

THE INFLUENCE OF FEAR OF MISSING OUT (FOMO) ON ONLINE IMPULSIVE BUYING BEHAVIOR AMONG GENERATION Z

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ABSTRACT

The advancement of digital technologies and the widespread adoption of social media have reshaped consumer purchasing patterns, particularly among Generation Z, which is recognized as one of the most digitally engaged demographic groups. The growing popularity of e-commerce and social commerce platforms has created an environment that facilitates faster and more spontaneous purchasing decisions. Among the psychological drivers associated with this phenomenon is Fear of Missing Out (FOMO), a condition characterized by concerns about being left behind in obtaining information, trends, promotions, or experiences that are perceived as important by others. Within the online shopping environment, FOMO is believed to play a significant role in stimulating impulsive purchasing behavior. This study seeks to investigate the effect of Fear of Missing Out (FOMO) on online impulsive buying behavior among Generation Z consumers. A quantitative research design was adopted, utilizing a survey-based approach for data collection. Information was gathered through questionnaires administered to Generation Z individuals who actively engage with social media and online shopping platforms. Respondents were selected using purposive sampling, and the collected data were analyzed through simple linear regression to evaluate the influence of FOMO on impulsive buying behavior. The findings of this study are expected to provide valuable implications for companies and digital marketing practitioners in understanding the psychological factors underlying consumer purchasing decisions in digital marketplaces. In addition, the research is intended to enrich the existing literature on marketing management, particularly in the fields of consumer behavior, digital marketing, and online purchasing behavior.

Keywords: Fear of Missing Out, FOMO, Online Impulsive Buying Behavior, Generation Z, Consumer Behavior, Digital Marketing

1. INTRODUCTION

The rapid development of digital technology has fundamentally reshaped consumer behavior in contemporary society. The widespread adoption of internet-based technologies,

social media platforms, and e-commerce applications has created an interconnected digital ecosystem in which information, entertainment, and commercial activities are increasingly integrated. In this environment, consumers are no longer passive recipients of marketing messages but active participants in digital interactions that continuously influence their preferences and purchasing decisions. This transformation is particularly evident among Generation Z, who have grown up in a fully digital environment and are highly dependent on online platforms for communication, information seeking, entertainment, and consumption activities (Charles & Immanuel, 2025).

The expansion of e-commerce and social commerce platforms has further intensified this shift in consumer behavior. Modern digital marketplaces are designed with various persuasive features such as flash sales, limited-time promotions, personalized recommendations, influencer marketing, and real-time notifications. These features are strategically developed to stimulate urgency and accelerate decision-making processes. While such mechanisms enhance convenience and accessibility, they also increase the likelihood of impulsive purchasing behavior among consumers.

Impulsive buying behavior in online contexts is defined as spontaneous, unplanned purchasing decisions that are driven more by emotional responses than rational evaluation. In digital environments, consumers are continuously exposed to persuasive stimuli that can trigger immediate purchase intentions without prior planning. The ease of access to online shopping platforms, combined with constant exposure to promotional content, further strengthens the tendency toward impulsive consumption behavior, particularly among highly engaged digital users (Sofiana & Hayu, 2025).

Recent studies suggest that psychological determinants are important factors in understanding impulsive purchasing behavior in online environments. One of the most widely discussed constructs in contemporary digital consumer research is Fear of Missing Out (FOMO). According to Przybylski et al. (2013), FOMO describes a persistent feeling of concern that other individuals may be enjoying valuable experiences, opportunities, or events that one is not participating in. Within the context of online shopping, this psychological condition may lead consumers to worry about missing attractive promotions, popular products, exclusive deals, or purchasing experiences that receive positive social recognition.

The role of FOMO has become increasingly significant in the digital era due to the nature of social media platforms, which continuously expose users to curated lifestyles, consumption patterns, and real-time updates from peers and influencers. This constant exposure intensifies social comparison processes and creates psychological pressure to participate in emerging trends. As a result, consumers may engage in purchasing behavior not based on actual need, but rather driven by perceived social urgency and fear of exclusion (Juliandhani & Tjahjawati, 2025).

Empirical studies have consistently demonstrated the influence of FOMO on impulsive buying behavior. Hong-Ngoc (2025) found that FOMO significantly affects impulsive purchasing behavior among TikTok Shop users, particularly through dimensions related to belongingness and anxiety of isolation. Similarly, Sofiana and Hayu (2025) reported that FOMO is the most dominant predictor of impulsive buying behavior among Generation Z consumers on TikTok and Instagram, exceeding the influence of other behavioral factors. Furthermore, Juliandhani and Tjahjawati (2025) revealed that although FOMO influences both Millennials and Generation Z, its effect is significantly stronger among Generation Z due to higher digital engagement levels.

In addition, Lazuardi and Usman (2024) confirmed that FOMO-based marketing strategies significantly increase impulsive buying behavior among Generation Z TikTok users, emphasizing the role of emotional triggers and social influence. Charles and Immanuel (2025) further demonstrated that FOMO not only drives impulsive buying behavior but also contributes to post-purchase dissonance among Generation Z consumers, indicating both behavioral and psychological consequences of FOMO-driven consumption.

Despite the growing body of literature, several gaps remain. First, many previous studies examine FOMO within complex structural models involving mediating variables such as perceived value, materialism, eWOM, influencers, and shopping lifestyle, which may obscure the direct relationship between FOMO and impulsive buying behavior (Charles & Immanuel, 2025; Sofiana & Hayu, 2025). Second, prior research is often context-specific, focusing on particular platforms such as TikTok Shop, which limits the generalizability of findings across broader online shopping environments (Hong-Ngoc, 2025). Third, given the rapid evolution of digital ecosystems, continuous empirical updates are needed to better understand current consumer behavior patterns, particularly among Generation Z as the dominant digital consumer group.

To address the limitations identified in previous studies, this research investigates the direct relationship between Fear of Missing Out (FOMO) and online impulsive buying behavior among Generation Z consumers within digital commerce settings. By concentrating specifically on FOMO as the key explanatory factor, the study seeks to generate more robust empirical evidence regarding its role in shaping spontaneous purchasing decisions in online marketplaces.

Theoretically, this research contributes to the literature on consumer behavior, digital marketing, and psychological decision-making by strengthening the understanding of FOMO as a core determinant of online impulsive buying behavior. Practically, the findings are expected to assist marketers, e-commerce platforms, and digital business practitioners in designing more effective marketing strategies that align with consumer psychological tendencies while promoting more responsible consumption behavior.

Therefore, this study addresses the following research question: *To what extent does Fear of Missing Out (FOMO) influence online impulsive buying behavior among Generation Z consumers?*

The originality of this study lies in its focus on the direct relationship between FOMO and online impulsive buying behavior within a general online shopping context, rather than platform-specific or multi-variable complex models. This provides a more focused and updated understanding of how psychological mechanisms, particularly FOMO, shape impulsive purchasing behavior in the digital era among Generation Z.

2. LITERATURE REVIEW

The literature review presents a structured discussion of prior studies related to Fear of Missing Out (FOMO) and online impulsive buying behavior among Generation Z consumers. It also highlights relevant theoretical foundations and identifies gaps in the existing literature that support the focus of this study.

2.1 Online Impulsive Buying Behavior

Online impulsive buying behavior refers to unplanned and spontaneous purchasing decisions in digital environments, which are primarily driven by emotional responses rather than rational evaluation. The development of e-commerce and social commerce platforms has significantly increased this behavior through various persuasive features such as flash sales, limited-time offers, personalized recommendations, and influencer marketing strategies.

Previous studies indicate that Generation Z consumers are highly susceptible to impulsive buying behavior due to their intensive exposure to digital platforms and promotional content (Sofiana & Hayu, 2025). However, much of the existing literature focuses on external marketing stimuli, while internal psychological drivers remain less explored.

2.2 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is defined as a psychological condition characterized by anxiety that others are experiencing rewarding events, trends, or opportunities from which one is absent (Przybylski et al., 2013). In digital contexts, FOMO emerges from continuous exposure to social media content, peer activities, and influencer-driven consumption trends.

Hong-Ngoc (2025) explains that FOMO consists of two main dimensions, namely the desire for belonging and anxiety of isolation, which are strengthened by platform features such as flash sales, real-time engagement metrics, and social validation signals. These mechanisms create urgency and increase the likelihood of impulsive decision-making in online shopping environments.

2.3 Generation Z and Digital Consumer Behavior

Generation Z is a digital-native generation characterized by high engagement with social media platforms and e-commerce ecosystems. Their purchasing behavior is strongly influenced by social comparison, peer influence, and trending online content.

Juliandhani and Tjahjawati (2025) found that FOMO has a stronger impact on Generation Z compared to Millennials due to higher levels of digital exposure and constant connectivity. This condition makes Generation Z more vulnerable to psychological triggers that influence impulsive consumption behavior.

2.4 Empirical Evidence on FOMO and Impulsive Buying

Several empirical studies have consistently demonstrated the significant relationship between FOMO and online impulsive buying behavior. Hong-Ngoc (2025) found that FOMO significantly influences impulsive buying behavior among TikTok Shop users, particularly through psychological dimensions related to social belonging and exclusion anxiety.

Similarly, Sofiana and Hayu (2025) identified FOMO as the most dominant factor influencing impulsive buying behavior among Generation Z compared to other variables such as shopping lifestyle and discount sensitivity. This indicates that psychological factors may have stronger explanatory power than economic incentives in digital purchasing behavior. Lazuardi and Usman (2024) also confirmed that FOMO-based marketing strategies significantly increase impulsive buying behavior among Generation Z TikTok users. In addition, Charles and Immanuel (2025) found that FOMO not only influences impulsive buying behavior but also contributes to post-purchase dissonance, indicating broader psychological consequences of FOMO-driven consumption. Despite these consistent findings, most previous studies incorporate additional mediating or moderating variables such as perceived value, materialism, eWOM, and influencer marketing, which may reduce clarity regarding the direct effect of FOMO on impulsive buying behavior.

2.5 Research Gap

Based on the reviewed literature, three main gaps are identified. First, limited studies focus specifically on the direct relationship between FOMO and online impulsive buying behavior without involving complex mediating variables. Second, many studies are restricted to specific platforms such as TikTok Shop, limiting the generalizability of findings across broader digital shopping environments. Third, there is a need for updated empirical evidence that reflects the evolving behavior of Generation Z in increasingly dynamic digital ecosystems. Therefore, a more focused examination is required to understand how FOMO directly influences impulsive buying behavior among Generation Z consumers in online shopping contexts.

2.6 Theoretical Foundation

This study is grounded in Consumer Behavior Theory, which explains how individuals make decisions in allocating resources such as money and attention in consumption activities.

In digital environments, these decisions are not only influenced by external marketing stimuli but also by internal psychological states.

In addition, Social Comparison Theory proposed by Leon Festinger suggests that individuals tend to assess their own circumstances and achievements by comparing them with those of others. The widespread use of social media amplifies this tendency, as users are constantly exposed to carefully selected representations of lifestyles, experiences, and consumption activities. Moreover, the Stimulus–Organism–Response Theory framework explains that external stimuli, such as online promotional messages and social media content, can influence an individual’s internal psychological condition, including the emergence of FOMO. These psychological reactions may subsequently lead to behavioral outcomes, one of which is impulsive purchasing behavior.

2.7 Conceptual Direction and Hypothesis Statement

Based on the theoretical foundation and empirical evidence, FOMO is consistently identified as a key psychological factor influencing consumer behavior in digital environments. The interaction between social comparison processes, digital stimuli, and emotional arousal increases the likelihood of impulsive purchasing behavior, particularly among Generation Z consumers. Therefore, this study proposes the following hypothesis:

H1: Fear of Missing Out (FOMO) has a positive and significant influence on online impulsive buying behavior among Generation Z.

3. METHODS

This research adopts a quantitative methodology to investigate the relationship between Fear of Missing Out (FOMO) and online impulsive buying behavior among Generation Z consumers. The quantitative approach enables the study to evaluate the association between the variables through statistical techniques and to generate empirical evidence regarding the role of FOMO in influencing consumer behavior within digital environments.

3.1 Research Variables

This study consists of two main variables. The independent variable is Fear of Missing Out (FOMO), while the dependent variable is online impulsive buying behavior. FOMO is measured through three dimensions, namely: (1) social belongingness, (2) anxiety of isolation, and (3) social comparison. Meanwhile, online impulsive buying behavior is measured through three dimensions, namely: (1) spontaneity, (2) emotional trigger, and (3) urgency and scarcity effect.

3.2 Population and Sample

The target population of this research comprises Generation Z individuals who regularly engage with social media and online shopping platforms as part of their daily routines. A total of 100 respondents were included in the study sample. Participants were selected through a

purposive sampling method, with eligibility determined according to specific criteria established by the researcher. (1) belonging to Generation Z age group, (2) actively using e-commerce platforms, and (3) having experience in making online purchases.

3.3 Data Collection Technique

The data for this study were gathered through a questionnaire administered to the selected respondents. The instrument contained a series of structured statements evaluated using a Likert scale, ranging from strongly disagree to strongly agree. The questionnaire was developed to assess respondents' perceptions of Fear of Missing Out (FOMO) as well as their tendencies toward impulsive purchasing behavior in online shopping environments.

3.4 Research Model

This study uses a simple linear regression model to analyze the influence of Fear of Missing Out (FOMO) on online impulsive buying behavior. The regression model is formulated as follows:

$$Y = a + bX + e$$

Where:

Y = Online impulsive buying behavior

X = Fear of Missing Out (FOMO)

a = Constant

b = Regression coefficient

e = Error term

The model is used to determine whether FOMO has a significant effect on impulsive buying behavior among Generation Z consumers in online shopping environments.

3.5 Data Analysis Technique

The collected data were analyzed using IBM SPSS Statistics Version 26. The analytical procedure involved several stages, including descriptive statistical analysis, testing of classical assumptions, and simple linear regression to examine the relationship between the research variables.

3.5.1 Classical Assumption Test

To ensure the validity of the regression model, classical assumption tests are conducted, including:

- Normality Test: used to determine whether the residuals are normally distributed. The Kolmogorov-Smirnov test and/or normal probability plot are applied to assess data normality.

- Heteroskedasticity Test: used to examine whether there is inequality of variance in the residuals. The Glejser test or scatterplot analysis is used to detect the presence of heteroskedasticity.

The model is considered appropriate for regression analysis if the data meet both assumptions.

3.5.2 Simple Linear Regression Analysis

Simple linear regression analysis is used to test the effect of FOMO on online impulsive buying behavior. The significance of the relationship is evaluated based on the t-test and significance value (p-value). A significance level of 0.05 is used as the threshold for hypothesis evaluation.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

Descriptive statistical analysis was performed to illustrate respondents' perceptions of Fear of Missing Out (FOMO) and Online Impulsive Buying Behavior. A summary of the descriptive findings is presented in Table 1.

Table 1. Descriptive Statistics of Research Variables

Variable	Mean	Category
Fear of Missing Out (FOMO)	4.04	High
Online Impulsive Buying Behavior	3.89	High

Source: Processed Data (2026)

Based on Table 1, the Fear of Missing Out (FOMO) variable obtained a mean score of 4.04, indicating a high level of FOMO among Generation Z respondents. This finding suggests that respondents tend to experience concerns about missing trends, information, promotions, and opportunities available in digital environments. Meanwhile, Online Impulsive Buying Behavior obtained a mean score of 3.89, which is also categorized as high. This result indicates that respondents have a relatively strong tendency to make spontaneous purchasing decisions when shopping online. Overall, the findings show that both FOMO and online impulsive buying behavior are prevalent among Generation Z consumers.

4.2 Classical Assumption Tests

4.2.1 Normality Test

The normality assumption was assessed using the Kolmogorov–Smirnov test to evaluate whether the residuals generated by the regression model followed a normal distribution. The results of the normality test are reported in Table 2.

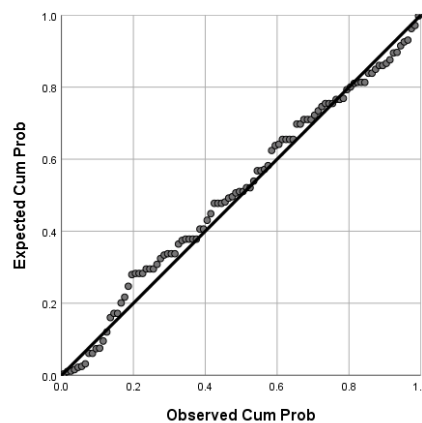
Table 2. Normality Test Results

Indicator	Value
Kolmogorov-Smirnov Statistic	0.088
Asymp. Sig. (2-tailed)	0.052
Conclusion	Normally Distributed

Source: Processed Data (2026)

Based on Table 2, the Asymp. Sig. (2-tailed) value is 0.052, which is greater than the significance level of 0.05. Therefore, the residuals are normally distributed, indicating that the normality assumption has been fulfilled.

The Normal P-P Plot in Figure 1 further supports the results of the normality test. As the residual points are concentrated around the diagonal line, the pattern indicates that the residuals follow an approximately normal distribution and satisfy the required assumption for regression analysis.


Figure 1. Normal Probability Plot

Source: Processed Data (2026)

4.2.2 Heteroscedasticity Test

To examine whether heteroscedasticity existed in the model, the Glejser method was employed. The outcomes of the test are reported in Table 3.

Table 3. Heteroscedasticity Test Results

Variable	Sig.
Fear of Missing Out (FOMO)	0.288
Conclusion	No Heteroscedasticity

Source: Processed Data (2026)

The results reveal that the FOMO variable has a significance value of 0.288, exceeding the 5 percent significance level. Since the probability value is above 0.05, heteroscedasticity is not present in the model. Therefore, the regression model can be considered appropriate for further analysis because the assumption of homoscedasticity has been satisfied.

4.3 Regression Analysis

A simple linear regression approach was adopted to analyze the predictive effect of Fear of Missing Out (FOMO) on Online Impulsive Buying Behavior among Generation Z. This technique enabled the study to quantify the extent to which FOMO explains variations in consumers' impulsive purchasing behavior within digital shopping environments.

Table 4. Simple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.025	2.407	-	1.257	0.212
	FOMO	0.879	0.066	0.804	13.406	0.000

Source: Processed Data (2026)

Based on Table 4, the regression equation can be formulated as follows:

$$Y = -3.025 + 0.879X$$

where:

- Y = Online Impulsive Buying Behavior
- X = Fear of Missing Out (FOMO)

The regression coefficient of FOMO is positive (0.879), indicating that an increase in FOMO is associated with an increase in Online Impulsive Buying Behavior. This finding suggests that consumers who experience stronger feelings of missing out on trends, promotions, and social experiences are more likely to engage in impulsive purchasing behavior in online shopping environments.

Furthermore, the t-value for the FOMO variable is 13.406 with a significance value of 0.000, which is lower than 0.05. Therefore, FOMO has a positive and significant effect on Online Impulsive Buying Behavior among Generation Z consumers.

4.4 Coefficient of Determination

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	0.804	0.647	0.644

Source: Processed Data (2026)

According to the results reported in Table 5, the coefficient of determination (R^2) reaches 0.647, demonstrating that Fear of Missing Out (FOMO) explains 64.7% of the variability in Online Impulsive Buying Behavior among respondents. This result indicates that FOMO serves as a substantial predictor of impulsive purchasing tendencies in online environments. Nevertheless, 35.3% of the observed variation remains unexplained by the model and may be associated with other influential factors, such as social media influencer exposure, promotional effectiveness, shopping-oriented lifestyles, materialistic values, electronic word-of-mouth, and additional

psychological characteristics. Moreover, the correlation coefficient ($R = 0.804$) indicates a strong positive relationship, suggesting that higher levels of FOMO are associated with greater tendencies toward impulsive online purchasing.

4.5 Hypothesis Testing

Table 6. Hypothesis Testing Results

Hypothesis	t-value	Sig.	Decision
Fear of Missing Out (FOMO) → Online Impulsive Buying Behavior	13.406	0.000	Supported

Source: Processed Data (2026)

The hypothesis testing results show that Fear of Missing Out (FOMO) has a positive and significant effect on Online Impulsive Buying Behavior, as indicated by a significance value of 0.000, which is lower than 0.05. Therefore, the proposed hypothesis is accepted. These findings suggest that higher levels of FOMO among Generation Z consumers tend to increase their likelihood of making impulsive purchasing decisions in online shopping environments. The results support previous studies that identified FOMO as an important psychological factor influencing consumer behavior in digital marketplaces.

4.6 Discussion

The results of this study indicate that Fear of Missing Out (FOMO) has a positive and significant effect on Online Impulsive Buying Behavior among Generation Z consumers. The positive regression coefficient demonstrates that an increase in FOMO is associated with a higher tendency to engage in impulsive purchasing behavior in online shopping environments. These findings suggest that psychological concerns about missing trends, promotions, information, or experiences available in digital platforms can encourage Generation Z consumers to make spontaneous purchasing decisions without extensive evaluation.

From a theoretical perspective, these findings are consistent with the concept of Fear of Missing Out proposed by Przybylski et al. (2013), which explains that individuals tend to experience anxiety when they perceive that others are obtaining rewarding experiences, information, or opportunities from which they are absent. In digital environments, this anxiety motivates individuals to remain continuously connected to social media and online platforms in order to avoid being left behind. As a consequence, consumers become more responsive to digital stimuli such as flash sales, limited-time offers, trending products, and influencer recommendations, which may trigger impulsive buying behavior.

The findings can also be explained through the Stimulus–Organism–Response (SOR) framework. Within this perspective, digital marketing stimuli such as promotional messages, social media content, online reviews, and trend-related information function as external stimuli. These stimuli generate internal psychological responses in the form of FOMO, which subsequently influence behavioral outcomes, namely impulsive purchasing decisions. Generation Z, as digital natives, is particularly vulnerable to such stimuli because of their

intensive engagement with social media and online shopping platforms. Consequently, the desire to remain socially connected and up to date with current trends may encourage immediate purchasing behavior without careful consideration.

The strong relationship observed in this study is reflected by the coefficient of determination (R^2) of 64.7%, indicating that FOMO explains a substantial proportion of variation in Online Impulsive Buying Behavior among Generation Z respondents. This finding suggests that FOMO is not merely a complementary psychological factor but rather one of the key determinants of impulsive purchasing behavior in digital commerce environments. Nevertheless, approximately 35.3% of the variation remains unexplained by the model, indicating that other factors such as social media influencers, discounts, shopping lifestyle, electronic word-of-mouth, materialism, and perceived value may also contribute to impulsive buying behavior.

The findings of this study are in line with Hong-Ngoc (2025), who found that FOMO significantly influences impulsive buying behavior among TikTok Shop users. The study demonstrated that the dimensions of desire for belonging and anxiety of isolation play important roles in stimulating impulsive purchasing decisions, particularly when consumers are exposed to flash sales and social validation features. Similarly, Sofiana and Hayu (2025) reported that FOMO was the strongest predictor of impulse buying among Generation Z consumers using TikTok and Instagram, exceeding the influence of shopping lifestyle. These findings reinforce the argument that psychological pressure associated with missing opportunities is a major driver of online impulsive consumption.

Furthermore, the results support the findings of Juliandhani and Tjahjawati (2025), who revealed that FOMO significantly affects impulse buying behavior among both Millennials and Generation Z, with a stronger effect observed among Generation Z. This stronger effect is attributed to Generation Z's greater exposure to digital technologies and social media. Likewise, Lazuardi and Usman (2024) found that FOMO marketing significantly increases impulsive purchasing behavior among Indonesian Generation Z TikTok users by creating a sense of urgency and encouraging consumers to act quickly before opportunities disappear.

The findings are also consistent with Charles and Immanuel (2025), who concluded that FOMO significantly influences online impulse buying among Indonesian Generation Z consumers and subsequently contributes to post-purchase dissonance. Their study suggests that consumers often make purchases driven by emotional pressure and fear of being left behind rather than by actual needs. This condition further confirms that FOMO serves as an important psychological mechanism underlying impulsive consumption behavior in digital marketplaces.

From a practical perspective, the findings imply that businesses and digital marketers can utilize FOMO-based marketing strategies to increase consumer engagement and purchasing intentions. Features such as limited-time promotions, exclusive product releases, countdown timers, and trend-based campaigns can effectively stimulate consumers' sense of urgency.

However, these strategies should be implemented responsibly to avoid encouraging excessive or compulsive purchasing behavior. Ethical marketing practices are increasingly important as consumers become more exposed to persuasive digital environments.

Overall, this study highlights the importance of understanding psychological factors in explaining consumer behavior in the digital era. The significant influence of FOMO on Online Impulsive Buying Behavior demonstrates that purchasing decisions among Generation Z are not solely driven by functional product attributes but are also strongly shaped by social influences, emotional responses, and the desire to remain connected with evolving digital trends. Therefore, FOMO represents a critical factor that should be considered by both researchers and practitioners seeking to understand and manage consumer behavior in contemporary online shopping environments.

5. CONCLUSION AND LIMITATION

This study aims to examine the effect of Fear of Missing Out (FOMO) on Online Impulsive Buying Behavior among Generation Z consumers. Based on the results of the analysis, it can be concluded that FOMO has a positive and significant effect on Online Impulsive Buying Behavior. The findings indicate that higher levels of FOMO tend to increase the likelihood of Generation Z consumers making spontaneous and unplanned purchases in online shopping environments. This condition reflects the tendency of consumers to respond emotionally to trends, promotions, and social information circulating on digital platforms, leading them to make immediate purchasing decisions to avoid missing opportunities or experiences perceived as valuable.

The findings further highlight the significant influence of psychological factors on consumer decision-making in contemporary digital environments. As a generation that has grown up alongside digital technology, Generation Z is continuously exposed to social media interactions, influencer-generated content, peer consumption activities, and various online promotional campaigns. Such exposure may strengthen feelings of Fear of Missing Out (FOMO), which can subsequently increase the likelihood of impulsive purchasing behavior. In addition, this study enriches the literature on consumer behavior and digital marketing by offering empirical evidence of the relationship between FOMO and Online Impulsive Buying Behavior among Generation Z consumers. From a managerial standpoint, the results provide useful insights for marketers and e-commerce practitioners seeking to understand the psychological drivers of purchasing decisions and to develop more effective digital marketing initiatives while adhering to ethical marketing principles.

Notwithstanding its contributions, this study is subject to several limitations. First, the analysis focuses exclusively on FOMO as the predictor variable, whereas impulsive online purchasing behavior may also be shaped by numerous psychological and marketing-related factors, including influencer endorsements, electronic word-of-mouth, shopping-oriented lifestyles, materialistic values, perceived benefits, promotional discounts, and individual self-

control. Second, the research is limited to Generation Z respondents, which may restrict the generalizability of the findings to other age cohorts such as Millennials and Generation X. Third, the use of a simple linear regression framework confines the analysis to the direct effect of FOMO on Online Impulsive Buying Behavior. Therefore, future studies are encouraged to incorporate additional explanatory variables, explore potential mediating and moderating effects, and employ more advanced analytical techniques, such as multiple regression analysis or Structural Equation Modeling (SEM), to achieve a more comprehensive understanding of consumer purchasing behavior in digital marketplace settings.

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