays a very important role as a mediator between twin date promo events and impulsive buying tendencies. The higher the FoMO felt by consumers, the greater the impact of the promo event on the twin dates on their impulsive buying decisions. FoMO encourages consumers to buy products on certain promotions because they are afraid of losing opportunities or social status if they do not (Nasr et al., 2023).

The coefficient of determination of 60.84% shows that FoMO as a mediator can explain more than 60% of the variation in impulsive buying tendencies influenced by promotional events on twin dates. This shows that the role of FoMO is very large in strengthening the influence of promotions on impulsive buying.

This model also shows that without a sense of FoMO, the influence of promotions on impulsive buying will be lower. The regression value of 0.42 shows that FoMO is a mediator to strengthen the relationship between promo event dates twins and impulsive buying tendencies. Every one unit increase in FoMO will increase the influence of promo date twins on impulsive buying by 0.42 units. This underscores the importance of psychological aspects in triggering impulsive behavior when there is a promo.

The t-test result with a value of 9.045 shows that the role of FoMO as a mediator between promo event dates twins and impulsive buying tendencies is very significant. This strengthens the understanding that psychological factors such as FoMO greatly influence consumer decisions to buy when there is a tempting promo.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that Fear of Missing Out (FoMO) plays a significant role in mediating the influence of the Shopee e-commerce twin promo date event on impulsive buying tendencies. The results of the study show that FoMO, both directly and as a mediator, has a strong relationship with consumers' impulsive buying tendencies, with a high correlation coefficient and a large determination coefficient value, indicating that FoMO is able to explain most of the variations in impulsive behavior that occurs. The promo date twins event has also been shown to strengthen the tendency of impulsive buying, and FoMO further increases its influence. Positive regression values and significant t-test results indicate that both variables, namely FoMO and the promo date twins event, make a major contribution to encouraging impulsive behavior in e-

commerce consumers. These findings underscore the importance of psychological factors in influencing purchasing decisions and provide practical insights for e-commerce business actors in designing marketing strategies that utilize the psychological aspects of consumers.

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