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Generation Z Behavior: The Impact of Hedonic Shopping Motivation and Fear of Missing Out (FoMO) on Impulse Buying

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Abstract: This study explores how Hedonic Shopping Motivation and FoMO drive Impulse Buying in Gen Z. To achieve this, a quantitative approach was applied. Primary data was collected through a structured online questionnaire using a 5-point Likert scale. Participants were defined as all users aged 18-25 from Semarang Regency registered on Tokopedia or Shopee. A non-random purposive sampling technique determined eligibility, leading to a final participant pool of 60 respondents. Data were analyzed using multiple linear regression and processed with SmartPLS version 4.1.1.2. The findings revealed that Hedonic Shopping Motivation did not show a significant and positive effect on Impulse Buying, while FoMO exerted a meaningful influence on the study's impulse buying metrics. However, collectively, Hedonic Motivation and FoMO exerted a positive and significant influence when considered together or simultaneously. The results offer actionable insights for Gen Z consumers by clarifying how shopping enjoyment and, to a lesser extent, fear of missing out collectively shape impulse buying behavior across e-commerce platforms, effectively identifying the key drivers influencing the endogenous constructs evaluated.

Keywords: FoMO, Generation Z, Hedonic Shopping Motivation, Impulse Buying, E-Commerce

1. Introduction

Accelerated technological and communicative transformation over recent decades has recalibrated relational modalities between consumers and their environments, notably within the retail context. Pervasive internet availability, coupled with widespread smartphone assimilation, has democratized information flows and heightened user interaction with digital marketplaces. Concomitant expansion of e-commerce environments and social media ecosystems has recalibrated traditional market equilibrium by privileging immediacy, personalized engagement, and omnichannel orchestration, thereby amplifying the rapid availability of stimuli. This recalibrated shopping paradigm has fostered favour among Generation Z for two salient psychological constructs: unpremeditated purchasing behaviour and the psychological syndrome of the Fear of Missing Out (FoMO).

One prominent factor in impulse buying among Generation Z is hedonic shopping motivation, defined as the search for pleasure, excitement, and emotional satisfaction in the shopping experience. This intrinsic drive creates an affectively rewarding shopping environment, often leading to immediate, unprocessed purchase intentions. Complementing this motive is the emerging concept of Fear of Missing Out (FoMO), which evokes anticipatory anxiety that consumers will regret missing a temporary opportunity, thereby compulsively accelerating the acquisition process. Therefore, impulse consumption in this demographic is mediated by a combination of hedonic motivation and technologically and socially influenced variants of FoMO. Continuous access to digital and social environments creates a heightened awareness of temporary product availability and peer consumption cues. Empirical research confirms that the hedonic dimension of shopping centered on affective

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satisfaction is positively and significantly related to the magnitude of impulse buying among Generation Z [1].

FoMO amplifies an implicit motivational force that compels individuals to acquire specific products in order to forestall the social discomfort consequent to the perception of being peripheral to networks of peers or social media followers. This phenomenon, concretely articulated as the fear of missing out, manifestly predisposes Generation Z to heightened propensity for transactional excess [2]. Disaggregated evidence from IPSOS corroborates that Indonesia's four dominant e-commerce incumbents, namely Shopee, Tokopedia, Lazada, and TikTok Shop, persistently sharpen their competitive advantage through the progressive introduction of functional innovations and finely-tuned incentive architectures [3]. Various aspects that influence consumer satisfaction in online shopping are accompanied by satisfaction scores felt by each e-commerce, with the highest score being five.

Generation Z demonstrates a pronounced propensity for rapidly assimilating and reacting to emergent trends within their contemporary social environment. This adaptive characteristic inherently heightens their exposure to external stimuli, including targeted advertising and strategic endorsements by social media influencers; under these circumstances, momentary impulse purchases frequently ensue. Empirical studies indicate that engaging with algorithmically curated social media content generates an experienced urgency, thereby catalysing the propensity for spontaneous consumer transactions. [4].

Impulse purchasing tendencies prevalent among Generation Z are further moderated by psychological variables, especially variations in stress and anxiety propensity. Under conditions of heightened stress, consumers frequently resort to retail engagement as a means of psychological disengagement; the resultant incremental gratification is ephemeral but powerful, thereby positioning hedonic purchasing inclination as a covert stress-salient coping mechanism [5]. Concurrently, the degree of financial acumen remains a substantial determinant of Generation Z's overall consumption landscape. Empirical evidence now indicates that insufficient financial literacy correlates with elevated rates of spontaneous transactional behaviour; the absence of a nuanced grasp of fiscal stewardship, compounded by a miscalculation of the aftermath of unscheduled acquisitions, acts to amplify propensity for arbitrary expenditure [6].

To formulate a robust marketing strategy, companies must understand Generation Z's impulse buying tendencies, which requires a detailed integration of hedonic motivations, fear of missing out (FoMO), and experiential rewards into their messaging and brand touchpoints. Customized, interactive, and instant-gratification-driven environments that deliver both a quick dopamine rush and a tangible sense of connection are crucial to meaningfully engaging this group [7]. Therefore, being able to effectively navigate these psychological dynamics offers a clear advantage, enabling companies to transform cognitive impulsivity into brand loyalty earlier in the consumer journey.

Empirical evidence suggests that Generation Z's impulsive transactions are interwoven through a broader framework of hedonistic and social drivers, yet the full interplay between these antecedents remains partially understood. Future in-depth investigations focusing on the recursive relationship between digital stimuli and evolving media consumption patterns will enable businesses to predict and adapt their engagement architectures responsively amidst ongoing shifts in attention and consumption [8].

Findings indicate that consumer culture in Indonesia transmits across generations in a largely implicit manner and that a significant proportion of urban dwellers internalizes these patterns. Adolescents and young adults, specifically the Gen Z cohort, represent the demographic that most readily endorses consumer culture, paralleling the rapid rise in digital platform engagement [9]. Empirical studies addressing impulse purchasing tendencies among Semarang Regency Gen Z e-commerce participants remain scant; consequently, the present investigation seeks to fill this lacuna and offer an evidence-based contribution to the discourse.

Given the preceding context, the investigator sought to evaluate the influence of Hedonic Shopping Motivation and Fear of Missing Out (FoMO) on impulse purchasing behavior. The research was carried out within the Semarang Regency, utilizing a sample comprised of Generation Z consumers who have engaged in transactions via the e-commerce platforms Shopee and Tokopedia.

2. Literature Review

2.1. Hedonic Shopping Motivation

Hedonic Shopping Motivation denotes the consumer's inclination to engage in shopping as a means to fulfill diverse psychological gratifications, such as emotional arousal, the pursuit of social standing, and other evaluative feelings of a largely subjective nature [10]. As elaborated by Utami in the synthesis by Susanti and Sari [11], this construct may be further characterized as a predisposition where the act of shopping is intrinsically rewarding; the consumer experiences the process of purchasing as a source of enjoyment, rendering the utilitarian attributes of the selected merchandise a secondary consideration.

The hedonic reward elicited by scavenging for discounted prices in digital marketplaces fosters competitive behavior that often parallels the tendencies associated with impulse purchasing. Consumers experience a rush akin to a game: the lower the posted price and the greater the perceived scarcity, the stronger the inclination to complete the purchase, and a basketful of additional low-cost items subsequently follows.

The perception that one has outsmarted the market imparts a further layer of gratification, reinforcing the transaction and blurring the boundaries between deliberate and spontaneous buying behavior. Factors that influence Hedonic Shopping Motivation [10], include:

a. Adventure

   Shopping adventures or explorations carried out by consumers to find something new and interesting.

b. Value Shopping

   The pleasure generated when consumers chase attractive offers, looking for available discounts or promotions.

c. Idea Shopping

   Refers to signs such as buyers wanting to go shopping because they want to know about emerging trends and new product models available.

d. Social Shopping

   Concerning interactions while shopping, having the joy of shopping with friends or family, and interacting with other people while shopping.

e. Relaxation Shopping

   Shopping activities to overcome boredom, and change the consumer's mood from a bad mood to a positive mood.

2.2 Fear of Missing Out (FOMO)

Fear of Missing Out (FoMO) describes the emotional state in which individuals apprehend the prospect of others experiencing rewarding activities from which they are excluded, thereby motivating constant monitoring of peers' activities via social media [12]. More broadly, FOMO encompasses the anticipatory dread and psychological unease exhibited by networked populations who habitually interact on digital platforms designed to distribute and amplify the everyday lives of others [13]. In synthesis, the FOMO experience may be delineated as a compound reaction comporting anxiety and fear derived from the suspicion of being severed from contemporaneous social experiences, alongside the apprehension of forfeiting access to ephemeral content, emergent trends, and the implied social prestige associated with the digitally mediated lifestyles of individuals and cohorts observed merely from behind a screen

Drawing on Przybylski [14] synthesis as subsequently elaborated in analyses by Wachyuni, et al., [15], three salient dimensions operationalise the construct of Fear of Missing Out (FoMO):

a. Fear

Refers to the emotional feelings and sense of threat that arise when someone feels they don't know important things.

b. Worry

A feeling of anxiety and restlessness that arises when someone feels worried about missing out on trends or opportunities that are considered important in their social life.

c. Feelings of Annoyance

Feelings of frustration or annoyance at not participating in a viral experience, or at feeling left behind by others.

d. Feelings of Inadequacy

Feelings of lack of self-confidence or feeling inadequate due to not following certain trends or experiences that are currently popular, thus giving rise to feelings of inadequacy or inadequacy.

e. Self-Esteem

A person's feelings about themselves, where FoMO can lower self-esteem if someone feels they cannot follow trends or do not get the same experiences as others, which then affects their self-confidence and perception of themselves.

2.3 Impulse Buying

Impulse buying, as elucidated by Nurtanio et al. [10], constitutes a spontaneous consumption behavior marked by swift, internally-referenced decision processes and the immediate transfer of item ownership, circumventing deliberated budgeting or foresight. This behavior may be affirmatively redefined as a purchase executed in situ—whether in a physical retail environment or within a digital marketplace—absent any antecedent schematic preparation [10]. In a complementary perspective, Maulan et al. [16], describe the phenomenon as an intense, internally-registered compulsion that compels an actor suddenly and irreversibly towards acquisition, privilege, or use of an offering, with the pertinent choice eschewing any of the cognitive preparatory rites typically attendant to planned expenditure.

Hausman in Lestari [17], explains the indicators for measuring the Impulse Buying variable, including:

a. Spontaneous

Consumers frequently exhibit a tendency to execute purchasing decisions impulsively, foregoing deliberation or strategic forethought. Confronted with a product, they habitually execute the transaction "in the moment," often dismissing even cursory evaluative processes that might weigh the item's merit, necessity, or value proposition.

b. Seeing and Buying

Purchasing a product immediately after seeing the product, indicates a quick and immediate decision without delay.

c. Acting Without Thinking

Purchasing without thinking or considering the consequences, usually driven by emotional impulses.

d. Buy Now

The tendency of consumers to make purchases immediately and without delay, usually due to a momentary impulse and an urgent desire to own the item.

2.6 Hypothesis

For this particular research case, we examine prior empirical studies and aim to formulate relevant hypotheses to further analyze the relationships in question. The following hypotheses have been crafted:

H1: Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying
H2: Fear of Missing Out (FoMO) has a positive and significant effect on Impulse Buying.
H3: Hedonic Shopping Motivation and Fear of Missing Out (FoMO) have a positive and significant effect on Impulse Buying.

This hypothesis is based on the core assumption that the latter variables interplay and augment one another in gaining competitive advantage.

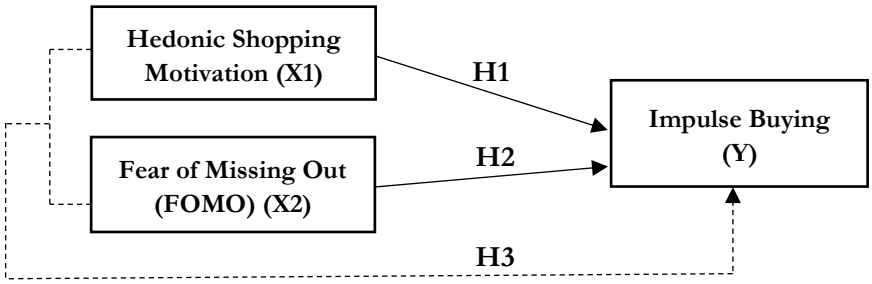

Figure 1. Framework of Thinking

3. Research Methods

3.1 Research Design

A quantitative framework premised on explanatory design undergirds this investigation, its principal aim being the empirical appraisal of hypotheses that articulate the interdependencies among specified, operationalized variables. Such a design permits the precise numerical measurement and subsequent analysis of both direct and mediated causal pathways that connect the observed constructs, thereby enabling a rigorous evaluation of proposed theoretical linkages [18].

3.2 Population and Sample

The population of interest for the present enquiry comprised Generation Z. Prospective participants were selected via purposive sampling, contingent upon dual inclusion criteria: utilization of the Shopee or Tokopedia e-commerce platforms and membership in the Generation Z cohort, defined for the purpose of the study as residents of Semarang Regency within the 18- to 25-year age bracket. The final sample yielded 70 respondents, meeting the aforementioned criteria and adequately informing the study's analytical objectives.

3.3 Data Collection Technique

An original questionnaire was administered to elicit primary data aligned with the theoretical dimensions of each latent construct. Content validity was established by soliciting feedback from subject-matter experts, and construct validity was subsequently confirmed via exploratory factor analysis.

Table 1. Variable Indicator

Variable	Indicator
Hedonic Shopping Motivation (X1)	Adventure shopping
	Society shopping
	Role shopping
	Gratuity shopping
	Ideas shopping
	Values shopping
FoMO (X2)	Fear
	Worry
	Feelings of Annoyance

	Feelings of Inadequacy
	Self-Esteem
Impulse Buying (Y)	Spontaneous
	Seeing and buying
	Acting without thinking
	Buy now

4. Results and Discussion

4.1. Respondent Description

The following are the results of distributing questionnaires to 70 Generation Z respondents aged 18-25 years who use Shopee and Tokopedia e-commerce in Semarang Regency. Respondent characteristics based on gender category, obtained the number of female respondents as many as 51 respondents (73%) and the number of male respondents as many as 19 respondents (27%). Based on the questionnaire data distributed, there are two age categories of respondents consisting of 59% aged 18-21 years with a total of 41 respondents and 41% of respondents aged 22-25 years as many as 29 respondents. In the category of e-commerce applications used, there are two choices of Shopee e-commerce platform categories by 71% with a total of 50 respondents, then the Tokopedia application is used by 29% with a total of 20 respondents. Furthermore, regarding the length of use of e-commerce applications, the results obtained showed that the majority of 47 respondents or 67% used the application for more than three years, then continued with users of e-commerce applications for one to three years as many as 17 people (24%), and those who used e-commerce applications for less than a year as many as 6 respondents (9%).

Table 2. Description of Research Respondents

Information	Quantity	Percentage
Gender		
Male	19	27 %
Female	51	73 %
Age		
18 - 21 Years	41	59 %
22 - 25 Years	29	41 %
E-commerce Application		
Shopee	50	71 %
Tokopedia	20	29 %
Length of application use		
Less than 1 year	6	9 %
1 to 3 years	17	24 %
More than 3 years	47	67 %

4.2 Outer Model

To establish the empirical soundness of the research instrument, validity and reliability assessments were implemented in accordance with recognized quantitative standards. The validity analysis indicated that the vast majority of items exhibited item-total correlation coefficients exceeding the recommended threshold of 0.3, thus confirming their contribution to estimated score structures [19]. Pertaining to reliability, calculations of Cronbach's Alpha yielded coefficients above the benchmark of 0.7 for each construct, thereby attesting to the consistency and dependability of the measurements across repeated applications.

4.2.1 Discriminant Validity

Convergent validity is related to the principle that indicators of a construct should be highly correlated [20]. Outer loadings are tables that provide loading factors which demonstrate the correlation between indicators and latent variables. A loading factor value above 0.7 is considered acceptable [20]. The results in Table 3 show that each indicator of each latent variable has a larger loading factor and it can be said that the data is valid.

Table 3. Outer Loadings - Matrix

Variable	Question	Outer Loadings
Hedonic Shopping Motivation (X1)	1. I get excited when I discover a store or product I've never seen before.	0.873
	2. I feel more satisfied when my shopping is acknowledged or talked about by others.	0.837
	3. My role in everyday life influences the way I shop.	0.893
	4. I often buy gifts for myself or others as a form of appreciation.	0.898
	5. I often look for inspiration or new ideas when shopping.	0.872
	6. I feel good when I buy products that support my values.	0.847
FoMO (X2)	1. I often feel afraid of missing out on opportunities to join in fun or interesting activities.	0.782
	2. I often worry about missing important information shared by friends or on social media.	0.867
	3. I often feel annoyed when I see my friends sharing experiences or activities that I can't participate in.	0.906
	4. I often feel like I don't measure up to my friends when I see their activity on social media.	0.905
	5. Other people's social media profiles make me feel less confident lately because their lives seem so much more interesting than mine.	0.751
Impulse Buying (Y)	1. I find myself making purchasing decisions on the spur of the moment a lot of the time.	0.891
	2. I felt compelled to buy an item that caught my eye after seeing it in an online store.	0.864
	3. I often make purchases in online stores without thinking twice about the consequences.	0.793
	4. I feel compelled to buy something immediately when I find an attractive offer or discount.	0.790

4.2.2 Composite Reliability

If the value of Cronbach's alpha and composite reliability is >0.7, then the model obtained is good and it can be said that the variable is reliable. According to Table 4, the research findings indicate that the Cronbach's alpha value and composite reliability for each variable surpass 0.70, so affirming that all variables satisfy the reliability and validity standards, which permits further assessment of the structural model.

Table 4. Composite Reliability Test

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
FMO	0.898	0.902	0.925	0.713
HSM	0.936	0.938	0.949	0.757
IBY	0.857	0.871	0.902	0.698

4.3 Inner Model

The inner model delineates the relationship among latent variables constructed from the essence of the theory [21].

4.3.1 Normality Test

The normality assessment using a residual histogram within the PLS framework displays the normalized residuals each residual divided by its estimated standard deviation, so the scale of the errors is consistent. All observations are plotted, allowing easy visual identification of the general characteristics of the residuals. Ideally, the histogram is symmetric about zero, demonstrating that residuals are roughly normally distributed. The preferred bell shape features a peak near zero that approaches a density of one, tapering down evenly on both

sides, indicating that the variability of the residuals is balanced without significant anomalies. A well-defined bell curve supports the assumption that the residuals approximately follow a normal distribution [22].

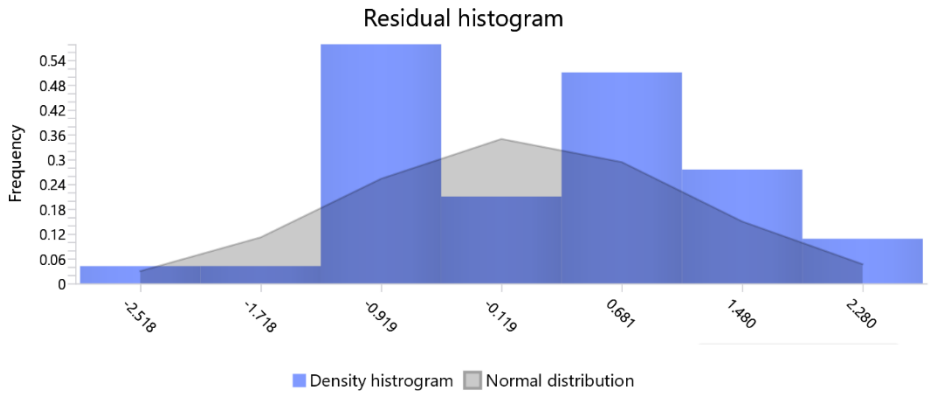

Figure 2. Residual Histogram

In Figure 2 the residual histogram exhibits a symmetrical bell-shaped curve. This visual confirmation permits the conclusion that the underlying data follow a normal distribution.

4.3.2 Multicollinearity Test

Multicollinearity troubles most statistical evaluations, occurring when the correlation among multiple exogenous constructs becomes so pronounced that the predictive power of the estimated model weakens [23].

A VIF lower than 5 signals the absence of multicollinearity among the constructs [24]. Table 5 confirms that all VIF values stay comfortably beneath the 5 threshold, thereby affirming the absence of multicollinearity issues in the present analysis.

Table 5. Multicollinearity Test Values

Collinearity statistics - VIF	
	VIF
FOMO	2.562
HEDONIC SHOPPING MOTIVATION	2.562

4.3.3 Heteroscedasticity Test

The Breusch-Pagan procedure is commonly applied to detect heteroscedasticity within a regression framework. When employed in a Partial Least Squares (PLS) environment, the diagnostic evaluates the constancy of the residual variance across levels of the predictor variables. The analysis internal to the PLS algorithm generates a statistic, from which a P-value is computed. The conjectured null, positing homoscedastic errors, is framed to invoke a variance assumption that is invariant to predictor magnitude. A P-value exceeding the conventional α-level of 0.05 indicates that the data do not furnish sufficient evidence to refute the null; consequently, heteroscedasticity is deemed inoperative within the model. Should the P-value drop below the threshold, the evidence is interpreted in the direction of variable residual variance, leading to an acceptance of the alternative heteroscedastic model [22].

Table 6. Breusch-Pagan Test

Breusch-Pagan Test			
	Test-Statistic	df	P value
Breusch-Pagan Test	2.240	2	0.626

Examination of the data in Table 6 reveals a P value of 0.626. As this exceeds the conventional threshold of 0.05, the null hypothesis pertaining to the presence of

heteroscedasticity is not sustained, confirming the absence of heteroscedasticity within the scope of this inquiry.

4.3.4 Regression Analysis

Multiple linear regression represents a regression framework incorporating several independent predictors. The analysis evaluates the extent to which these predictors collectively comprise, orient, and affect a designated dependent variable. The outcomes, derived from the processing of the assembled dataset via SmartPLS 4.0, permit an immediate graphical assessment, as illustrated in Figure 3.

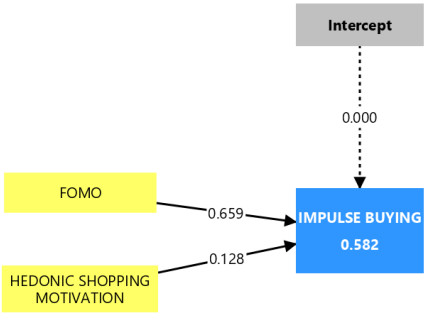

Figure 3. Graphical Output

Table 7 presents the empirical estimates through the equation Y = 0.000 + 0.128X1 + 0.659X2. In this equation, the coefficient accompanying Hedonic Shopping Motivation (X1, a proxy for FoMO) is 0.128, indicating that an incremental increase of one standard deviation in the hedonic emergent construct leads to an increase of 0.128 in the dependent variable, Impulse Buying. Conversely, a decrease of the same magnitude in the hedonic construct is predicted to induce a symmetric contraction in Impulse Buying. The coefficient for FoMO (X2) is 0.659, confirming that, holding FoMO constant, a one-unit increase in FoMO is associated with a 0.659 increase in Impulse Buying. This change occurs without any shift in the confounding factor in FoMO.

Table 7. Summary Coefficients

Summary coefficients

	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	2.5 %	97.5 %
FOMO	0.438	0.659	0.084	5.210	0.000	0.270	0.606
HEDONIC SHOPPING MOTIVATION	0.071	0.128	0.070	1.016	0.313	-0.068	0.210
Intercept	4.893	0.000	0.959	5.101	0.000	2.979	6.807

4.3.5 Hypothesis Testing

The t-test, frequently engaged within regression methods, assesses whether the model is useful by scrutinizing the t-value for each coefficient. In effect, the t-value gauges how confidently each predictor is at the center of its data, revealing whether the association is different from zero. Similarly, during a Partial Least Squares (PLS) analysis, each t-value embodies the relevance of a coefficient within the low-rank approximation space. A coefficient is considered statistically meaningful when the corresponding P-value drops below the conventional threshold of 0.005.

a. **The Influence of Hedonic Shopping Motivation on Impulse Buying**

Based on the analysis results in Table 7, the output results obtained were that the Hedonic Shopping Motivation t-value was 1.016 and the P-Value was 0.313 or above 0.005, which indicates that Hedonic Shopping Motivation has a positive and not significant effect on Impulse Buying, so the first hypothesis is rejected.

b. The Influence of FoMO on Impulse Buying

Based on the analysis results in Table 7, the output results obtained are where the t-value of FoMO is 5.210 and the P-value is 0.000 or below 0.005, which indicates that FoMO has a positive and significant effect on Impulse Buying, so the second hypothesis is accepted.

4.3.6 F-Test

The F test explains the influence of each variable at the structural level.

Table 8. F-Test

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	212.586	69	0.000	0.000	0.000
Error	88.821	67	1.326	0.000	0.000
Regression	123.765	2	61.882	46.680	0.000

As shown in Table 8, the P value came out to 0.000, clearly below the 0.05 threshold. Because the significance level is exceeded, we reject the null hypothesis, which confirms that the independent variable has a statistically significant effect in the population under consideration.

4.3.7 R Square (R^2)

The coefficient of determination, commonly denoted R^2, quantifies the proportion of variance within the dependent variable that is attributable to the linear predictors in the model. This statistic, widely recognized as the R-squared value, serves as a summary index of model fit. Structural equation models, often classified as internal models, explicitly specify and estimate causal pathways among latent constructs, thereby allowing for the testing of theoretically grounded relationships among unobserved variables.

Table 9. Value of Determination Coefficient

R-square	
	IMPULSE BUYING
R-square	0.582
R-square adjusted	0.570
Durbin-Watson test	1.747

Table 9 reports an adjusted R-squared of 0.570 for the Impulse Buying construct, suggesting that 57% of the variance in the Impulse Buying construct can be accounted for by the predictors Hedonic Shopping Motivation and Fear of Missing Out (FoMO). According to the classification outlined by Sarstedt et al. [25], this value characterises the model as moderate in explanatory power.

5. Discussion

5.1 The Influence of Hedonic Shopping Motivation on Impulse Buying

The results of the hypothesis test conducted reaffirmed the idea that Hedonic Shopping Motivation does not significantly influence Impulse Buying. The calculated P-value was 0.319, above the 0.05 threshold set as the significance criterion. Previous research by Purnamasari et al. [26] also confirmed the same results, namely the Hedonic Shopping Motivation variable on Impulse Buying. Supporting evidence was also offered by Nurudin et al. [27], whose analysis showed that the Hedonic Shopping Motivation variable did not have a significant partial influence on Impulse Buying behavior among NU Mart consumers in the Wonosobo area.

5.2 The Influence of FoMO on Impulse Buying

The results of the analysis of the second hypothesis testing in this study indicate that there is a positive and significant influence between the FoMO variable and impulsive buying. This analysis is supported by a P-value of 0.000, which is greater than the significance level (α) of 0.05. This result is relevant to observations from the previous work of Wachyuni and

Rachmawati [28], which noted a positive and statistically significant relationship between FoMO and Impulsive Buying among Tokopedia buyers. Other findings are also found in the research of Ratnaningsih and Halidy [29], where FoMO influences Impulsive Buying in e-commerce.

5.3 The Influence of Hedonic Shopping Motivation and FoMO on Impulse Buying

The analysis targeting hypothesis testing confirms a notable effect stemming from both Hedonic Shopping Motivation and FoMO, each exercising a positive and statistically significant relationship with Impulse Buying. Evaluating the collective effect through simultaneous testing further substantiates the hypothesis, such that a significance threshold at or below 0.05 warrants the rejection of the null hypothesis, thus affirming a substantive joint effect. This evidence is congruent with the results reported by Soleha and Sagir [30], wherein the simultaneous influence of FoMO and Hedonic Shopping Motivation on Impulse Buying has been similarly validated.

5. Conclusion

Based on the analysis and interpretations previously reported, this study concludes that the Hedonic Shopping Motivation construct does not significantly impact the impulse buying tendencies exhibited by Gen Z consumers on the Tokopedia and Shopee platforms in Semarang Regency. Empirical evidence suggests that an increase in Hedonic Shopping Motivation does not correlate with a proportional increase in Generation Z's impulse buying tendencies. In contrast, the FoMO dimension was found to have a positive and statistically significant influence on impulse buying behavior in the same consumer group on the Shopee and Tokopedia platforms. Therefore, this study aims to provide Gen Z individuals with an empirical canon explaining the relative roles of FoMO and Hedonic Shopping Motivation in catalyzing unplanned acquisition movements on Tokopedia and Shopee. Future research could expand the modeling to include millennials by incorporating sales through emerging platforms, including TikTok Shop, Lazada, and Blibli, to explore whether specific characteristics influence impulse buying.

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