



## **FEAR OF MISSING OUT (FOMO), SOCIAL MEDIA MARKETING, AND IMPULSIVE BUYING ON Z GENERATION**

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### **ABSTRACT**

*The objective of this study is to analyze the impact of the Fear of Missing Out (FOMO), driven by social media marketing strategies, on the impulsive buying decisions of Generation Z consumers. Specifically, the research focuses on Shopee users in Surakarta. This study employs a quantitative approach using a survey design, with data collected through an online questionnaire from 402 respondents. The findings reveal that FOMO, amplified by social media marketing elements such as exclusive promotions, flash sales, and interactions within online communities, significantly influences impulsive buying behavior. The Stimulus-Organism-Response (S-O-R) model is used to illustrate how social media marketing acts as a stimulus that affects consumers' emotional states (the organism), ultimately leading to impulsive purchasing decisions as a response. These findings contribute significantly to the literature on digital consumer behavior in Indonesia and offer strategic insights for businesses in designing effective marketing campaigns through social media.*

*Keywords: Fear of Missing Out (FOMO), Social Media Marketing, Purchase Decision, Impulsivity, Generation Z*

### **ABSTRAK**

Tujuan dari penelitian ini adalah untuk menganalisis dampak dari Fear of Missing Out (FOMO), yang didorong oleh strategi pemasaran media sosial, terhadap keputusan pembelian impulsif konsumen Generasi Z. Secara khusus, penelitian ini berfokus pada pengguna Shopee di Surakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan desain survei, dengan data yang dikumpulkan melalui kuesioner online dari 402 responden. Temuan penelitian mengungkapkan bahwa FOMO, yang diperkuat oleh elemen pemasaran media sosial seperti promosi eksklusif, flash sale, dan interaksi dalam komunitas online, secara signifikan mempengaruhi perilaku pembelian impulsif. Model Stimulus-Organisme-Respon (S-O-R) digunakan untuk menggambarkan bagaimana pemasaran media sosial bertindak sebagai stimulus yang memengaruhi kondisi emosional konsumen (organisme), yang pada akhirnya mengarah pada keputusan pembelian impulsif sebagai respon. Temuan ini memberikan kontribusi yang signifikan terhadap literatur tentang perilaku konsumen digital di Indonesia dan menawarkan wawasan strategis bagi pelaku bisnis dalam merancang kampanye pemasaran yang efektif melalui media sosial.

Kata kunci: Fear of Missing Out (FOMO), Pemasaran Media Sosial, Keputusan Pembelian, Impulsif, Generasi Z

### **1. INTRODUCTION**



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Digital technology has changed how people communicate, interact, and shop, with social media becoming a strategic platform in Social Media Marketing (SMM) digital marketing. The number of global social media users has exceeded 4.7 billion, creating a vast potential market for brands to reach consumers (Hootsuite, 2025). One of the psychological phenomena utilized in SMM is Fear of Missing Out (FOMO), which is the anxiety of missing out on exciting opportunities or experiences. FOMO is often amplified by activities on social media, encouraging individuals, especially Generation Z, to make impulse purchases (Asyifa et al., 2024). The survey showed that 65.5% of respondents experienced FOMO at a moderate level, with 59% exhibiting impulse buying behavior.

This study uses the Stimulus-Organism-Response (S-O-R) Model (Mehrabian & Russell, 1974) to describe how promotional content and social media marketing activities by Shopee act as a stimulus that triggers an internal emotional reaction in the form of FOMO in consumers, especially Generation Z who are highly connected to the digital world (Przybylski et al., 2013; Abel et al., 2016). These visual stimuli and intense online community interactions promote the fear of missing out and anxiety due to limited offers, which further results in impulse buying behavior (Rook, 1987; Verhagen et al., 2014). Thus, the S-O-R Model provides a comprehensive theoretical framework for understanding how social media marketing can transform emotional states into impulse buying decisions in today's digital context.

Impulsive buying is a purchasing behavior that occurs spontaneously and without careful planning, which is triggered by the interaction between environmental, psychological, and social factors. According to (Rook, 1987), impulse buying can be caused by situational stimuli that activate emotional and hedonistic responses, such as limited offers, sudden discounts, and visually appealing product displays. In addition, psychological aspects such as mood, pleasure-seeking tendencies, and the need to fulfill deep desires also play a role in encouraging impulse buying (Beatty & Elizabeth Ferrell, 1998).

Fear of Missing Out contributes significantly to impulsive buying because it creates anxiety and fear of missing out on valuable opportunities that are trending. Research by Przybylski et al. (2013) shows that FOMO triggers a negative emotional response that encourages individuals to take immediate action so as not to feel left behind. Similarly, Abel et al. (2016) found that social pressure and comparison with others who continuously get attractive offers on social media can exacerbate feelings of FOMO, so consumers tend to make purchases without considering the consequences. FOMO can be utilized in social media marketing because, according to the Stimulus-Organism-Response model (Mehrabian & Russell, 1974), external stimuli such as limited offers, exclusive posts, and promotional notifications trigger internal emotional reactions, the fear of missing out that increase anxiety and urgency in decision-making. In the digital context, social media marketing strategies that emphasize limited-time offers, flash sales, and positive testimonials further intensify the perception of urgency, thus increasing the tendency of impulsive buying among consumers, especially Generation Z (Verhagen et al., 2014).

The selection of Shopee as the e-commerce platform in this study is supported by its dominant position in the Indonesian market with comprehensive social media marketing features. Shopee combines digital marketing strategies with social features that create an ideal environment for the emergence of FOMO in consumers. In line with research (H. Gunawan & Andara, 2025), e-commerce platforms that integrate influencer marketing and online advertising significantly influence impulse buying behavior through the mediation of FOMO. Generation Z was chosen because of its unique characteristics as a digital native who was born after 1995 and grew up with digital technology. According to research (Safitri et al., 2024), "the high intensity of social media use contributes to Generation Z's



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social comparison," which increases their vulnerability to FOMO. This is reinforced by (Rizky et al., 2024), who define FOMO as "the fear of missing out on enjoyable or rewarding experiences experienced by others," which can encourage impulse buying to avoid feeling left behind by popular trends.

Surakarta city presents a strategic geographical context for this study due to its representation as a medium-sized city with significant internet penetration and e-commerce adoption. This allows the researcher to analyze the phenomenon of FOMO in an urban population with digital access yet still maintaining diverse socio-economic characteristics. As indicated in the study (Perdana et al., 2024), the FOMO phenomenon is "powered by the power of social media" and "occurs due to several factors such as internet usage tendency, intensity influenced by duration and frequency and the desire to connect with others." The choice of Surakarta is also in line with the research methodology of Gunawan et al. (2025), who applied a quantitative approach with a cross-sectional survey design to analyze digital consumption behavior in certain demographic groups. With a digitally active Generation Z population in Surakarta, this study can identify specific patterns of how FOMO in the context of Shopee's social media marketing influences impulse purchase decisions, thus making a significant contribution to Indonesia's digital consumer behavior literature.

## **2. THEORETICAL FRAMEWORK AND HYPOTHESIS**

This study uses the Stimulus-Organism-Response (SOR) Theory as a theoretical framework to understand the relationship between social media marketing, Fear of Missing Out (FOMO), and impulse purchase decisions. SOR theory (Mehrabian & Russell, 1974) suggests that exposure to environmental stimuli can influence individuals' cognitive and affective reactions, which determine the following consumer action. In the context of digital consumer behavior, stimuli (stimulus) in the form of social media marketing activities affect the internal state of consumers (organisms), such as emotions and perceptions, which ultimately encourage specific behavioral responses. According to Koay et al. (2021), SOR theory is an adequate theoretical approach to investigating online impulse buying behavior, where stimulus in the digital environment acts as an essential driver of impulse shopping. In this study, social media marketing represents the stimulus, FOMO represents the organism (the consumer's internal state), and the impulse purchase decision serves as the response.

Social media marketing as a stimulus in the SOR model is defined as the process of communicating online marketing about trending products and services. (Fadhlila & Ishak, 2023) Their research found that the dimensions of social media marketing, which include entertainment, interaction, trends, customization, and electronic word-of-mouth (eWOM), significantly affect FOMO and purchase intention. FOMO as an organism refers to the fear of losing precious moments or rewarding experiences experienced by others, which is further amplified by exposure to social media content. Przybylski et al. (2013) state that FOMO is the anxiety of missing out on trends or social events that encourage individuals to stay connected to other people's activities. Meanwhile, impulse buying decisions are a response to the tendency of consumers to make purchases without careful planning, which is often triggered by emotional impulses. According to social cognitive theory, impulse buying is influenced by observation and imitation of other people's behavior, both directly and through content on social media. Research (Ghinarahima & Idulfilastri, 2024) shows that social media plays a significant role in spreading trends that cause FOMO among users, encouraging them to make impulse purchases so as not to feel left behind.



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**1.1. *Fear of Missing Out (FOMO)***

Fear of Missing Out (FOMO) is a psychological phenomenon that describes a feeling of Anxiety or fear of missing out on experiences, information, or opportunities that others consider essential and enjoy. Przybylski et al. first introduced the term academically (A. K. Przybylski et al., 2013). FOMO is not a new phenomenon, but social media and digital technology have amplified and accelerated its spread (Erdoğan et al., 2021). Sachiyati et al. (Sachiyati et al. 2023) state that FOMO has become more prominent in the digital era because social media presents a constant stream of content featuring other people's activities, achievements, and lifestyles. The Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974) explains that stimuli from promotional content and digital interactions can change the emotional state of individuals (organisms), resulting in behavioral responses such as impulsive purchases.

As a highly technology-dependent group, Generation Z is more exposed to "highlight reels" of other people's lives showcased on social media (Vidani, 2024). This exposure triggers feelings of envy and creates social pressure to follow ongoing trends. Adolescents and young adults tend to be more susceptible to FOMO as they are in a developmental phase where the search for identity and social recognition are top priorities (Fitri et al., 2024). Research shows that the more frequently a person uses social media, the more likely they are to experience FOMO (Mulyono, 2021). Some personality characteristics, such as high levels of neuroticism, low self-esteem, and a high need for social approval, have been associated with higher levels of FOMO. According to Przybylski et al. (2013), FOMO is characterized by several dimensions, such as fear, worry, and Anxiety.

**1.2. *Social Media Marketing***

Social Media Marketing (SMM) uses social media platforms to promote products or services, build brand awareness, and establish closer consumer relationships. According to (Kaur, 2016), SMM allows companies to engage directly with their audience through interactive, personalized, and real-time communication. Social media has evolved from a communication tool to one of the most effective marketing channels. Platforms such as Facebook, Instagram, TikTok, Twitter, and LinkedIn offer features specifically designed to support marketing activities, including segmented advertising, integrated analytics, and the ability to build digital communities (Riwoe & Mulyana, 2022).

Social media allows companies to reach millions of users globally without geographical boundaries. (Narottama & Moniaga, 2022). SMM offers a more cost-effective marketing solution compared to advertising in conventional media such as television or print. Even small and medium-sized businesses can utilize paid advertising features with a limited budget (Chandra, 2020). Social media platforms provide analytics tools that allow companies to track the performance of their campaigns in real time. Data such as audience demographics, interests, and habits can be used to refine marketing strategies (Mulyansyah & Sulistyowati, 2021).

Engaging, relevant, and creative content is at the core of SMM. Authentic and consistent content helps build consumer trust and loyalty (Limandono, 2017). According to (Jin et al., 2019), influencers with relevant audiences can significantly increase conversion rates and expand campaign reach. The paid advertising feature allows companies to reach the target market in a more focused way (Husain & Amran, 2022).

In the context of Fear of Missing Out (FOMO), marketing campaigns such as "flash sales," exclusive discounts, or limited product launches are frequently used examples. These techniques trigger consumers' impulse to purchase immediately without much rational consideration (Sachiyati et al., 2023). According to (Mulyono, 2021), this marketing strategy is especially effective among the younger generation, who often



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experience social pressure to stay relevant in their environment. Studies by (D. Gunawan, 2022) show that SMM can shape consumers' perceptions of brands, create long-term loyalty, and influence their purchasing preferences. According to (Godey et al., 2016), there are five indicators of social media marketing: entertainment, interaction, trendiness, customization, and forward information.

**1.3. Impulsive Buying**

Impulse buying decisions are actions carried out spontaneously, without careful planning or consideration, usually triggered by emotions or external stimuli. (Zakiyyah, 2018) defines impulse buying as an act of consumption driven by sudden stimuli and accompanied by an inability to delay gratification. Studies by (Hajriyanti et al., 2024) show that the aesthetic appearance of products can affect consumer impulsivity. Consumers often use purchases to reduce stress or distract from problems (Wicaksono et al., 2017). Positive reviews, recommendations from friends, or aesthetically pleasing promotional content on social media such as Instagram and TikTok can strengthen the impulse to make impulse purchases (Jatmiko et al., 2024). Marketing strategies that use Fear of Missing Out (FOMO) also significantly increase this consumptive behavior (Sachiyati et al., 2023).

According to a study by (Mulyani et al., 2022), e-commerce platforms often use the following marketing techniques to encourage impulse purchases: Daily Discounts and Flash Sales, Live Shopping and User Reviews, and Product Recommendations. Impulse buying has diverse positive and negative impacts, depending on the context and conditions of the consumer. Impulse purchases can provide short-term emotional satisfaction, especially if the product purchased meets consumer needs or desires (Permatasari et al., 2017). Consumers who often make impulse purchases are at risk of financial stress, especially if they do not have reasonable spending control (Jatmiko et al., 2024). Regret usually arises after an impulse purchase, especially if the product does not meet expectations or is unnecessary (Permatasari et al., 2017).

Impulse purchases are often triggered by marketing strategies that capitalize on the Fear of Missing Out (FOMO). With its constant stream of content, social media creates social pressure for consumers to stay relevant and on-trend. Marketing campaigns highlighting exclusivity or limited time, such as "limited products, today only!", effectively capitalize on feelings of missing out to encourage impulse purchases (Hodkinson, 2019). According to (Rook & Fisher, 1995), there are four dimensions of impulse buying, namely: Spontaneity, Strength and intensity, Excitement and stimulation, Disregard for consequences

**Research Hypothesis**

The stimulus-response theory explains how environmental stimuli (in this case, social media marketing) can influence consumer behaviour. Attractive social media marketing can trigger a positive response in the form of an impulse purchase decision (Kelvin et al., 2017). The AIDA model (Attention, Interest, Desire, Action) shows that effective advertising on social media can attract consumers' attention, arouse interest, and ultimately encourage them to make impulse purchases (Strong Jr., 1925). Research by (Lim et al., 2016) found that effective social media marketing can increase consumers' desire to buy products impulsively, especially among the younger generation who are active on social media. Research by (Francis et al., 2020) found that around 41% of Generation Z consumers identified as impulse buyers, indicating a significant relationship between social media marketing and impulse buying behaviour. Research by Kaihatu (2020) shows that social media marketing positively affects the purchase intention of Generation Z consumers, which has the potential to increase impulse buying decisions. (Stephen Kaihatu, 2020).





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H1: Social media marketing can positively and significantly affect impulse buying decisions for Generation Z consumers who use Shopee in Surakarta.

Social attachment theory states that individuals who connect with others through social media tend to feel pressured to follow popular trends and activities, which can increase FOMO (Przybylski et al., 2013). Research by (Oberst et al., 2017) shows that high social media use is associated with increased FOMO, which can affect consumer purchasing decisions. Social cognitive theory explains that individuals learn from observing others. When they see their friends participating in trends promoted through social media marketing, they tend to feel FOMO (Bandura, 1986).

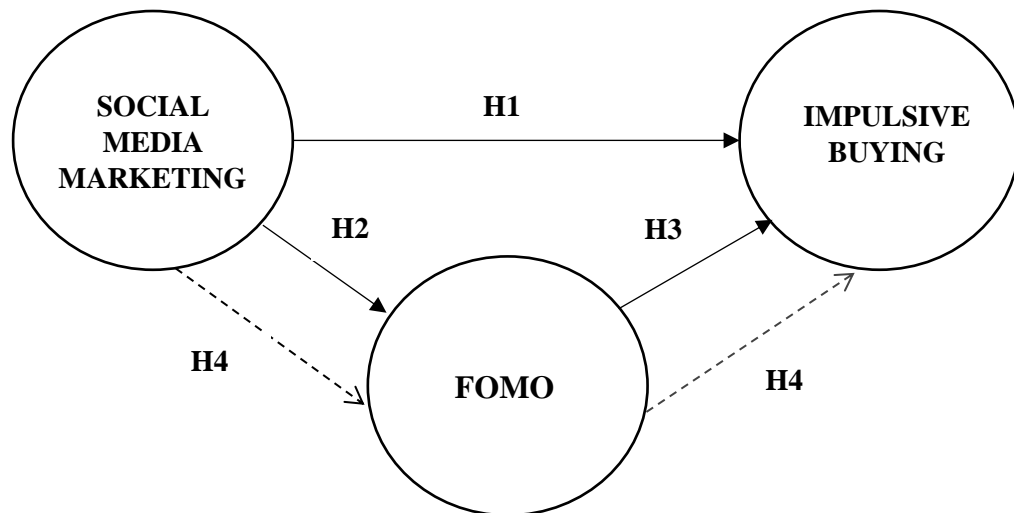
H2: Social media marketing can positively and significantly affect Fear of Missing Out (FOMO) in Generation Z consumers who use Shopee in Surakarta.

Social anxiety theory explains that FOMO can cause anxiety, which encourages individuals to make impulse purchases to cope with these feelings (Baker et al., 2016). Przybylski et al. (2013) found that FOMO is positively associated with impulsive consumption behaviour, where individuals who experience FOMO are more likely to make purchases without planning. The Consumer Behavior Model suggests that emotions such as FOMO can influence impulse purchase decisions, where consumers feel compelled to buy products to avoid missing out (Rook, 1987).

H3: Fear of Missing Out (FOMO) positively and significantly affects impulse buying decisions for Generation Z consumers who use Shopee in Surakarta.

The Mediation Theory explains that the mediator variable (in this case, *social media marketing*) can influence the relationship between two other variables (FOMO and impulsive purchasing decisions). Research shows that *social media marketing* can mediate the relationship between emotions (such as FOMO) and impulsive purchasing behavior. The Social Influence Model shows that the social influence generated by *social media marketing* can strengthen the effect of FOMO on impulsive purchasing decisions. Research indicates that FOMO acts as a mediator between *social media marketing* and impulsive buying behavior among Shopee users, especially in Generation Z. Research by Novia Aishwarya Irza (2024) found that promotions conducted through social media can increase FOMO, which in turn encourages impulsive purchasing decisions when live streaming on Shopee. Research by Puspitasari and Chikmiyah (2024) reveals that FOMO triggered by social media marketing positively affects impulsive purchasing behavior among Generation Z (Puspitasari & Chikmiyah, 2024).

H4: Fear of Missing Out (FOMO) can mediate the effect of Social Media Marketing on impulsive purchasing decisions of Generation Z Shopee users in Surakarta



**Figure 1. Research model**

Source: Research framework

### 3. RESEARCH METHODS

This study uses a quantitative approach with a cross-sectional survey design to reveal the effect of Fear of Missing Out (FOMO) in social media marketing on impulse buying decisions among Generation Z consumers who use Shopee in Surakarta City. According to (Martono, 2010), the quantitative approach aims to describe and measure social phenomena through systematic data collection, which is then analyzed using statistics. Data were collected through an online questionnaire distributed to respondents who met the criteria as active Shopee users and were part of Generation Z. This survey approach was chosen because it allows systematic measurement of variables and empirical analysis of the relationship between variables and provides a representative picture of the phenomena that occur (Creswell, 2014; Sugiyono, 2018).

Because the population of Shopee users in Surakarta who belong to Generation Z is uncertain, the sample size was determined using the formula for an infinite population, namely the Cochran formula. The formula applied is , where the Z value is 1.96 at the 95% confidence level, p is assumed to be 0.5 to anticipate maximum variation, q is equal to 1 - p, and d is the margin of error set at 0.05. By entering these values, the calculation is obtained which was then rounded up to 385 respondents. To anticipate the possibility of non-response or invalid data, the final sample size can be increased by about 10-15% of the calculated number (Creswell, 2014; Sugiyono, 2018).

This study collected data through an online questionnaire that was prepared based on valid instruments from previous studies, measuring the level of FOMO, social media marketing effectiveness, and impulse buying decisions using the Semantic Differential Scale. The collected data were analyzed using SmartPLS, where measurement and structural models were tested through Partial Least Squares Structural Equation Modeling (PLS-SEM) to reveal the relationship between variables. This analysis includes construct validity and reliability tests (with Cronbach's alpha and composite reliability coefficients), as well as evaluation of the structural model through the R<sup>2</sup> value and path significance of the relationship between variables ((Hair et al., 2021; Henseler et al., 2009). Thus, this research method is expected to provide an in-depth understanding of the influence of



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FOMO and social media marketing strategies on the impulse buying behavior of Generation Z consumers, especially Shopee users in Surakarta City.

**4. RESULT AND DISCUSSION**

**Data Analysis**

**Evaluation of the Measurement Model**

**1) Indicator Reliability**

*outer loading*

The first step in assessing the outer model involves examining the outer loading of the indicators. A high outer loading indicates a high degree of similarity in the construct. The minimum outer loading value is 0.7 (Hair et al., 2022). The following are the results of the outer loading test, which can be seen in Table

	FOMO	Impulsive Buying	Social Media Marketing
X.1.1			0.795
X.1.2			0.759
X.2.1			0.731
X.2.2			0.726
X.3.2			0.776
X.4.1			0.775
X.4.2			0.758
X.5.1			0.787
X.5.2			0.772
Y.1.1		0.716	
Y.1.2		0.75	
Y.2.1		0.746	
Y.2.2		0.755	
Y.3.1		0.775	
Y.3.2		0.729	
Y.4.1		0.739	
Y.4.2		0.759	
Z.1.1	0.762		
Z.1.2	0.795		
Z.2.1	0.8		
Z.2.2	0.71		
Z.3.1	0.743		
Z.3.2	0.736		

Table.1. The outer loading of the indicators

Source: Self Proceed on SmartPls 4





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The table shows the validity test results. All indicators have an outer loading value of  $\geq 0.70$ . Therefore, all indicators in this study can be declared to have met the criteria.

**2) Cronbach's Alpha dan Composite Reliability (*Internal Consistency Reliability*)**

The next test that needs to be carried out on the outer model is the internal consistency reliability test. This test is carried out using Cronbach's alpha and composite reliability values. Cronbach's alpha value describes the correlation of indicators in a construct, while composite reliability looks at the difference in the outer loading of indicator variables. Hair et al. (2022) state that the accepted Cronbach's alpha and composite reliability values must be greater than 0.7 (Hair et al., 2022).

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
<b>FOMO</b>	0.853	0.858	0.89	0.575
<b>Impulsive Buying</b>	0.886	0.888	0.909	0.557
<b>Social Media Marketing</b>	0.911	0.913	0.927	0.585

Table.2. Construct Reliability and Validity

Source: Self Proceed on SmartPls 4

The test results in the table show that all latent variables meet the reliability test criteria. This is based on Cronbach's alpha and composite reliability values of all latent variables having a value  $>0.7$ . Therefore, all latent variables are declared reliable after meeting all measurement criteria.

**3) Convergent Validity (AVE)**

Convergent validity refers to the extent to which a construct can measure each of its indicators. Convergent validity testing can be done by evaluating the Average Variance Extracted (AVE). According to Hair et al. (2022), when the AVE value is more significant than 0.5, the construct can explain more than 50% of the indicator variance.

The analysis shows that all variables' **Average Variance Extracted (AVE)** value is above the 0.50 threshold, indicating good convergent validity. The AVE for **FOMO** is 0.575, **Impulse Buying** is 0.557, and **Social Media Marketing** is 0.585. This shows that the indicators used in each construct can explain more than 50% of the variance.

**4) Discriminant Validity**

An evaluation to assess how different a construct is from other constructs to capture each different phenomenon can be done with a discriminant validity test. Generally, researchers use several tests in discriminant validity, such as the Fornell-Larcker criterion, cross-loading, and heterotrait monotrait ratio (HTMT) (Hair et al., 2022).

The first criterion to note in discriminant validity is the Fornell-Larcker criterion. To meet the criteria in this test, the square root of the AVE must be greater than its highest correlation with other constructs, as shown in the table.



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	<b>FOMO</b>	<b>Impulsive Buying</b>	<b>Social Media Marketing</b>
<b>FOMO</b>	0.758		
<b>Impulsive Buying</b>	0.404	0.746	
<b>Social Media Marketing</b>	0.404	0.405	0.765

Table.3. Fornell-Larcker criterion

Source: Self Proceed on SmartPls 4

Based on the table above, the square root value of the AVE for each construct is already more significant than the correlation with other constructs, which means that the number meets the Fornell-Larcker criterion.

The following criterion to consider is the cross-loading value. According to this criterion, the outer loading of an indicator in a related construct must be greater than the cross-loading in other constructs. The loading factor values can be seen in the table.

	<b>FOMO</b>	<b>Impulsive Buying</b>	<b>Social Media Marketing</b>
<b>X.1.1</b>	0.297	0.3	0.795
<b>X.1.2</b>	0.353	0.329	0.759
<b>X.2.1</b>	0.282	0.312	0.731
<b>X.2.2</b>	0.287	0.26	0.726
<b>X.3.2</b>	0.344	0.329	0.776
<b>X.4.1</b>	0.305	0.333	0.775
<b>X.4.2</b>	0.352	0.303	0.758
<b>X.5.1</b>	0.256	0.313	0.787
<b>X.5.2</b>	0.287	0.297	0.772
<b>Y.1.1</b>	0.308	0.716	0.252
<b>Y.1.2</b>	0.311	0.75	0.272
<b>Y.2.1</b>	0.342	0.746	0.3
<b>Y.2.2</b>	0.28	0.755	0.361
<b>Y.3.1</b>	0.272	0.775	0.38
<b>Y.3.2</b>	0.271	0.729	0.272
<b>Y.4.1</b>	0.27	0.739	0.267
<b>Y.4.2</b>	0.354	0.759	0.295
<b>Z.1.1</b>	0.762	0.347	0.354
<b>Z.1.2</b>	0.795	0.327	0.289
<b>Z.2.1</b>	0.8	0.294	0.319
<b>Z.2.2</b>	0.71	0.252	0.237
<b>Z.3.1</b>	0.743	0.243	0.294



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<b>Z.3.2</b>	0.736	0.35	0.324
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Table.4. cross loading

Source: Self Proceed on SmartPls 4

The table shows that the values of each *outer loadings* are higher than the *cross-loadings* on other constructs.

Another essential criterion for *discriminant validity* is the heterotrait-monotrait ratio (HTMT). HTMT is the mean of all relationships between cross-construct indicators. According to the maximum value, the HTMT correlation is 0.9. An HTMT correlation value of more than 0.9 indicates a lack of *discriminant validity*.

	<b>FOMO</b>	<b>Impulsive Buying</b>	<b>Social Media Marketing</b>
<b>FOMO</b>			
<b>Impulsive Buying</b>	0.457		
<b>Social Media Marketing</b>	0.45	0.445	

Table.5. heterotrait-monotrait ratio (HTMT)

Source: Self Proceed on SmartPls 4

Based on the Table, no HTMT correlation value is more significant than 0.9. This value meets the HTMT criteria and passes the discriminant validity test.

At this stage, each construct has met all the criteria required in the discriminant validity test, so it can be concluded that each construct is empirically different from other constructs and can capture phenomena that are not represented by other constructs in the model. Therefore, each indicator is declared to meet the discriminant validity test criteria.

***Inner Model Evaluation (Structural Model Assessment)***

The next evaluation carried out when the model measurement is declared valid and reliable is the Structural Model Assessment, or what is commonly called the inner model evaluation. According to Hair et al. (2022), the inner model evaluation is carried out with several tests, such as collinearity, significance, and relevance of the model relationship, Model's Explanatory Power, and Model's Predictive Power, which will be discussed below.

***1) Assessing the structural model for collinearity issues (VIF)***

Collinearity is a condition in which two or more predictor (independent) variables in the model have a high linear relationship, meaning they are highly correlated. The collinearity test can be done by looking at the VIF value. If the VIF value is <5, the model is fit and can proceed to further analysis. The results of the VIF test can be seen in the following table:

	<b>VIF</b>
<b>FOMO -&gt; Impulsive Buying</b>	1.195
<b>Social Media Marketing -&gt; FOMO</b>	1



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<b>Social Media Marketing -&gt; Impulsive Buying</b>	<b>1.195</b>
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Table.6.VIF value

Source: Self Proceed on SmartPls 4

It can be seen in the Table above that the VIF value between the research variables has met the test limit, which is  $< 5$ . From the inner model test, it can be seen that the model, in general, is quite good.

**2) Assess the significance and relevance of the structural model relationships path coefficient dan t-value`**

At this stage, the test carried out is to look at the path coefficient and t-value. A path coefficient value close to 1 indicates a positive relationship and vice versa; a value close to 0 indicates a weak relationship in the model structure. Furthermore, the t-value suggests the significance of a relationship between variables at a certain error level. In this study, the researcher used a significance level error of 5%, which means that the t-value must be greater than 1.96. The path coefficient and t-value are shown in the table below.

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
<b>FOMO -&gt; Impulsive Buying</b>	0.288	0.29	0.075	3.848	0.000
<b>Social Media Marketing -&gt; FOMO</b>	0.404	0.407	0.067	6.004	0.000
<b>Social Media Marketing -&gt; Impulsive Buying</b>	0.288	0.287	0.081	3.547	0.000

Table.7. Path coefficient dan t-value

Source: Self Proceed on SmartPls 4

The results of the direct relationship test show that Social Media Marketing has a significant effect on FOMO with a coefficient of 0.404 ( $T = 6.004$ ,  $p = 0.000$ ), which indicates that marketing strategies through social media can increase the fear of missing out (FOMO) on consumers. In addition, Social Media Marketing also directly affects Impulse Purchases with a coefficient of 0.288 ( $T = 3.547$ ,  $p = 0.000$ ), which indicates that the more effective marketing on social media is, the more likely consumers are to make impulse purchases.

In addition, FOMO also has a significant influence on Impulse Purchases with a coefficient of 0.288 ( $T = 3.848$ ,  $p = 0.000$ ). This means that individuals who experience FOMO tend to be more easily influenced to make impulse purchases. Furthermore, the path coefficient and t-value with indirect influence are shown in the following table.

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
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<b>Social Media Marketing -&gt; FOMO -&gt; Impulsive Buying</b>	0.116	0.118	0.037	3.186	0.001
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Table.8. Indirect Effect

Source: Self Proceed on SmartPLS 4

In the **test of indirect** relationships, Social Media Marketing affects Impulse Buying through FOMO with a coefficient of 0.116 ( $T = 3.186$ ,  $p = 0.001$ ). This shows that FOMO is a significant mediating factor in the relationship between Social Media Marketing and Impulse Buying, reinforcing the influence of social media marketing in encouraging unplanned purchasing behavior.

**3) Assess the model's explanatory power**

***R-Square Value***

The third step in evaluating the structural model includes assessing the explanatory power of the model. The explanatory power of a model relates to its ability to adjust existing data by measuring the strength of the association shown by the PLS path model. The most commonly used measure to evaluate the explanatory power of a structural model is the coefficient of determination ( $R^2$ ), the *R-square* value or coefficient of determination used to assess the strength of the structural model. The higher the *r-square* value, the better the predictive model of the proposed research model. The table shows the results of the test analysis of the *R-Square*.

	<b>R-square</b>	<b>R-square adjusted</b>
<b>FOMO</b>	0.163	0.161
<b>Impulsive Buying</b>	0.233	0.229

Table.9. R-Square Value

Source: Self Proceed on SmartPLS 4

The **R-square** value for FOMO of 0.163 indicates that Social Media Marketing explains about 16.3% of the variability in FOMO. Meanwhile, the **R-square for Impulse Buying** of 0.233 suggests that the independent variables in this model explain about 23.3% of the variation in impulse buying behavior. The **adjusted R-square** value for both variables also shows that this model is relatively stable in explaining the existing variance.

Furthermore, the test that needs to be carried out at the *Assess the model's explanatory power* stage is to look at the *effect size* or  $f^2$ . The effect size is evaluated by looking at the  $f^2$  value to determine the amount of influence of the exogenous variable on the endogenous variable in a model. The guideline for assessing  $f^2$  is that the values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively (Hair *et al.*, 2022). The following is the *f-square* value of each construct, which can be seen in Table

	<b>FOMO</b>	<b>Impulsive Buying</b>
<b>FOMO</b>		0.09
<b>Social Media Marketing</b>	0.195	0.091

Table.10. Effect Size Value

Source: Self Proceed on SmartPLS 4





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From the **Effect Size (f-square)**, the influence of Social Media Marketing on FOMO has a value of 0.195, which indicates a moderate impact. Meanwhile, the effects of FOMO on Impulse Buying has a value of 0.09, which means a minor influence. Social Media Marketing on Impulse Buying also has an effect size of 0.091, which is also categorized as minor. This shows that although FOMO has a role in mediating the relationship between Social Media Marketing and Impulse Buying, its influence is not dominant.

**Predictive Model Strength Test**

**Assess the model's predictive power**

**1) Predictive Relevance ( $Q^2$ )**

For the *path model* in this study to be useful for managerial decision making, the model needs to produce generalizable findings. Generating generalizable findings requires assessing whether the research results apply to the data used during the calculation process and can be used in other data sets. The *predictive power* assessment can be done by looking at the *predictive relevance* value ( $Q^2$ ). The higher the *Q-square* value, the better the research results and the better the results in predicting results with different sample data. The  $Q^2$  test results can be seen in the following table:

	SSO	SSE	$Q^2$ (=1-SSE/SSO)
<b>Impulsive Buying</b>	3216	2821.12	0.123

Table.11. Predictive Relevance ( $Q^2$ )

Source: Self Proceed on SmartPls 4

The  **$Q^2$  predictive relevance** value for **Impulse Buying** is 0.123, which means that the model has moderate predictive power in explaining the variability of Impulse Buying. Nevertheless, these results still show that this model is relevant in predicting consumer behavior.

**2) SRMR**

	Saturated model	Estimated model
<b>SRMR</b>	0.053	0.053

Table 12.SRMR

Source: Self Proceed on SmartPls 4

The model evaluation using **Standardized Root Mean Square Residual (SRMR)** shows a value of 0.053. This value is below the threshold of 0.08, which means that the model fits well with the empirical data.

**Discussion**

The results of the hypothesis testing presented above provide insights into the relationships between the studied variables. In this section, we discuss the implications of these findings, their alignment with previous research, and their relevance to theoretical and practical perspectives.

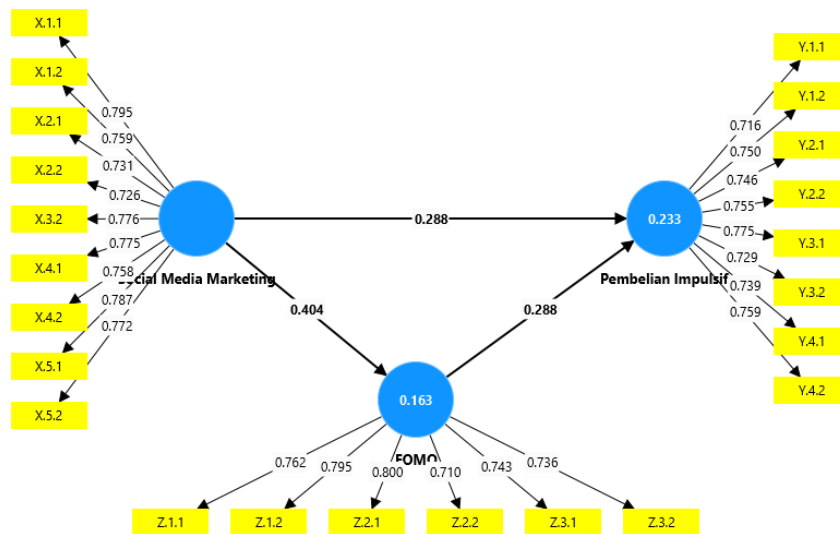


Figure.2. Hypothesis Testing

Source: Self Proceed on SmartPls 4

#### Direct Influence

1. **FOMO (Fear of Missing Out) affects Impulse Purchases** with a coefficient of **0.288**, a T-value of **3.848**, and a p-value of **0.000**. Because the p-value is  $< 0.05$ , the hypothesis is **accepted**. This finding is in line with the theory of social anxiety, which states that individuals who experience anxiety due to FOMO tend to take certain actions to overcome these feelings, including impulsive purchases (Baker et al., 2016). This is also supported by research by Przybylski et al. (2013), who found that individuals with high levels of FOMO are more prone to make unplanned purchases to avoid missing out on trends. In the context of the SOR model, stimuli in the form of information on social media (S) influence the psychological condition of individuals (O), which ultimately encourages a response in the form of impulsive purchases (R).
2. **Social Media Marketing affects FOMO** with a coefficient of **0.404**, a T-value of **6.004**, and a p-value of **0.000**. The hypothesis is **accepted**. This result is in line with social attachment theory, which states that active social media users are more likely to experience social pressure to follow developing trends (Przybylski et al., 2013). Research by Oberst et al. (2017) also supports this finding by stating that high social media use is associated with increased FOMO. From the perspective of the SOR theory, Social Media Marketing acts as a stimulus (S) that increases feelings of FOMO in individuals (O), which can influence subsequent consumer behavior.
3. **Social Media Marketing affects Impulse Buying** with a coefficient of **0.288**, a T-value of **3.547**, and a p-value of **0.000**. The hypothesis is **accepted**; this finding supports the AIDA model (Strong Jr., 1925), which explains that effective marketing strategies on social media can attract attention, generate interest, and encourage impulse buying. Research by Lim et al. (2016) and Kaihatu (2020) also found that Social Media Marketing can directly increase impulsive purchasing decisions, especially among Generation Z. In the SOR framework, marketing strategies through social media become stimuli (S) that create emotional conditions in consumers (O), which then generate a response in the form of impulsive purchasing decisions (R).

#### Indirect Influence



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Social Media Marketing affects Impulse Buying through FOMO with a coefficient of 0.116, a T-value of 3.186, and a p-value of 0.001. The hypothesis is accepted. This supports the mediation theory of Baron & Kenny (1986), which states that the mediator variable (in this case, FOMO) can strengthen the relationship between two other variables. Research by Dholakia et al. (2004) also shows that Social Media Marketing can enhance the relationship between emotions such as FOMO and impulsive buying behavior. In addition, research by Rini Wijaningsih et al. (2024) and Puspitasari & Chikmiyah (2024) found that FOMO triggered by digital marketing strategies can increase impulsive purchasing decisions among Generation Z. From the perspective of the SOR theory, Social Media Marketing as a stimulus (S) creates psychological conditions in the form of FOMO in individuals (O), which then influences impulsive purchasing decisions as a response (R).

## **5. CONCLUSION & SUGGESTION**

This study successfully identified the significant influence of Fear of Missing Out (FOMO) triggered by social media marketing strategies on the impulsive purchasing decisions of Generation Z consumers, especially Shopee users in Surakarta City. The researcher collected 402 respondents who could represent Generation Z Shopee users in Surakarta City. Based on the analysis results, it was found that FOMO, which is reinforced by social media marketing elements such as exclusive promotions, flash sales, and online community interactions, can create a strong emotional urge in consumers to make spontaneous purchases without careful planning.

The Stimulus-Organism-Response (S-O-R) model used in this study proves that social media marketing acts as a stimulus that affects the internal emotional state (organism) of consumers in the form of FOMO, which ultimately results in a response in the form of impulsive purchasing behavior. Generation Z, as digital natives, are highly susceptible to FOMO due to the intensity of their interaction with social media and the need to stay relevant to ongoing trends.

This research contributes to the literature on digital consumer behavior in Indonesia and offers strategic insights for business people. By understanding the role of FOMO in driving impulse buying, companies can design more effective social media marketing campaigns to increase sales conversions. However, companies need to consider this strategy's ethical impact on consumers' psychological well-being.

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