



## The Role of Fomo in Mediating The Effect of Hedonic Shopping Motivation and Discounts on Impulsive Buying on The Shopee Platform

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**Abstract..** Changes in the shopping behavior of digital society, particularly Generation Z, show an increase in impulsive buying that occurs spontaneously without careful planning, triggered by ease of access, attractive promotions, and e-commerce features such as those on Shopee that offer fast and seamless transactions. The selection of Denpasar City as the research location is based on its relevance as an economic center with a high proportion of Generation Z and a community that is adaptive to digital technology, making it relevant to examine hedonic shopping motivation, discounts, FOMO, and impulsive buying. The purpose of this study is to identify the effect of each variable, including hedonic shopping motivation, discounts, FOMO, and impulsive buying on the Shopee platform. This study used 115 respondents. The data were then processed using SmartPLS 3 software. The type of data used in this study is quantitative data, with data sources consisting of secondary data and primary data. The data collection technique used a questionnaire distribution, and the data analysis techniques included validity testing, reliability testing, measurement model (outer model), structural model (inner model), and hypothesis testing. The conclusion of this study is that hedonic shopping motivation has a positive and significant effect on FOMO, discounts have a positive and significant effect on FOMO, hedonic shopping motivation has a positive and significant effect on impulsive buying, discounts have a positive and significant effect on impulsive buying, FOMO has a positive and significant effect on impulsive buying, FOMO significantly mediates the relationship between hedonic shopping motivation and impulsive buying, and FOMO also significantly mediates the effect of discounts on impulsive buying. Suggestions for future research include paying attention to the lowest indicators so they can be improved in the future, and expanding the number and variety of respondents so that the results obtained can represent consumer conditions more accurately.

**Keywords:** Discounts, FOMO, Hedonic Shopping Motivation, Impulsive Buying, Shopee.

### 1. INTRODUCTION

The rapid development of digital technology has driven the emergence of the industrial revolution 4.0, which has fundamentally changed how humans interact, work, and shop (Soleha and Sagir, 2024). This era is characterized by the integration of the physical and digital worlds, which enables all activities to be carried out more efficiently and without geographical limitations. The economic sector, particularly the trade industry, has undergone significant transformation (Christy, 2022). This digital transformation opens new opportunities for businesses to reach wider markets. Marketing strategies now extend through social media, digital advertising, and collaborations with influencers (Riadi and Septiani, 2025).

In Indonesia, the growth of e-commerce is remarkably rapid and has become an inseparable part of daily life (Mu'awiyah and Jurana, 2024). Each platform has its own unique advantages that attract consumers. Shopee is known for its massive promotions and interactive features such as Shopee Live, while Tokopedia has a reputation as a platform focused on local

products and MSMEs. Lazada, BliBli, and Bukalapak often offer various vouchers and discounts that are highly popular among Gen Z and millennials (Sihombing et al., 2025).

Changes in the shopping behavior of digital society, particularly Generation Z, show an increase in impulsive buying, which refers to spontaneous buying decisions made without careful planning (Andriansah et al., 2023). This phenomenon is important and relevant to study because impulsive buying indicates a shift in consumption patterns from rational to emotional, triggered by ease of access, attractive promotions, and fast e-commerce features such as “buy now” or “automatic checkout.”

In addition to internal factors, external stimuli such as discounts also play an important role in encouraging impulsive behavior. Discounts create a perception of high benefit and urgency because consumers feel they will lose a valuable opportunity if they do not purchase immediately (Çavuşoğlu et al., 2021). In the context of this study, discounts serve as a stimulus (S) in the SOR theory framework, capable of activating consumers’ emotional responses and encouraging quick purchasing behavior. Based on the findings of previous research (Riadi and Septiani, 2025; Yuniawati and Istichanah, 2023), discounts have a positive effect on impulsive buying among Gen Z. Different findings were reported in studies by Baekhoqi (2024) and Daulay et al. (2025), which concluded that discounts have no effect on impulsive buying.

Impulsive buying is an individual’s behavior when seeing a product or service and immediately feeling the desire to purchase, leading to a purchasing decision made at that moment (Andriansah et al., 2023). One contributing factor is FOMO (Fear of Missing Out), which is the fear of losing opportunities or viral trends. When observing others buying popular products, Gen Z tends to feel left behind and wants to have them immediately (R. A. Putri et al., 2025). Research conducted by Kleitsch and Dramnescu (2025) and Ramdani et al. (2024) concluded that FOMO mediates the relationship between hedonic shopping motivation and impulsive buying. This means that when individuals have shopping motivation, it will have the effect of increasing FOMO, which is the fear of missing trends, promotions, and shopping opportunities. Furthermore, the study by Putri et al. (2025) concluded that FOMO mediates the relationship between discounts and impulsive buying. However, different findings were reported in research by Ryoga et al. (2025), which concluded that FOMO is not able to mediate the relationship between hedonic shopping motivation and impulsive buying. This means that individuals with hedonic motivation can directly engage in impulsive purchases without going through FOMO.

This study focuses on the Shopee e-commerce platform because it dominates the Indonesian market with the highest number of visits and aggressive promotional strategies. Shopee is known for its innovations through gamification, flash sales, and social interactions that can potentially trigger impulsive behavior among young users. The subjects of this study are Generation Z in Denpasar City, who have urban, consumptive characteristics and are highly connected to social media, making them vulnerable to the effect of online promotions and FOMO. This study is important to conduct in Denpasar because the city is the economic and lifestyle center of Bali with high internet and smartphone usage. Until now, research on the role of FOMO in mediating the effect of hedonic shopping motivation and discounts on impulsive buying on Shopee has remained limited in the Denpasar City area. Therefore, this study is titled “The Role of FOMO in Mediating the Effect of Hedonic Shopping Motivation and Discounts on Impulsive Buying on the Shopee Platform.”

## **2. RESEARCH METHOD**

This research method was carried out in Denpasar City due to its characteristics as an economic and urban lifestyle center that is adaptive to digital technology, as well as its high proportion of Generation Z who actively use social media and e-commerce. The population of this research consists of Generation Z residing in Denpasar, with sample selection using a purposive sampling technique targeting respondents who are at least 17 years old, have an account and shopping experience on Shopee, and reside in Denpasar. The sample size was determined to be 115 respondents based on the recommended calculation of the number of indicators using the method of Hair et al. This research uses quantitative data obtained from respondents who have online shopping experience through Shopee (Badan Pusat Statistik Kota Denpasar, 2021; Francis and Hoefel, 2018; Hair et al., 2019; Sugiyono, 2020).

The data sources consist of primary and secondary data. Primary data were obtained through the distribution of a Google Form-based questionnaire to efficiently reach respondents, while secondary data were obtained from books, scientific journals, and relevant supporting documents. The main data collection technique was a questionnaire using a five-point Likert scale to measure respondents' perceptions and attitudes toward the research variables. The validity of the instrument was tested through validity tests (convergent and discriminant validity) using factor loading and AVE parameters, and reliability tests using Cronbach's Alpha and Composite Reliability to ensure the consistency and accuracy of the measurement tools (Sugiyono, 2020; Asrulla et al., 2023).

Data analysis was conducted using the Structural Equation Modeling approach based on Partial Least Squares (PLS-SEM) due to its flexibility in processing complex models and relatively limited sample sizes. Testing was carried out through evaluating the outer model to ensure construct validity and reliability, and the inner model to measure the strength of the relationship among variables using R-Square values and path coefficients. Hypothesis testing was conducted through the bootstrapping procedure with reference to t-statistic values to determine the significance of the effect among variables such as hedonic motivation, discounts, FOMO, and impulsive buying. The entire analysis process was carried out using SmartPLS software version 4.0 (Hair et al., 2014; Ghazali, 2016).

### **3. RESULTS AND DISCUSSION**

#### **Respondent Characteristics**

The characteristics of respondents in this research show diverse distributions based on gender, age, and occupation. Based on gender, out of a total of 115 respondents, 69 individuals (60%) were female and 46 individuals (40%) were male. The dominance of female respondents indicates a higher tendency toward online shopping activities on Shopee, influenced by sensitivity to promotions, discount offers, as well as a tendency to experience FOMO which can trigger impulsive buying. In terms of age, the 23–25 age group dominated with 38 respondents (33%), followed by the 20–22 age group at 27%, the 17–19 age group at 22%, and the 26–28 age group at 18%. The majority of respondents within the Gen Z age range are known to be active technology users, responsive to digital trends, and have a high tendency toward hedonic shopping, making them more vulnerable to impulsive buying behavior.

From the perspective of occupation, most respondents were students with a percentage of 64%, followed by private employees at 28%, and entrepreneurs at 8%. The dominance of the student group indicates that individuals with high exposure to social media and digital activities are more active in online shopping. This group tends to seek enjoyable shopping experiences and is easily affected by marketing content and promotions circulating on e-commerce platforms. All these results illustrate that the demographic characteristics of respondents particularly females, Gen Z, and students have a strong relationship with the tendency for impulsive buying on the Shopee platform, especially when influenced by emotional factors, online trends, and offers that create a sense of urgency.

#### **Descriptive Statistical Results**

The descriptive statistical analysis shows that all variables in this research—Hedonic Shopping Motivation (X1), Discounts (X2), FOMO (M), and Impulsive Buying (Y)—fall into

the “very good” category based on the assessment criteria of Sugiyono (2019). For the hedonic shopping motivation variable, respondents gave an average score of 4.61, indicating that shopping activities on Shopee are perceived as enjoyable, capable of reducing stress, and improving mood. The statement with the highest score was “I feel more confident when shopping with family or friends” (4.63), showing that social aspects strengthen the hedonic motivation of Generation Z. For the discount variable, the average respondent score reached 4.62, with the statement “I feel happy when I receive vouchers or promotions from Shopee” receiving the highest score of 4.65. This indicates that promotions, price reductions, and vouchers are strong attractions that affect respondents’ interest and purchasing decisions. All discount indicators fall into the very good category, demonstrating that Shopee’s promotional programs are highly noticed and appreciated by Generation Z users.

Furthermore, the FOMO variable also shows a very good category with an average score of 4.63, indicating that the fear of missing out on promotions, discounts, or shopping trends is a strong psychological factor influencing the behavior of Generation Z consumers. The statement “I am worried about missing an opportunity if I do not immediately purchase a product that is on promotion” obtained the highest score of 4.67, showing that time urgency and psychological pressure are significant triggers in decision-making. The impulsive buying (Y) variable has an average score of 4.62, with the highest indicator being “I have spent most of my money just to shop on Shopee” (4.65), reflecting a strong tendency among Generation Z to make spontaneous purchases without planning. These findings show that the combination of hedonic motivation, discount stimulus, and FOMO contributes substantially to the high level of impulsive buying behavior on the Shopee platform among Generation Z.

## Instrument Testing Results

### Validity Test Results

**Table 1.** Validity Test Results.

No	Variable	Statement Item	Item-Total Correlation	Description
1	Hedonic Shopping Motivation(X1)	X1.1	0.742	Valid
		X1.2	0.809	Valid
		X1.3	0.917	Valid
		X1.4	0.870	Valid
		X1.5	0.883	Valid

		X1.6	0.879	Valid
		X1.7	0.780	Valid
2	Discount (X2)	X2.1	0.929	Valid
		X2.2	0.899	Valid
		X2.3	0.945	Valid
		X2.4	0.932	Valid
		X2.5	0.889	Valid
3	FOMO (M)	M1	0.837	Valid
		M2	0.786	Valid
		M3	0.747	Valid
		M4	0.838	Valid
		M5	0.783	Valid
4	Impulsive Buying(Y)	Y1	0.903	Valid
		Y2	0.910	Valid
		Y3	0.855	Valid
		Y4	0.864	Valid
		Y5	0.925	Valid
		Y6	0.928	Valid

**Source:** Data processed by researchers (2025)

Table 1 shows that all correlation coefficients of the indicators for the Hedonic Shopping Motivation (X1), Discounts (X2), FOMO (M), and Impulsive Buying (Y) variables tested are greater than 0.30 ( $r > 0.3$ ). These results indicate that all indicators in this research are proven valid.

### Reliability Test Results

**Table 2.** Reliability Test Results.

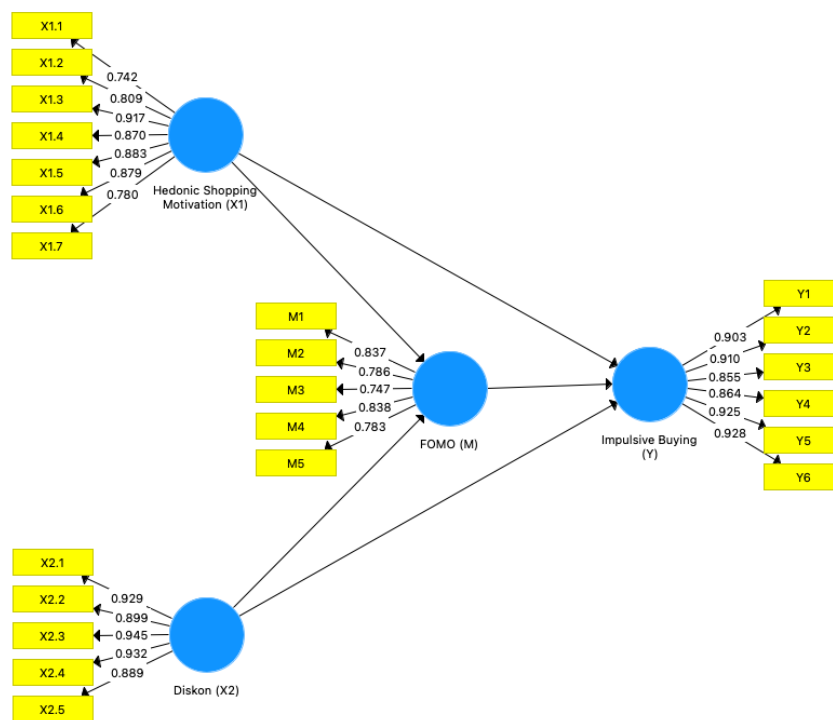
No	Variable	Cronbach's Alpha	Description
1	Hedonic Shopping Motivation(X1)	0.931	Reliable
2	Discount (X2)	0.954	Reliable
3	FOMO (M)	0.859	Reliable
4	Impulsive Buying(Y)	0.952	Reliable

**Source:** Data processed by researchers (2025)

Table 2 shows the value of Cronbach's Alpha for each variable, namely Hedonic Shopping Motivation (X1), Discounts (X2), FOMO (M), and Impulsive Buying (Y), which are 0.954, 0.859, 0.931, and 0.952, respectively, and all are greater than 0.60 (Cronbach's Alpha > 0.60). This shows that all instruments are reliable and can be used for the study.

### Research Model Analysis Using the PLS (Partial Least Square) Method

To analyze the research model in this study, the PLS (Partial Least Square) method is used with the SmartPLS version 3 software. Based on the modeling steps previously described, the structural equation model of this study can be illustrated as shown in Figure 1 below:



**Figure 1.** Measurement Model (Outer Model).

**Source:**Data processed by researchers (2025)

### Evaluation of the Measurement Model or Outer Model

#### Convergent Validity

**Table 3.** Outer Loadings.

	Original Sample (O)	P Values
M1 <- FOMO (M)	0.837	0,000
M2 <- FOMO (M)	0.786	0,000
M3 <- FOMO (M)	0.747	0,000

<b>M4 &lt;- FOMO (M)</b>	0.838	0,000
<b>M5 &lt;- FOMO (M)</b>	0.783	0,000
<b>X1.1 &lt;- Hedonic Shopping Motivation (X1)</b>	0.742	0,000
<b>X1.2 &lt;- Hedonic Shopping Motivation (X1)</b>	0.809	0,000
<b>X1.3 &lt;- Hedonic Shopping Motivation (X1)</b>	0.917	0,000
<b>X1.4 &lt;- Hedonic Shopping Motivation (X1)</b>	0.870	0,000
<b>X1.5 &lt;- Hedonic Shopping Motivation (X1)</b>	0.883	0,000
<b>X1.6 &lt;- Hedonic Shopping Motivation (X1)</b>	0.879	0,000
<b>X1.7 &lt;- Hedonic Shopping Motivation (X1)</b>	0.780	0,000
<b>X2.1 &lt;- Discounts (X2)</b>	0.929	0,000
<b>X2.2 &lt;- Discounts (X2)</b>	0.899	0,000
<b>X2.3 &lt;- Discounts (X2)</b>	0.945	0,000
<b>X2.4 &lt;- Discounts (X2)</b>	0.932	0,000
<b>X2.5 &lt;- Discounts (X2)</b>	0.889	0,000
<b>Y1 &lt;- Impulsive Buying (Y)</b>	0.903	0,000
<b>Y2 &lt;- Impulsive Buying (Y)</b>	0.910	0,000
<b>Y3 &lt;- Impulsive Buying (Y)</b>	0.855	0,000
<b>Y4 &lt;- Impulsive Buying (Y)</b>	0.864	0,000
<b>Y5 &lt;- Impulsive Buying (Y)</b>	0.925	0,000
<b>Y6 &lt;- Impulsive Buying (Y)</b>	0.928	0,000

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Source: Data processed by researchers (2025)

Based on the outer loadings test results, all indicators of the variables FOMO, Hedonic Shopping Motivation, Discounts, and Impulsive Buying have values above 0.70 and are significant at a p value of 0.000, thus meeting the criteria for convergent validity. The strongest indicators M4 (0.838), X1.3 (0.917), X2.3 (0.945), and Y6 (0.928) show that all instruments are able to reflect their constructs optimally and consistently, and are therefore declared valid and reliable..



**Discriminant Validity Using Cross Loading****Table 4.** Cross Loading Calculation Results.

	<b>Discount (X2)</b>	<b>FOMO (M)</b>	<b>Hedonic Shopping Motivation(X1)</b>	<b>Impulsive Buying(Y)</b>
<b>M1</b>	0.743	0.837	0.746	0.712
<b>M2</b>	0.639	0.786	0.649	0.693
<b>M3</b>	0.463	0.747	0.630	0.523
<b>M4</b>	0.732	0.838	0.828	0.628
<b>M5</b>	0.610	0.783	0.780	0.587
<b>X1.1</b>	0.607	0.651	0.742	0.573
<b>X1.2</b>	0.736	0.723	0.809	0.720
<b>X1.3</b>	0.851	0.786	0.917	0.805
<b>X1.4</b>	0.811	0.800	0.870	0.823
<b>X1.5</b>	0.786	0.764	0.883	0.814
<b>X1.6</b>	0.792	0.802	0.879	0.799
<b>X1.7</b>	0.610	0.683	0.780	0.587
<b>X2.1</b>	0.929	0.765	0.816	0.877
<b>X2.2</b>	0.899	0.822	0.765	0.864
<b>X2.3</b>	0.945	0.823	0.827	0.925
<b>X2.4</b>	0.932	0.838	0.828	0.928
<b>X2.5</b>	0.889	0.765	0.842	0.801
<b>Y1</b>	0.822	0.780	0.827	0.903
<b>Y2</b>	0.800	0.774	0.779	0.910
<b>Y3</b>	0.729	0.711	0.677	0.855
<b>Y4</b>	0.799	0.822	0.765	0.864
<b>Y5</b>	0.845	0.823	0.827	0.925
<b>Y6</b>	0.732	0.838	0.828	0.928

Source: Data processed by researchers (2025)

Based on the cross loading analysis results in Table 4, all indicators show the highest correlation with their respective constructs compared to other constructs, thereby meeting the discriminant validity criteria. For the Discounts (X2) variable, all indicators have the highest correlation values with the Discounts construct, with the largest value shown by X2.3 at 0.945. For the FOMO (M) variable, all indicators also exhibit stronger correlations with the FOMO

construct, with the highest value observed for M4 at 0.838. Furthermore, for the Hedonic Shopping Motivation (X1) variable, all indicators show the highest correlations with their own construct, with X1.3 being the most dominant indicator at 0.917. The same pattern appears for the Impulsive Buying (Y) variable, where all indicators have the highest correlation with the Impulsive Buying construct, and the highest value is shown by Y6 at 0.928. These findings confirm that all indicators in the study can distinguish each construct clearly, with no overlap among variables, thereby demonstrating that the model fulfills discriminant validity properly.

#### **Discriminant Validity Using Average Variance Extracted**

**Table 5.** Average Variance Extracted (AVE) Values.

<b>Research Variable</b>	<b>Average Variance Extracted(AVE)</b>
<b>Hedonic Shopping Motivation(X1)</b>	0.709
<b>Discount (X2)</b>	0.845
<b>FOMO (M)</b>	0.638
<b>Impulsive Buying(Y)</b>	0.806

Source: Data processed by researchers (2025)

Based on Table 5, it can be explained that the AVE values for the Hedonic Shopping Motivation (X1), Discounts (X2), FOMO (M), and Impulsive Buying (Y) variables are all above 0.50. Therefore, the model can be considered good.

#### **Composite Reliability**

**Table 6.** Composite Reliability Test Results.

<b>Variable</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>	<b>Description</b>
<b>Hedonic Shopping Motivation(X1)</b>	0.944	0.931	Reliable
<b>Discount (X2)</b>	0.965	0.954	Reliable
<b>FOMO (M)</b>	0.898	0.859	Reliable
<b>Impulsive Buying(Y)</b>	0.961	0.952	Reliable

Source: Data processed by researchers (2025)

The output results of composite reliability and Cronbach's Alpha for the Hedonic Shopping Motivation (X1), Discounts (X2), FOMO (M), and Impulsive Buying (Y) variables are all above 0.60. Thus, it can be concluded that the variables have good reliability.

## Evaluation of the Structural Model or Inner Model

### R-Square ( $R^2$ )

**Table 7. R-Square Test Results.**

Variable	R-Square
FOMO (M)	0.855
ImpulsiveBuying(Y)	0.925

Source: Data processed by researchers (2025)

Based on Table 7, it is known that the FOMO (M) variable has an  $R^2$  value of 0.855. This value indicates that 85.5% of the FOMO (M) variable can be explained by the independent variables that affect it in the model, possibly hedonic shopping motivation or price, although the specific independent variables are not listed in the  $R^2$  table. The remaining 14.5% of the FOMO variable is influenced by other factors outside the research model.

Meanwhile, for the impulsive buying (Y) variable, the  $R^2$  value is 0.925. This means that 92.5% of the impulsive buying (Y) variable can be explained by the independent variables or mediation variables that affect it in the model, possibly hedonic shopping motivation, price, and FOMO. The remaining 7.5% of the impulsive buying variable is influenced by other factors not included in this research model.

### Hypothesis Testing

**Table 8. Hypothesis Testing Results.**

Hypothesis	Correlation Coefficient	T statistic	P values	Description
<b>Path Coefficients</b>				
<b>Discounts (X2) - &gt; FOMO (M)</b>	0.286	2,856	0.004	Accepted
<b>Discounts (X2) - &gt; Impulsive Buying (Y)</b>	0.790	8,786	0,000	Accepted
<b>FOMO (M) -&gt; Impulsive Buying (Y)</b>	0.308	2,576	0.003	Accepted
<b>Hedonic Shopping</b>	0.664	6,816	0,000	Accepted

**Motivation(X1)**

-> **FOMO (M)**

**Hedonic** 0.716 8,114 0,000 Accepted

**Shopping**

**Motivation(X1)**

-> **Impulsive**

**Buying (Y)**

**Discounts (X2) -** 0.736 8,463 0,000 Accepted

**> FOMO (M) ->**

**Impulsive**

**Buying (Y)**

**Hedonic** 0.738 7,438 0,000 Accepted

**Shopping**

**Motivation(X1)**

-> **FOMO (M) -**

**> Impulsive**

**Buying (Y)**

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Source: Data processed by researchers (2025)

Based on the PLS analysis results, the direction and effect of each independent variable on the dependent variable can be described as follows:

**The Effect of Hedonic Shopping Motivation on FOMO**

*H0*: Hedonic Shopping Motivation does not have a positive and significant effect on FOMO

*Ha*: Hedonic Shopping Motivation has a positive and significant effect on FOMO

Based on Table 8, the test result between hedonic shopping motivation and FOMO shows a correlation coefficient of 0.664 and a p-value of  $0.000 < 0.05$ . This indicates that hedonic shopping motivation has a positive and significant effect on FOMO among Gen Z consumers on the Shopee platform. In other words, the stronger the Gen Z consumers' drive to shop for pleasure, entertainment, sensation, or emotional experiences, the higher their tendency to experience FOMO when seeing promotions, limited discounts, or exclusive offers on Shopee. Thus, the first hypothesis is accepted.

**The Effect of Discounts on FOMO**

*H0*: Discounts do not have a positive and significant effect on FOMO

*Ha*: Discounts have a positive and significant effect on FOMO

Based on Table 8, the test result between Discounts and FOMO shows a correlation coefficient of 0.286 with a p-value of  $0.004 < 0.05$ . This indicates that Discounts have a positive and significant effect on FOMO. When the intensity or attractiveness of discounts offered increases, the tendency for consumers to experience FOMO also increases. A positive effect indicates that every increase in discount offerings such as large price cuts, limited-time promotions, or exclusive offers strengthens consumers' fear of missing valuable opportunities if they do not purchase immediately. Therefore, the second hypothesis is accepted.

### **The Effect of Hedonic Shopping Motivation on Impulsive Buying**

*H0*: Hedonic Shopping Motivation does not have a positive and significant effect on Impulsive Buying

*Ha*: Hedonic Shopping Motivation has a positive and significant effect on Impulsive Buying

Based on Table 8, the test result between hedonic shopping motivation and impulsive buying shows a correlation coefficient of 0.716 with a p-value of  $0.000 < 0.05$ . This indicates that hedonic shopping motivation has a positive and significant effect on impulsive buying on the Shopee platform. When the level of hedonic shopping motivation increases for example, when Gen Z consumers seek pleasure, entertainment, sensation, or emotional experiences while shopping their tendency to make impulsive purchases also increases. Thus, the third hypothesis is accepted.

### **The Effect of Discounts on Impulsive Buying**

*H0*: Discounts do not have a positive and significant effect on Impulsive Buying

*Ha*: Discounts have a positive and significant effect on Impulsive Buying

Based on Table 8, the test result between Discounts and impulsive buying shows a correlation coefficient of 0.790 with a p-value of  $0.000 < 0.05$ . This indicates that Discounts have a positive and significant effect on impulsive buying on the Shopee platform. As the intensity, magnitude, or attractiveness of the discounts offered by Shopee increases, consumers' tendency to make impulsive purchases also rises. Therefore, the fourth hypothesis is accepted.

### **The Effect of FOMO on Impulsive Buying**

*H0*: FOMO does not have a positive and significant effect on Impulsive Buying

*Ha*: FOMO has a positive and significant effect on Impulsive Buying

Based on Table 8, the test result between FOMO and impulsive buying shows a correlation coefficient of 0.308 with a p-value of  $0.003 < 0.05$ . This indicates that FOMO has a positive and significant effect on impulsive buying. When the level of FOMO experienced

by consumers increases for example, when they worry about missing promotions, limited discounts, or certain shopping opportunities their tendency to make impulsive purchases also rises. Thus, the fifth hypothesis is accepted.

### **The FOMO as a Mediator Between Hedonic Shopping Motivation and Impulsive Buying**

*H0*: FOMO does not act as a mediating variable and does not have a positive effect on the relationship between Hedonic Shopping Motivation and Impulsive Buying

*Ha*: FOMO acts as a mediating variable and has a positive effect on the relationship between Hedonic Shopping Motivation and Impulsive Buying

Based on Table 8, the path coefficient value from hedonic shopping motivation to impulsive buying through FOMO is 0.738 with a p-value of  $0.000 < 0.05$ . This indicates that FOMO significantly mediates the effect of hedonic shopping motivation on impulsive buying. In other words, the stronger consumers' hedonic motivation to shop for pleasure, entertainment, and emotional experiences, the higher their tendency to experience FOMO, which in turn drives an increase in impulsive buying behavior. Therefore, the sixth hypothesis is accepted.

### **The FOMO as a Mediator Between Discounts and Impulsive Buying**

*H0*: FOMO does not act as a mediating variable and does not have a positive effect on the relationship between Discounts and Impulsive Buying

*Ha*: FOMO acts as a mediating variable and has a positive effect on the relationship between Discounts and Impulsive Buying

Based on Table 8, the path coefficient value from Discounts to impulsive buying through FOMO is 0.736 with a p-value of  $0.004 < 0.05$ . This result indicates that FOMO acts as a significant mediating variable in the relationship between Discounts and impulsive buying. In other words, the more attractive or larger the discounts offered, the higher the tendency for consumers to experience FOMO, and this FOMO condition ultimately drives them to make impulsive purchases. Therefore, the seventh hypothesis is accepted.

## **Discussion**

### **The Effect of Hedonic Shopping Motivation on FOMO**

The test results show that hedonic shopping motivation has a positive and significant effect on FOMO among Gen Z consumers using Shopee, with a coefficient of 0.664 and a p-value of 0.000. The stronger the consumers' drive to seek pleasure and emotional experiences while shopping, the higher their tendency to experience FOMO when facing limited promotions or offers. This finding is consistent with the SOR Theory and previous studies

which indicate that hedonic motivation can trigger FOMO, which in turn has the potential to drive impulsive buying behavior.

### **The Effect of Discounts on FOMO**

The test results indicate that discounts have a positive and significant effect on FOMO among Gen Z consumers using Shopee, with a coefficient of 0.286 and a p-value of 0.004. The more attractive and intensive the discount offers, the higher the consumers' tendency to experience FOMO. This finding aligns with the respondent characteristics, which are dominated by females aged 20–25 years, mostly students, who are more sensitive to promotions and easily influenced by external stimuli such as discounts, thereby quickly feeling the urgency not to miss the offer. This result is consistent with the SOR Theory and previous studies that state discounts are a strong stimulus that triggers an emotional response in the form of FOMO, ultimately promoting impulsive buying behavior.

### **The Effect of Hedonic Shopping Motivation on Impulsive Buying**

The test results show that hedonic shopping motivation has a positive and significant effect on impulsive buying among Shopee users, with a correlation coefficient of 0.716 and a p-value of 0.000. This indicates that as the level of hedonic shopping motivation increases for example, when Gen Z consumers seek pleasure, entertainment, sensation, or emotional experiences while shopping their tendency to make impulsive purchases also increases. This finding is consistent with the SOR Theory and previous studies emphasizing that hedonic motivation directly encourages impulsive buying behavior.

### **The Effect of Discounts on Impulsive Buying**

The test results indicate that discounts have a positive and significant effect on impulsive buying among Shopee users, with a coefficient of 0.790 and a p-value of 0.000. The more attractive the discount offers, the greater the consumers' tendency to make spontaneous purchases. This finding aligns with respondent characteristics mostly females aged 23–25 years and students who are more sensitive to promotions and highly exposed to digital trends, making them easily driven to shop impulsively when seeing discounts. The result is also consistent with the SOR Theory and previous studies, which highlight that discounts as external stimuli can trigger positive emotions, a sense of urgency, and value perception, thereby promoting impulsive buying.

### **The Effect of FOMO on Impulsive Buying**

The test results show that FOMO has a positive and significant effect on impulsive buying, with a coefficient of 0.308 and a p-value of 0.003. The higher the consumers' fear of

missing out on promotions or limited offers, the greater their tendency to shop impulsively. This finding is consistent with respondent characteristics mostly females aged 23–25 years and students who are more sensitive to promotional stimuli and frequently exposed to digital content, making them more prone to FOMO, which triggers spontaneous purchases. This result also aligns with the SOR Theory and previous studies that emphasize FOMO as a strong psychological factor driving impulsive buying decisions among e-commerce consumers.

### **FOMO as a Mediator in the Relationship Between Hedonic Shopping Motivation and Impulsive Buying**

The test results indicate that FOMO significantly mediates the relationship between hedonic shopping motivation and impulsive buying, with a path coefficient of 0.738 and a p-value of 0.000. This means that the higher the consumers' hedonic motivation, the more likely they are to experience FOMO, which ultimately leads to impulsive purchases. This finding aligns with respondent characteristics mostly females aged 23–25 years and students who are highly responsive to emotional shopping experiences, promotions, and digital exposure, making them more easily driven to impulsive behavior through the FOMO mechanism. The result is also consistent with the SOR Theory and previous studies that identify FOMO as an important psychological mechanism bridging the influence of hedonic motivation on impulsive buying among e-commerce consumers.

### **FOMO as a Mediator in the Relationship Between Discounts and Impulsive Buying**

The analysis shows that FOMO significantly mediates the effect of discounts on impulsive buying, with a path coefficient of 0.736 and a p-value of 0.004. This indicates that the more attractive and substantial the discounts offered, the higher the sense of urgency and fear of missing out, which drives consumers to shop impulsively. This finding is consistent with respondent characteristics mostly females aged 23–25 years and students who are more sensitive to promotions, more active in online shopping, and more exposed to digital stimuli, making them prone to FOMO and impulsive purchases. This result also aligns with the SOR Theory and previous studies, which emphasize that discounts as external stimuli can trigger FOMO as an important psychological mechanism that increases the tendency for impulsive buying among e-commerce consumers.



#### 4. CONCLUSION

Based on the results of this study, several conclusions can be drawn as follows:

1. Hedonic shopping motivation positively and significantly affects FOMO with a correlation coefficient of 0.664 and a p-value of 0.000. This indicates that the higher consumers' hedonic motivation in seeking pleasure while shopping, the greater their tendency to experience FOMO.
2. Discounts positively and significantly affect FOMO with a correlation coefficient of 0.286 and a p-value of 0.004. This shows that the more attractive the discounts offered, the stronger the consumers' fear of missing out.
3. Hedonic shopping motivation positively and significantly affects impulsive buying with a correlation coefficient of 0.716 and a p-value of 0.000. The stronger the consumers' drive to seek pleasure while shopping, the higher their tendency to make impulsive purchases.
4. Discounts positively and significantly affect impulsive buying with a correlation coefficient of 0.790 and a p-value of 0.000. This means that the greater the price reductions received by consumers, the higher the likelihood of engaging in impulsive buying.
5. FOMO positively and significantly affects impulsive buying with a correlation coefficient of 0.308 and a p-value of 0.003. This indicates that the stronger the consumers' fear of missing out, the greater their tendency to make impulsive purchases.
6. FOMO significantly mediates the relationship between hedonic shopping motivation and impulsive buying with a path coefficient of 0.738 and a p-value of 0.000. This means that hedonic shopping motivation increases FOMO, which in turn drives impulsive buying.
7. FOMO also significantly mediates the effect of discounts on impulsive buying with a path coefficient of 0.736 and a p-value of 0.004. This shows that attractive discounts increase urgency and FOMO, which subsequently encourages consumers to engage in impulsive buying.

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