

Fear of Missing Out and Social Media Engagement as Predictors of Online Impulse Buying among Generation Z TikTok Shop Users

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Abstract

This study aims to examine the influence of Fear of Missing Out (FoMO) and social media engagement on online impulse buying among Generation Z users of TikTok Shop. This research employed a quantitative descriptive approach. The population consisted of students of Universitas Muhammadiyah Bengkulu who actively use TikTok Shop. Data were collected through a structured questionnaire, and the analysis techniques included descriptive analysis and inferential statistics using SPSS, along with the coefficient of determination (R^2) analysis. The results indicate that Fear of Missing Out has a positive and significant effect on online impulse buying behavior on TikTok Shop. This finding suggests that the higher the level of FoMO experienced by consumers, the greater their tendency to engage in impulsive online purchases. Social media engagement also has a positive and significant effect on online impulse buying. Increased user interaction with content on TikTok leads to a stronger tendency to make impulsive purchases on TikTok Shop. Furthermore, Fear of Missing Out and social media engagement simultaneously exert a positive and significant influence on online impulse buying. These findings imply that higher levels of FoMO and greater engagement in social media increase the likelihood of Generation Z engaging in impulsive buying behavior on TikTok Shop.

Keywords: FoMO, Social Media Engagement, Online Impulse Buying, Generation Z, TikTok Shop

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer interaction and transaction patterns in the digital economy (Khairani et al., 2025). The growth of e-commerce platforms enables consumers to shop conveniently without spatial and temporal limitations (Khairumi et al., 2025). Recent studies indicate that social commerce platforms integrating entertainment and purchasing features, particularly TikTok Shop, have accelerated online consumption behavior through interactive “shoppertainment” experiences (Kreuzer et al., 2022). This interactive environment increases exposure to persuasive content, which may stimulate spontaneous purchasing decisions (Matosas-López, 2024)

Such developments have contributed to the emergence of online impulse buying, defined as unplanned purchasing behavior triggered by emotional and situational stimuli in digital environments (Masitoh et al., 2024). Real-time promotions, limited-time discounts, and influencer-driven recommendations intensify impulsive responses, particularly among younger consumers (Maitsa & Artadita, 2022). Generation Z, characterized by high digital engagement and strong responsiveness to social trends, is considered the most vulnerable group to impulsive purchasing behavior in social commerce contexts (Umam et al., 2022).

Fear of Missing Out (FoMO) has emerged as a key psychological driver influencing online impulse buying. Individuals experiencing FoMO tend to engage in immediate purchases to avoid missing trends or limited offers (Beyza & Asgarli, 2025). Empirical evidence shows that FoMO significantly increases impulsive purchasing intentions in social commerce platforms (Marsh, Perez Vallejos, et al., 2024). Additionally, social media engagement plays a crucial role in shaping purchasing behavior. High levels of interaction, such as liking, commenting, and participating in live shopping, strengthen emotional connections with brands and increase impulsive buying tendencies (Marsh, Vallejos, et al., 2024)



Therefore, this phenomenon indicates the assumption that two main factors, namely Fear of Missing Out (FoMO) and Social Media Engagement, potentially influence students' purchasing behavior. Based on the problems described above, this study is entitled "The Influence of Fear of Missing Out (FoMO) and Social Media Engagement on Online Impulse Buying among Generation Z TikTok Shop Users (A Study of Students at Universitas Muhammadiyah Bengkulu)".

LITERATURE REVIEW

Online Impulse Buying

Online impulse buying refers to unplanned purchasing behavior occurring in digital environments, where consumers make spontaneous decisions without prior intention (Pakpahan et al., 2024). The rapid development of e-commerce and social commerce platforms has intensified impulsive buying tendencies due to real-time promotions, interactive features, and persuasive content (Maula et al., 2025). In online settings, consumers are more exposed to visual stimuli, limited-time offers, and peer influence, which significantly increase emotional responses leading to impulsive purchases (Filser et al., 2024).

Unlike traditional impulse buying, online impulse buying is strongly influenced by technological features such as personalized recommendations, live streaming, and social interaction tools embedded within digital platforms (Vuong et al., 2024). These features create a sense of urgency and convenience that reduces cognitive evaluation during decision-making (Gonçalves et al., 2024). Furthermore, social commerce platforms encourage immediate purchasing through interactive communication between sellers and consumers, strengthening emotional attachment and trust (Dalimunthe & Komalasari, 2024).

Previous studies also highlight that psychological and situational factors, including emotional arousal, perceived scarcity, and social influence, significantly contribute to impulsive buying behavior in online environments (Çelik & Dülek, 2023). Generation Z consumers, in particular, are more susceptible to online impulse buying due to their high engagement with social media and responsiveness to digital trends (D. N. Rahmawati & Puspita, 2024). Therefore, understanding online impulse buying is essential in examining consumer behavior within social commerce platforms such as TikTok Shop.

Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is defined as a psychological condition characterized by anxiety that others may be having rewarding experiences from which one is absent, leading individuals to maintain continuous connection with social activities, particularly through digital platforms (U. Rahmawati & Raharja, 2024). In the context of social media, FoMO encourages users to frequently monitor updates, trends, and promotional content to avoid missing valuable information or opportunities (Mu & Jurana, 2025). This behavior becomes more prominent in social commerce environments where limited-time offers and viral product trends create urgency among consumers (Jowey et al., 2024).

FoMO has been identified as a significant predictor of impulsive purchasing behavior. Individuals experiencing higher levels of FoMO tend to make faster purchasing decisions without extensive evaluation, especially when confronted with flash sales, exclusive deals, or trending products (Kumar et al., 2024). The fear of missing limited opportunities encourages emotional rather than rational decision-making, thereby increasing impulsive buying tendencies (Pratama et al., 2024). Additionally, FoMO is strengthened by social comparison processes, where individuals feel pressured to follow trends adopted by peers or influencers (Rahayu et al., 2024).

Recent studies emphasize that Generation Z is particularly vulnerable to FoMO due to their high dependency on social media and desire for social belonging (Febrita, 2022). Continuous exposure to curated content and viral recommendations amplifies perceived scarcity and urgency, which further drives impulsive purchases in social commerce platforms such as TikTok Shop (Ridzky & Arsyianti, 2024). Therefore, FoMO plays a crucial role in shaping online consumer behavior,

particularly in influencing spontaneous purchasing decisions among young digital consumers (Pakpahan et al., 2024).

Social Media Engagement

Social media engagement refers to the level of user participation and interaction with content, brands, and other users on social media platforms (Butarbutar et al., 2026). This engagement includes activities such as liking, commenting, sharing content, following accounts, and participating in live streaming or online discussions (Amelia & Tambunan, 2024). High levels of engagement indicate that users are not only passive viewers but actively involved in the digital environment, which strengthens their emotional connection with content and increases the likelihood of behavioral responses, including purchasing decisions (Priani, 2025).

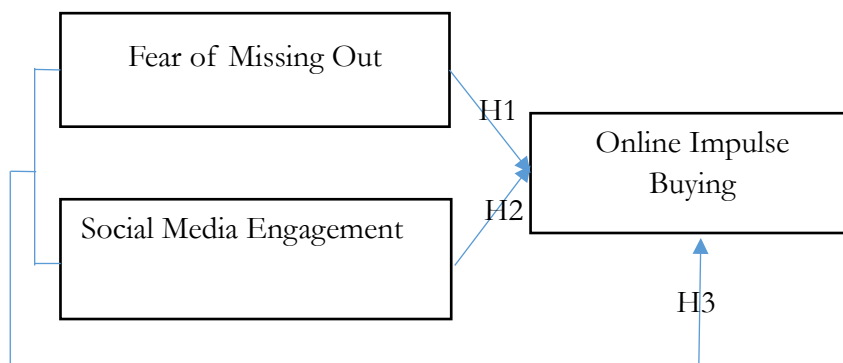
In social commerce settings, social media engagement plays a significant role in shaping consumer behavior (Siregar et al., 2025). Interactive features such as live shopping, product reviews, and influencer-generated content enhance consumer trust and reduce perceived risk, thereby encouraging spontaneous purchases (Andini et al., 2025). Engagement also facilitates social interaction among users, creating a sense of community that influences individual buying decisions through social proof and peer recommendations (Tirtayasa et al., 2025). The more frequently users interact with content, the more likely they are to develop favorable attitudes toward products and engage in impulse buying behavior (Dewi et al., 2025).

Recent studies further indicate that Generation Z demonstrates higher social media engagement compared to other demographic groups, as they spend substantial time interacting with digital content and following trends (Sari et al., 2023). This high engagement level increases exposure to promotional stimuli and strengthens emotional involvement, which may trigger impulsive buying decisions in social commerce platforms (Sihombing et al., 2024). Therefore, social media engagement is considered an important factor influencing online impulse buying, particularly among Generation Z users in interactive platforms such as TikTok Shop (Amin et al., 2026).

Conceptual Framework

This study develops an analytical framework to analyze the influence of Fear of Missing Out (FoMO) and Social Media Engagement on Online Impulse Buying among Generation Z users of TikTok Shop. FoMO reflects psychological anxiety that encourages immediate purchases, while social media engagement increases interaction with promotional content and peer influence. In digital commerce environments, viral trends, influencer promotions, and limited-time offers strengthen both factors. The study assumes that higher FoMO and engagement significantly increase impulsive purchasing behavior among Generation Z consumers.

Figure 1. Analysis Framework



METHODOLOGY

This study employed a quantitative descriptive research design to examine the influence of Fear of Missing Out (FoMO) and social media engagement on online impulse buying among

Generation Z users of TikTok Shop. The population of this study consisted of students at Universitas Muhammadiyah Bengkulu who actively use TikTok Shop for online shopping activities. A purposive sampling technique was applied to select respondents who met the research criteria, namely active TikTok users who had experience purchasing products through TikTok Shop. Data were collected using a structured questionnaire distributed online. The questionnaire items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The research variables included Fear of Missing Out and social media engagement as independent variables, while online impulse buying served as the dependent variable. Prior to hypothesis testing, the instrument was evaluated through validity and reliability tests to ensure data quality and consistency. Data analysis was conducted using descriptive statistics to describe respondent characteristics and inferential statistical analysis using the Statistical Package for the Social Sciences (SPSS). Multiple linear regression analysis and coefficient of determination (R^2) analysis were applied to evaluate the influence and explanatory power of the independent variables on online impulse buying behavior.

RESULTS and DISCUSSION

Normality Test

The table above shows that the regression model is normally distributed. The one-sample Kolmogorov–Smirnov statistical test indicates a probability value of 0.166, which is greater than 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.94141344
Most Extreme Differences	Absolute	.075
	Positive	.051
	Negative	.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.166 ^c

Multicollinearity Test

Multicollinearity can also be assessed using tolerance values and the Variance Inflation Factor (VIF). If the tolerance value is greater than 0.1 and the VIF is less than 10, it indicates that there is no multicollinearity problem in the study.

Table 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1		
Fear of Missing Out	.635	1.574
Social Media Engagement	.635	1.574

Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether there was inequality of variance in the residuals of the regression model. A good regression model should exhibit homoscedasticity, meaning that the variance of residuals remains constant across observations. The heteroscedasticity test can be performed using methods such as scatterplot analysis or statistical tests. If the residuals are randomly distributed and do not form a specific pattern, it indicates that heteroscedasticity is not present. Conversely, the presence of a clear pattern suggests heteroscedasticity in the regression

model. The plot shows that the data points are randomly distributed, with no clear pattern formed, and spread both above and below the value of 0 on the Y-axis. This indicates that heteroscedasticity is not present in the regression model. Therefore, the regression model is appropriate for predicting the purchase decision variable (Y).

Multiple Linear Regression Analysis Results

Table 3. Multiple Linear Regression Analysis Results

Coefficients ^a			
Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	7.423	1.876	
1 Personal branding influencer	.271	.063	.343
Customer engagement	.406	.083	.389

a. Dependent Variable: Keputusan Pembelian

Based on Table 3 above, the regression equation obtained is as follows: $Y = 10.056 + 0.374(X1) + 0.232(X2)$. The multiple linear regression equation can be interpreted as follows:

1. The coefficient of X1 (Fear of Missing Out) of 0.374 indicates that an increase of one unit in Fear of Missing Out will increase Online Impulse Buying by 0.374 units, assuming that the Social Media Engagement variable (X2) is held constant.
2. The coefficient of X2 (Social Media Engagement) of 0.232 indicates that an increase of one unit in Social Media Engagement will increase Online Impulse Buying by 0.232 units, assuming that the Fear of Missing Out variable (X1) is held constant.

Coefficient of Determination (R²) Results

The coefficient of determination (R²) test aims to measure the extent to which the research model is able to explain the variation in the dependent variable.

Table 4. Coefficient of Determination (R²) Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.561	.552	2.969

a. Predictors: (Constant), Social Media Engagement, Fear of Missing Out

b. Dependent Variable: Online Impulse Buying

Based on the table above, the coefficient of determination (R Square) shows a value of 0.561. This indicates that Fear of Missing Out and Social Media Engagement jointly explain 56.1% of the variance in Online Impulse Buying. The remaining 43.9% (100% – 56.1%) is influenced by other factors not included in this study.

t-Test (Partial Test)

Table 5. t-Test (Partial Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	10.056	1.690		5.949	.000
1 Fear of Missing Out	.374	.050	.600	7.459	.000
Social Media Engagement	.232	.087	.214	2.667	.009

a. Dependent Variable: Online Impulse Buying

Based on the calculation results, the comparison between t-count and t-table is determined using $(n-k-1) = 110 - 2 - 1 = 107$, with a t-table value of 1.98238. The results for each variable are as follows:

1. Fear of Missing Out shows t-count ($7.459 > 1.98238$) with a significance value of $0.000 < 0.05$. This indicates that Fear of Missing Out has a significant effect on Online Impulse Buying among Generation Z TikTok Shop users.
2. Based on the t-test for the Social Media Engagement variable, the result shows ($2.667 > 1.98238$) with a significance value of $0.009 < 0.05$, meaning that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Therefore, Social Media Engagement has a positive effect on Online Impulse Buying among Generation Z TikTok Shop users.
3. The dominant variable in this study is Fear of Missing Out (X1), which has the highest t-count value (7.459), indicating that it has the strongest influence on Online Impulse Buying.

F-Test (Simultaneous Test)

The purpose of the simultaneous test is to determine whether all independent variables (X) included in the model simultaneously have a joint effect on the dependent variable (Y).

Table 6. F-Test (Simultaneous Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1203.705	2	601.853	68.287	.000 ^b
Residual	943.059	107	8.814		
Total	2146.764	109			

From the table above, the significance value of F is $0.000 < 0.050$ and the F-count is greater than the F-table ($68.287 > 3.08$). Based on these results, it can be concluded that all independent variables, namely Fear of Missing Out (X1) and Social Media Engagement (X2), simultaneously have a significant effect on Online Impulse Buying on TikTok Shop.

DISCUSSION

The results of this study indicate that Fear of Missing Out (FoMO) and Social Media Engagement significantly influence Online Impulse Buying among Generation Z TikTok Shop users. The regression analysis demonstrates that both independent variables have positive coefficients, indicating that higher levels of FoMO and engagement increase impulsive purchasing behavior. The coefficient of determination shows that 56.1% of the variance in Online Impulse Buying is explained by FoMO and Social Media Engagement, while the remaining variance is influenced by other factors. These findings confirm that psychological urgency and social interaction play an essential role in shaping consumer behavior in social commerce environments.

The significant effect of FoMO on Online Impulse Buying supports the stimulus organism response (SOR) theory, which explains that external stimuli such as trending content and limited offers create emotional responses that lead to impulsive purchasing decisions (Hermansyah, 2025). Individuals experiencing FoMO tend to respond quickly to promotional stimuli, reducing cognitive evaluation during decision-making (Hanum et al., 2023). This condition increases emotional urgency and perceived scarcity, which are key determinants of impulsive buying behavior in digital environments (Londong et al., 2024).

Furthermore, the significant influence of Social Media Engagement supports social influence theory, which emphasizes that interactions and peer influence in social networks affect consumer decision-making (Salqaura & Nasib, 2026). Active engagement with content strengthens emotional attachment and increases trust toward products, thereby encouraging spontaneous purchases (Nasib et al., 2026). High engagement levels also enhance exposure to influencer recommendations and viral trends, which stimulate impulsive buying behavior (Eryc et al., 2026).

CONCLUSION

This study concludes that Fear of Missing Out (FoMO) and Social Media Engagement significantly influence Online Impulse Buying among Generation Z TikTok Shop users. Partially, Fear of Missing Out has a positive and significant effect, indicating that individuals who experience higher anxiety about missing trends, promotions, or social experiences are more likely to make spontaneous purchasing decisions. Social Media Engagement also shows a positive and significant effect, suggesting that increased interaction with social media content, such as liking, commenting, sharing, and participating in live shopping, enhances emotional involvement and encourages impulsive buying behavior. Furthermore, Fear of Missing Out is identified as the dominant variable, indicating that psychological urgency plays a stronger role in driving impulsive purchasing decisions.

Simultaneously, Fear of Missing Out and Social Media Engagement jointly have a significant influence on Online Impulse Buying. The coefficient of determination shows that both variables explain 56.1% of the variance in Online Impulse Buying, while the remaining 43.9% is influenced by other factors not examined in this study. These findings imply that the combination of psychological pressure to avoid missing opportunities and active engagement in social media increases emotional responses and reduces rational evaluation, leading Generation Z consumers to engage in impulsive purchasing behavior on TikTok Shop.

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