

The Effects of Fear of Missing Out (FOMO) and Sales Promotion on Impulsive Buying of Skintific Products on the Shopee E-Commerce Platform (A Study of Generation Z in Cirebon)

Deva Pramujiana¹, Badawi², Puspa Dewi Yulianty³

^{1,2,3} Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, Indonesia

Email ; badawiawi@yahoo.co.id, Puspadewi@umc.ac.id

Abstract

The growth of e-commerce has transformed consumer purchasing behavior, particularly among Generation Z, who are highly active users of digital media. Various digital marketing stimuli, such as sales promotion and the phenomenon of Fear of Missing Out (FOMO), may encourage consumers to make spontaneous, unplanned purchases. This study aims to analyze the effects of Fear of Missing Out (FOMO) and sales promotion on impulsive buying of Skintific products on Shopee among Generation Z in Cirebon. The study employed a quantitative approach using explanatory research involving 100 respondents selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The results indicate that Fear of Missing Out (FOMO) and sales promotion have positive and significant effects on impulsive buying. These findings suggest that psychological impulses arising from the fear of falling behind trends, together with promotional strategies implemented by Shopee, increase the tendency of Generation Z consumers to make impulsive purchases. The study implies that companies need to manage promotional strategies appropriately and consider consumers' psychological characteristics when designing digital marketing communications.

Keywords

Fear of Missing Out; Sales Promotion; Impulsive Buying; Shopee; Generation Z.



I. Introduction

Developments in information and communication technology have driven a transformation in consumer behavior from conventional transactions to digital transactions. This progress is reflected in the increasing use of e-commerce, which enables consumers to search for information, compare products, and make purchases without spatial or temporal constraints. These changes have made e-commerce a major driver of digital economic growth while reshaping interactions between companies and consumers in the marketing process.

According to Putri Ratna Sari et al. (2025), the development of e-commerce makes it easier for consumers to access various product alternatives through faster and more efficient transactions. This is reinforced by APJII data showing that Shopee is the most frequently accessed e-commerce platform in Indonesia, surpassing TikTok Shop, Tokopedia, and Lazada. This dominance indicates that Shopee serves not only as a transaction platform but also as a digital marketing environment capable of shaping consumer purchasing behavior.

Alongside the development of e-commerce, the beauty industry has become one of the fastest-growing sectors in Indonesia. Skincare products are marketed not only through physical stores but also through various digital platforms that provide convenient access to information, promotions, and transactions. Kompas data show that Skintific is among the skincare brands with the highest market shares on Shopee Indonesia, making it a highly competitive brand amid increasing competition in the digital beauty industry.

Kotler and Keller (2016) explain that purchasing decisions ideally involve need recognition, information search, evaluation of alternatives, and the decision to purchase. However, in an e-commerce environment, purchasing decisions are not always based on rational considerations. Various digital stimuli, such as time-limited promotions, viral products, positive reviews, and social media recommendations, often encourage consumers to make spontaneous purchases without careful planning. This phenomenon is known as impulsive buying, a purchasing behavior that emerges suddenly in response to stimuli in the marketing environment.

One psychological factor thought to influence impulsive buying is Fear of Missing Out (FOMO). Putri Ratna Sari et al. (2025) define FOMO as the fear of missing out on experiences or trends enjoyed by others. In e-commerce, FOMO arises when consumers worry about failing to keep up with viral product trends or missing the opportunity to obtain popular products. This phenomenon is particularly pronounced among Generation Z because of their intensive social media use and rapid exposure to information about digital trends.

In addition to psychological factors, sales promotion is an external factor that may increase impulsive buying. Kotler and Armstrong (2021) explain that sales promotions are short-term incentives designed to encourage consumers to make purchases within a short period. On Shopee, promotional strategies include price discounts, vouchers, free shipping, cashback, and flash sales, which create perceptions of benefits and encourage consumers to complete transactions immediately. Observations of Skintific product prices across several platforms indicate that Shopee offers various promotional deals that are more competitive than those on other platforms.

This phenomenon is supported by preliminary survey results showing that most respondents had purchased Skintific products because the products were trending and because of promotions such as discounts, flash sales, and free shipping. These findings indicate that Fear of Missing Out (FOMO) and sales promotion may encourage impulsive buying among Generation Z consumers in Cirebon.

Nevertheless, previous research on the relationships between Fear of Missing Out (FOMO), sales promotion, and impulsive buying has produced inconsistent findings. Some studies have found that FOMO and sales promotion positively affect impulsive purchasing behavior, whereas others have shown that these effects are not always significant across different contexts and consumer characteristics. These differences reveal a research gap that requires further investigation, particularly among Generation Z Shopee users purchasing Skintific skincare products.

Based on these phenomena, this study aims to analyze the effects of Fear of Missing Out (FOMO) and sales promotion on impulsive buying of Skintific products on Shopee among Generation Z in Cirebon. The study is expected to contribute to research on digital consumer behavior and provide insights for companies in designing digital marketing strategies that improve promotional effectiveness while considering consumers' psychological characteristics.

II. Review of Literature

2.1 Impulsive Buying

Impulsive buying is purchasing behavior that occurs spontaneously without prior planning. According to Verplanken and Herabadi (2001), impulsive buying occurs when consumers experience a strong urge to purchase a product immediately without careful evaluation. In digital marketing, this behavior becomes more likely because consumers are continuously exposed to various marketing stimuli through e-commerce platforms and social media.

Kotler and Armstrong (2021) explain that impulsive purchasing decisions are influenced by a combination of internal and external factors. Internal factors relate to consumers' emotional states, motivations, and psychological characteristics, whereas external factors include sales promotions, product displays, shopping environments, and companies' marketing communications. On e-commerce platforms, features such as flash sales, vouchers, free shipping, and product recommendations can generate emotional impulses that accelerate purchasing decisions.

Generation Z has a relatively greater tendency toward impulsive buying than other age groups because of their intensive use of digital media and greater responsiveness to rapidly changing information. Exposure to digital content, time-limited promotions, and viral product trends makes consumers more likely to purchase spontaneously without rationally considering their needs.

2.2 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a psychological condition describing the fear that arises when individuals feel they are missing out on experiences, information, or activities enjoyed by others. Przybylski et al. (2013) define FOMO as anxiety arising from a perceived loss of opportunities to have experiences considered valuable, which encourages individuals to remain continuously connected to social developments.

In digital shopping, FOMO arises when consumers worry about failing to keep up with viral product trends or missing the opportunity to obtain products that are popular among the public. Putri Ratna Sari et al. (2025) explain that exposure to social media and digital communications makes consumers more susceptible to FOMO because information about new products, user reviews, and consumption trends spreads rapidly.

This phenomenon is particularly evident among Generation Z, who actively use social media and rely on digital platforms as their primary sources of information. When a product is widely discussed by influencers, content creators, and other social media users, consumers tend to feel compelled to purchase it to keep up with emerging trends. Consequently, purchasing decisions are often based on emotional impulses rather than rational considerations.

2.3 Sales Promotion

Sales promotion is an element of the promotion mix designed to provide consumers with short-term incentives to encourage immediate purchases. According to Kotler and Armstrong (2021), sales promotion aims to increase sales volume through various offers, including price discounts, coupons, cashback, gifts, vouchers, and time-limited promotional programs.

On Shopee, sales promotion takes various attractive forms, such as flash sales, free shipping, store vouchers, platform vouchers, cashback, and price reductions. These strategies not only provide economic benefits to consumers but also create a perception of limited time availability (scarcity), encouraging them to purchase before the promotions end.

From a consumer behavior perspective, sales promotion can reduce perceived purchase risk while increasing the perceived value of a product. Consequently, sales promotion is an effective marketing strategy for increasing spontaneous purchases on e-commerce platforms, particularly among consumers who are sensitive to prices and promotions.

2.4 Hypothesis Development

The Effect of Fear of Missing Out (FOMO) on Impulsive Buying

Fear of Missing Out is a psychological impulse that leads individuals to feel the need to follow emerging trends to avoid falling behind their social circles. On e-commerce platforms, this condition encourages consumers to purchase popular products immediately without an extended decision-making process.

Novia Aishwarya et al. (2024) show that FOMO positively affects impulsive buying because consumers are driven to follow trends emerging on social media. This finding is reinforced by Putri Ratna Sari et al. (2025), who state that the higher the level of FOMO experienced by consumers, the greater their tendency to make impulsive purchases. However, Tondang (2025) found that FOMO does not always significantly affect impulsive buying in different research contexts. These differing findings indicate that the relationship between FOMO and impulsive buying requires further testing.

Based on the preceding discussion, the following hypothesis is proposed.

H1: Fear of Missing Out (FOMO) has a positive effect on impulsive buying of Skintific products on Shopee.

The Effect of Sales Promotion on Impulsive Buying

Sales promotion is a marketing strategy that increases consumer interest by offering various economic incentives. Time-limited promotions, such as flash sales, vouchers, and free shipping, create the perception of an opportunity that should not be missed, encouraging consumers to purchase immediately.

Ratnasari et al. (2022) demonstrate that sales promotion positively affects impulsive buying among Shopee users. Similar results were reported by Yessica Ayalia et al. (2024), who found that sales promotion is one of the dominant factors increasing impulsive purchases on e-commerce platforms. Conversely, Lestari et al. (2023) found that sales promotion does not significantly affect impulsive buying. These inconsistencies suggest that the effectiveness of sales promotion remains influenced by consumer characteristics and the research context.

Based on these arguments, the following hypothesis is proposed.

H2: Sales promotion has a positive effect on impulsive buying of Skintific products on Shopee.

The Effects of Fear of Missing Out (FOMO) and Sales Promotion on Impulsive Buying

Impulsive buying behavior is influenced not only by psychological factors but also by the marketing stimuli consumers receive. Fear of Missing Out emotionally motivates consumers to keep up with emerging trends, while sales promotion provides economic incentives that accelerate purchasing decisions. The combination of these two factors may increase consumers' tendency to make spontaneous purchases.

Based on the theoretical foundations and previous research findings, the following research hypothesis is proposed.

H3: Fear of Missing Out (FOMO) and sales promotion simultaneously have positive effects on impulsive buying of Skintific products on Shopee.

III. Research Methods

This study employs a quantitative approach using explanatory research to explain the causal relationships between Fear of Missing Out (FOMO), sales promotion, and impulsive buying of Skintific products among Generation Z consumers in Cirebon. This approach was selected because the study not only describes consumer purchasing behavior but also examines relationships between variables through hypothesis testing.

The study population comprises all Generation Z consumers in Cirebon who have purchased Skintific products through Shopee. Because the exact population size is unknown, non-probability sampling using purposive sampling was employed. Respondents were selected based on the following criteria: aged 17–27 years, residing in Cirebon, having a Shopee account, and having purchased Skintific products through Shopee at least once in the past six months. The sample consisted of 100 respondents, meeting the minimum requirements for analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

Primary data were obtained by distributing a questionnaire using a five-point Likert scale, with responses ranging from strongly disagree to strongly agree. The research instrument was developed using indicators for each variable adapted from previous studies and adjusted to the characteristics of consumer behavior on e-commerce platforms. Secondary data were obtained through a literature review of scholarly articles, books, statistical reports, and relevant official publications.

Fear of Missing Out (FOMO) was measured through the dimensions of anxiety about falling behind trends, the desire to share others' experiences, and the urge to stay informed about the latest developments. Sales promotion was measured using indicators of price discounts, vouchers, cashback, free shipping, and flash sales. Impulsive buying was measured using indicators of spontaneous purchases, unplanned purchases, emotional impulses, and a lack of rational consideration before purchasing.

Data were analyzed using SmartPLS 4.0 with Structural Equation Modeling–Partial Least Squares (SEM-PLS). The analysis included evaluating the outer model through convergent validity testing (outer loadings and Average Variance Extracted), discriminant validity testing (cross-loadings and the Fornell–Larcker criterion), and construct reliability assessment using Cronbach's alpha and composite reliability. The inner model was then evaluated using R-square values, while hypotheses were tested using bootstrapping based on path coefficients, t-statistics, and p-values. Hypotheses were accepted when the t-statistic was > 1.96 and the p-value was < 0.05 .

IV. Result and Discussion

4.1 Respondent Characteristics

The study involved 100 Generation Z respondents in Cirebon who had purchased Skintific products through Shopee. Most respondents were female, indicating that skincare products are more widely used by female consumers. In terms of age, respondents were predominantly of productive working age and actively used digital media and e-commerce platforms. In addition, most respondents had purchased Skintific products more than once, giving them sufficient experience to evaluate promotions and product trends on Shopee.

4.2 Measurement Model Evaluation (Outer Model)

The outer model was evaluated to ensure that each indicator validly and reliably measured the research constructs before testing the relationships between variables.

Table 1. Convergent Validity Test Results

Variable	Outer Loading	Assessment
Fear of Missing Out	> 0.70	Valid
Sales Promotion	> 0.70	Valid
Impulsive Buying	> 0.70	Valid

Source: Data processed using SmartPLS 4.0.

The results show that all indicators have outer loadings above 0.70, meeting the criteria for convergent validity. This indicates that each indicator adequately represents the construct being measured.

Table 2. Average Variance Extracted (AVE) Values

Variable	AVE	Assessment
Fear of Missing Out	> 0.50	Valid
Sales Promotion	> 0.50	Valid
Impulsive Buying	> 0.50	Valid

Source: Data processed using SmartPLS 4.0.

The Average Variance Extracted (AVE) values for all variables exceed 0.50, meeting the requirements for convergent validity. Thus, the research constructs explain more than half of the variance in their indicators.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Assessment
Fear of Missing Out	> 0.70	> 0.70	Reliable
Sales Promotion	> 0.70	> 0.70	Reliable
Impulsive Buying	> 0.70	> 0.70	Reliable

Source: Data processed using SmartPLS 4.0.

Cronbach's alpha and composite reliability values for all constructs exceed the minimum threshold of 0.70, indicating that the research instrument has good internal consistency and is suitable for further analysis.

4.3 Structural Model Evaluation (Inner Model)

The inner model was evaluated to determine the ability of Fear of Missing Out (FOMO) and sales promotion to explain variation in impulsive buying. Structural model testing also aimed to assess the strength of relationships between variables by examining the coefficient of determination and testing hypotheses through bootstrapping.

Table 4. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted	Category
Impulsive Buying	0.688	0.681	Moderate–Strong

Source: Data processed using SmartPLS 4.0.

The results show that Fear of Missing Out (FOMO) and sales promotion explain variation in impulsive buying among Generation Z consumers in Cirebon. This indicates that the research model adequately explains the relationships between psychological factors, promotional strategies, and impulsive purchasing behavior on Shopee.

4.4 Hypothesis Testing

Hypotheses were tested using bootstrapping in SmartPLS 4.0. A hypothesis was accepted when the t-statistic exceeded the critical value of 1.96 and the p-value was below 0.05.

Table 5. Hypothesis Testing Results

Relationship Between Variables	Original Sample (β)	T-Statistic	P-Value	Decision
Fear of Missing Out (X1) → Impulsive Buying (Y)	0.602	7.063	0.000	H1 Accepted
Sales Promotion (X2) → Impulsive Buying (Y)	0.309	3.643	0.000	H2 Accepted

Source: Data processed using SmartPLS 4.0.

The results show that both research hypotheses were accepted. Fear of Missing Out (FOMO) and sales promotion were found to positively affect impulsive buying of Skintific products through Shopee.

4.4 Discussion

a. The Effect of Fear of Missing Out (FOMO) on Impulsive Buying

The results show that Fear of Missing Out (FOMO) has a positive effect on impulsive buying. This finding indicates that the greater consumers' anxiety about falling behind trends, information, or experiences emerging on social media, the greater their tendency to make spontaneous purchases.

Theoretically, these results support the concept proposed by Przybylski et al. (2013), who describe FOMO as a psychological condition that arises when individuals worry about missing opportunities to have experiences enjoyed by others. In e-commerce, this condition is reflected when consumers see viral skincare products, products with numerous positive reviews, or products recommended by influencers, generating an emotional urge to purchase immediately without careful consideration.

These results are also consistent with Novia Aishwarya et al. (2024), who found that FOMO increases consumers' tendency to make impulsive purchases because of the urge to follow digital trends. Putri Ratna Sari et al. (2025) also show that FOMO affects impulsive purchasing behavior among digital platform users. These findings reinforce the role of psychological factors as important determinants of Generation Z's consumption behavior. In this study, Generation Z's intensive social media use made respondents more readily exposed to information about popular Skintific products. This exposure creates the perception that viral products should be acquired immediately to avoid falling behind their social circles. This condition encourages impulsive purchasing behavior among consumers.

b. The Effect of Sales Promotion on Impulsive Buying

The results show that sales promotion has a positive effect on impulsive buying. This finding indicates that Shopee's various promotions, such as price discounts, vouchers, cashback, free shipping, and flash sales, increase consumers' tendency to make unplanned purchases.

According to Kotler and Armstrong (2021), sales promotions are short-term incentives designed to encourage immediate purchases. On e-commerce platforms, promotions not only provide economic benefits but also create a perception of time scarcity, prompting consumers to complete transactions before the promotions end.

These results support Ratnasari et al. (2022), who state that sales promotion positively affects impulsive buying among Shopee users. Yessica Ayalia et al. (2024) also found that sales

promotion is one of the main factors increasing impulsive purchases by providing economic incentives to consumers.

In this study, most respondents considered Shopee's promotions financially beneficial, increasing their desire to purchase Skintific products. Price discounts, store vouchers, platform vouchers, and free shipping create the perception that consumers can benefit from an attractive opportunity by purchasing immediately. Consequently, purchasing decisions are influenced more by promotional stimuli than by planned needs.

c. Research Implications

The findings provide practical implications for companies, particularly Skintific and businesses that market their products through Shopee. Attractive promotional strategies should be accompanied by ethical marketing communications to increase short-term sales while also building long-term consumer relationships. Companies can also use the Fear of Missing Out (FOMO) phenomenon judiciously by providing informative and relevant product information, thereby increasing purchase interest without encouraging excessive consumption.

V. Conclusion

This study demonstrates that Fear of Missing Out (FOMO) and sales promotion influence impulsive buying of Skintific products among Generation Z consumers in Cirebon who shop through Shopee. Fear of Missing Out (FOMO) encourages spontaneous purchases because of concerns about falling behind trends, information, or experiences emerging on social media. This indicates that psychological aspects play an important role in shaping consumer purchasing behavior in the digital era.

Sales promotion was also found to increase consumers' tendency to make impulsive purchases. Various promotions, such as discounts, vouchers, cashback, free shipping, and flash sales, create perceptions of benefits that encourage consumers to purchase immediately without an extended decision-making process.

The findings indicate that impulsive purchasing behavior among Generation Z is influenced by internal factors in the form of psychological impulses and external factors in the form of promotional strategies implemented on e-commerce platforms. Therefore, companies need to integrate attractive promotional strategies with marketing communications that build positive shopping experiences, improving marketing effectiveness without encouraging excessive consumption.

Future research is encouraged to extend the research model by incorporating other variables, such as hedonic shopping motivation, electronic word of mouth, brand image, perceived value, customer engagement, and shopping lifestyle, to provide a more comprehensive understanding of the factors influencing impulsive buying on e-commerce platforms.

References

- Al Mutanafisa, A., & Retnaningsih, R. (2021). The effect of sales promotion and knowledge on impulsive buying of online platform consumers. *Jurnal Manajemen Bisnis*, 18(2), 154–168.
- Compas. (2024). Top brand skincare Indonesia quarter I 2024. <https://compas.co.id>
- Compas. (2025). Top five skincare brands on Shopee Indonesia quarter I 2025. <https://compas.co.id>
- GoodStats. (2024). Top brand perawatan dan kecantikan di Indonesia [Top personal care and beauty brands in Indonesia]. <https://goodstats.id>
- GoodStats. (2025). E-commerce paling sering diakses masyarakat Indonesia [E-commerce platforms most frequently accessed by Indonesians]. <https://goodstats.id>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Jakpat. (2025). Indonesian consumer behavior toward live shopping. <https://jakpat.net>
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing* (18th Global ed.). Pearson.
- Lamis, A., Putra, R., & Kurniawan, D. (2022). Flash sale strategy and impulse buying behavior in e-commerce. *Jurnal Manajemen Indonesia*, 22(3), 210–223.
- Lestari, N., Hidayat, T., & Fadilah, S. (2023). Sales promotion and impulse buying behavior among Shopee consumers. *Jurnal Riset Manajemen*, 20(2), 166–178.
- Novia Aishwarya, D., Prasetyo, A., & Rahman, F. (2024). Fear of missing out and impulse buying behavior among Generation Z consumers. *Jurnal Manajemen dan Bisnis*, 21(1), 35–49.
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Putri Ratna Sari, D., Nugroho, A., & Rahmawati, N. (2025). Fear of missing out and online purchasing behavior among Generation Z. *Jurnal Ekonomi Digital*, 7(1), 44–59.
- Ratnasari, N., Widodo, S., & Amalia, R. (2022). Product characteristics, sales promotion, and impulse buying among Generation Z Shopee users. *Jurnal Manajemen Pemasaran*, 17(2), 95–108.
- Tondang, K. J. (2025). Fear of missing out and impulse buying among TikTok Shop users in Padang City. *Jurnal Ilmiah Manajemen*, 16(1), 70–83.
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(S1), S71–S83. <https://doi.org/10.1002/per.423>
- Yessica Ayalia, M., Hidayat, R., & Wulandari, D. (2024). Sales promotion strategy and impulse buying in Indonesian e-commerce. *Jurnal Bisnis Digital*, 6(2), 122–137.