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FoMO, Self-Control, and Online Impulsive Buying among Gen Z Users TikTok Shop in Surabaya

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Corresponding author:	Abstract
<p>Name of corresponding author *Monica Dwi Octri Virna monica.octrivirna1001@gmail.com</p>	<p>Background: The increasing use of social media and e-commerce has amplified online impulsive buying behavior, especially among Generation Z. One of the psychological triggers is fear of missing out (FoMO), the anxiety of being left behind in social or trend-related experiences. Objective: This study aims to examine the relationship between FoMO and online impulsive buying and to analyze the mediating role of self-control among Generation Z TikTok Shop users in Surabaya. Method: This quantitative research involved 122 participants aged 18–25 selected via purposive sampling. The study employed three psychological scales, namely FoMO, self-control, and online impulsive buying. Data were analyzed using path analysis through JASP 0.19.3.0. Results: The hypothesis testing results indicated an estimate value of 0.294 with $p < 0.001$ and $z = 4.102$. This suggests a highly significant positive relationship between fear of Missing out (FoMO) and online impulsive buying, with self-control acting as a mediating variable. Conclusion: The findings underscore the role of emotional regulation, particularly self-control, in moderating impulsive consumption driven by FoMO. Strengthening self-control can help Generation Z make more rational online shopping decisions.</p>
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Abstrak

Latar Belakang: Meningkatnya penggunaan media sosial dan platform e-commerce mendorong perilaku pembelian impulsif secara daring, khususnya di kalangan Generasi Z. Salah satu pemicu psikologisnya adalah kekhawatiran tertinggal dari tren, yang juga dikenal sebagai fear of missing out (FoMO) atau takut tertinggal pengalaman sosial orang lain. Kondisi ini sering mendorong orang untuk melakukan pembelian impulsif, terutama di platform seperti TikTok Shop yang dirancang memicu keputusan belanja secara instan. **Tujuan:** Penelitian ini bertujuan untuk menganalisis hubungan antara FoMO dengan pembelian impulsif secara daring serta mengkaji peran mediasi kontrol diri pada pengguna TikTok Shop Generasi Z di Surabaya. **Metode:** Penelitian kuantitatif ini melibatkan 122 partisipan berusia 18–25 tahun yang dipilih melalui teknik purposive sampling. Data dikumpulkan menggunakan skala psikologi yaitu FoMO, kontrol diri, dan pembelian impulsif secara daring, lalu dianalisis dengan teknik analisis jalur menggunakan JASP versi 0.19.3.0. **Hasil:** Hasil uji hipotesis menunjukkan nilai estimate sebesar 0,294 dengan $p < 0,001$ dan nilai $z = 4,102$. Artinya terdapat hubungan positif yang sangat signifikan antara FoMO dengan pembelian impulsif daring dengan kontrol diri sebagai mediator. **Simpulan:** Self-control berperan penting dalam menekan dampak FoMO terhadap perilaku konsumtif daring Generasi Z, khususnya dalam pengambilan keputusan belanja yang rasional.

Kata Kunci: Generasi Z; fear of missing out; pembelian impulsif; kontrol diri; tiktok shop

Introduction

Impulsive buying behavior has long been a central focus in consumer behavior studies. Impulsive buying refers to a condition in which consumers make sudden, unplanned purchases, yet perceive their actions as normal or justifiable (Rook & Fisher, 1995). Technological advancements and cultural shifts in the digital era have had a significant impact on consumer behavior. This transformation is particularly evident in shopping trends, especially in online shopping. These technological developments have enabled individuals to make purchases more flexibly, without being limited by time and place (Nalanan et al., 2025)

However, this convenience also brings a concerning downside, particularly in relation to impulsive buying behavior. Online impulsive buying is defined as a spontaneous, unplanned purchase decision made in an online context, often triggered by external stimuli such as promotions or visually appealing product displays (Li et al., 2021). The ease of accessing the internet and engaging in online shopping encourages consumers to purchase various products they desire, thereby fostering consumptive behavior (Sihombing et al., 2024).

Various negative impacts of impulsive buying can be experienced by consumers. One of the main consequences, according to Tinarbuko (2006), is the increase in uncontrolled spending. Consumers often purchase items they do not actually need or that do not align with their predetermined budget, which can ultimately lead to serious financial problems. Online impulsive buying also leads to feelings of regret and disappointment due to excessive purchasing, which ultimately results in increased spending (Siregar & Rini, 2019)

One of the social media platforms that has experienced an expansion of this function is TikTok, with the TikTok Shop feature that combines entertainment content and a live shopping experience (Mufti & Hariyanto, 2025). Users can watch product promotions in the form of short videos or live broadcasts, as well as make purchases in one application without the need to switch platforms (Populix, 2023). This convergence between social media and e-commerce has created a digital environment that is very conducive to impulse purchases, especially in the young age segment who are familiar with technology and have a tendency to explore in virtual spaces (Permana & Adelina, 2021).

In recent times, the growing presence of engaging content across various social media platforms has intensified the phenomenon of fear of missing out (FoMO), which has emerged as a key factor influencing individuals to make impulsive purchasing decisions (Haura et al., 2024). This concept refers to feelings of discomfort or anxiety that arise when a person feels left behind from the experience, information, or opportunity that others are enjoying, especially on social media (Przybylski et al., 2013). In digital marketing, FoMO is often triggered by promotional strategies that emphasize the urgency of time such as limited discounts, flash sales, and countdown deals, which encourage users to make a purchase immediately so as not to miss the opportunity. This the dread of being left behind is what makes FoMO an important variable in understanding the dynamics of consumptive behavior in the modern e-commerce ecosystem (Syandana & Dhania, 2024)

Generation Z, which is a group of individuals born in the range of 1997 to 2012 (Dimock, 2019) is a demographic that is highly exposed to the digital world from an early age. They grow up with technology, and have a high intensity in using social media both as a source of information, entertainment, and lifestyle references. Studies show that Generation Z has a greater tendency to make purchases that are emotional and instantaneous, especially when dealing with promotional content that is visually and interactively packaged (Statista, 2023). Kredivo & Katadata (2023) noted that more than 76% of Indonesian e-commerce users have engaged in online impulsive buying behavior, and the largest proportion comes from young age groups who are active on social media.

However, not all individuals who experience FoMO will necessarily make impulse purchases. One of the internal factors that is believed to be able to control the urge is self-control or the capacity of an individual to control and withstand transient desires in order to accomplish long-term objectives (Tangney et al., 2004). Individuals with good levels of self-control have a lower tendency to engage in unplanned consumptive behaviors, even when in situations of social or emotional stress. Therefore, self-control can function as a psychological mechanism that mediates the influence of FoMO on online impulsive buying.

Unfortunately, studies that specifically examine the self-control's mediating function in the connection between FoMO and online impulsive buying are still limited, especially in the context of highly dynamic and attractive platforms such as TikTok Shop. In fact, TikTok Shop has different characteristics compared to other online shopping platforms, such as Shopee or Tokopedia, because of its live streaming-based approach, high personalization algorithms, and very strong time-pressure-based promotion strategies (Fitri & Muryono, 2024). This characteristic indirectly amplifies the effect of FoMO and poses a challenge to the user's self-control mechanism (Handayani & Haryadi, 2023).

Seeing these gaps, this research has theoretical and practical urgency. Theoretically, this study contributes to enriching the literature on consumer psychology, especially related to the dynamics between FoMO, self-control, and impulsive behavior in a digital context. Meanwhile, practically, the results of this research can be the basis for the preparation of consumer education strategies, the design of self-regulation-based psychological interventions, and consumer protection policies in the increasingly aggressive era of social e-commerce.

Method

This study employs a quantitative approach as its primary method. It aims to examine the relationship between Fear of Missing Out (FoMO) as the independent variable (X), Online Impulsive Buying (OIB) as the dependent variable (Y), and Self-Control as the mediating variable (Z).

Before the main data analysis was carried out, the researcher conducted a normality test on the residual distribution using the Kolmogorov-Smirnov method. The results showed a significance value of $p = 0.200$ in all the pathways tested, which indicates that the data was normally distributed ($p > 0.05$). It is eligible to proceed to path analysis.

The participants in this study were focused on Generation Z users of TikTok Shop residing in Surabaya, selected through purposive sampling. This method was chosen to obtain representative information regarding the phenomenon under investigation. Participant selection was based on specific inclusion criteria, and those involved were informed about the purpose of the study as well as the measures taken to protect their identity and privacy.

Sample

The participants in this study were selected based on the characteristics of Generation Z, who are known to be active users of social media as well as potential consumers in online shopping activities. The inclusion criteria for participant selection were as follows; individuals aged between 18 and 25 years, based on an online survey by Populix in 2022 which revealed that consumers in this age group frequently engage in online shopping, residing in Surabaya, actively using the TikTok application, and regularly making purchases through TikTok Shop. However, the exact number of these populations is not explicitly known so the statistical approach used refers to the formula Lemeshow (1991) for the determination of samples from unidentified populations with margin of error 10%, resulting in 122.

Data Measurement

The measurement of data in this study was carried out using a 5-point Likert scale ranging from Strongly Disagree to Strongly Agree. Each instrument consisted of both favorable and unfavorable items, adjusted to ensure consistency in data interpretation. The Online Impulsive Buying scale was based on Verplanken and Herabadi (2001) conceptualization, which identifies two key components of impulsive buying: cognitive aspects (such as purchasing without considering price, benefits, or alternatives) and emotional aspects (including emotional triggers, post-purchase regret, and unplanned buying). This scale included 31 items that were validated through tests of validity and reliability, with a Cronbach's Alpha value of 0.951, indicating excellent internal consistency. The Fear of Missing Out (FoMO) scale, was developed based on Przybylski et al., (2013) measured two psychological dimensions: relational needs (the need for social connection) and self-related aspects (competence and autonomy). This scale contained 24 items, with a Cronbach's Alpha value of 0.924, reflecting high reliability. Meanwhile, the Self-Control scale was developed based on Averill (1973) theory and adapted from Laili et al., (2024) covering three dimensions: behavioral control, cognitive control, and decision-making. Comprising 36 items, this instrument achieved a Cronbach's Alpha value of 0.945, demonstrating a very high level of reliability.

Data Analysis

This study employed path analysis to examine both the direct and indirect relationships among the variables involved in the mediation model. The data analysis was conducted using JASP version 0.19.3.0 for Windows. The primary aim of this analysis was to investigate the relationship of fear of missing out (FoMO) on online impulsive buying, both directly and through self-control as a mediating variable. This analysis allows for the identification of whether self-control plays a significant mediating role in the relationship between FoMO and online impulsive buying.

Result

Table 1 Demographic Data

Demographic		Frequency	Percentage
Gender	Female	84	68,9%
	Male	38	31,1%
Age	18	3	2,5%
	19	2	1,6%
	20	9	4,9%
	21	16	13,1%
	22	43	35,2%
	23	23	18,9%
	24	9	7,4%
Type of Product	25	20	16,4%
	Fashion	62	50,8%
	Beauty Products	31	25,4%
	Food and Beverages	7	5,7%
	Electronics	7	5,7%
	Household Equipment	2	1,6%
	Others	13	10%

Based on demographic characteristics, the majority of respondents in this study were female, totaling 84 individuals (68.9%), while male respondents accounted for 38 individuals (31.1%). This indicates that TikTok Shop users in this study were predominantly female.

In terms of age, most respondents were 22 years old, comprising 43 individuals (35.2%). This was followed by 23-year-olds with 23 individuals (18.9%), 21-year-olds with 16 individuals (13.1%), and 25-year-olds with 20 individuals (16.4%). Respondents aged 24 totaled 9 individuals (7.4%), followed by 20-year-olds with 6 individuals (4.9%). Additionally, 3 individuals (2.5%) were aged 18, and 2 individuals (1.6%) were aged 19.

Regarding the types of products most frequently purchased through TikTok Shop, fashion products ranked highest, purchased by 62 respondents (50.8%). This was followed by beauty products (31 respondents or 25.4%), food and beverages (7 respondents or 5.7%), and electronics (7 respondents or 5.7%). Household equipment was purchased by 2 respondents (1.6%), while other unspecified product categories accounted for 13 respondents (10.7%).

These descriptive results indicate that the majority of respondents in this study were 22-year-old individuals, most of whom had completed undergraduate education, and most frequently purchased fashion products via TikTok Shop.

Hypothesis testing was carried out with the help of JASP 0.19.3.0 software through the Structural Equation Modeling (SEM) and Mediation Analysis menus to identify the relationships between variables more thoroughly.

Table 2 Direct Effects

Relationship Pathway	Estimate	z-value	p	Information
FOMO → OIB	0,222	2.161	0.031	Significant

Based on the analysis of the direct effect, an estimated value of 0.222 was obtained with $p = 0.031$ and $z = 2.161$. This means indicates there is a strong positive correlation between Generation Z's impulsive online purchasing activity and their level of fear of missing out (FoMO). The estimated value of 0.222 is between 0.021 to 0.423 at the confidence interval which means that there is a direct relationship between the fear of missing out and online impulsive buying.

Table 3 Path Coefficient

Relationship Pathway	Estimate	z-value	p	Information
FOMO → SC	-0,722	-0,856	< 0.001	Very Significant
SC → OIB	-0,408	-4,67	< 0.001	Very Significant

From the results of the analysis of the pathway above, it can be seen that pathway a (FOMO → SC) shows an estimate value of -0.722 with $p < 0.001$ and $z = -0.856$. This means that there is a very significant negative relationship, the higher the fear of missing out (FoMO), the lower the self-control ability of Generation Z TikTok Shop users in Surabaya.

In addition, the SC → OIB path showed an estimated value of -0.408 with $p < 0.001$ and $z = -4.67$. This means that there is a very significant negative relationship, the higher the self-control, the more impulsive online buying behavior decreases in Generation Z of TikTok Shop users in Surabaya.

Table 4 Indirect Effects

Relationship Pathway	Estimate	z-value	p	Information
FOMO → SC → OIB	0,294	4,102	< 0,001	Very Significant

The results of the indirect effects analysis showed an estimate value of 0.294 with a p value of < 0.001 and $z = 4.102$. The estimated value of 0.294 is between 0.154 to 0.435 in the confidence interval coefficient, which means that there is an indirect relationship or indirect effect between fear of missing out (FoMO) and online impulsive buying through self-control.

Table 5 Descriptive Analysis

Variable	N	Mean	SD
Online impulsive buying	122	75,38	12,618
Fear of missing out (FoMO)	122	57,69	11,447
Self-control	122	112,68	13,478

Based on the results of descriptive statistical analysis, it is known that the respondents in this study are 122 respondents. The average value of online impulsive buying is 75.38 and the standard deviation is 12.618. This shows that the level of online impulsive buying behavior among respondents is in the medium to high category, with a very varied data spread. Meanwhile, the fear of missing out (FoMO) variable showed an average value of 57.69 with a standard deviation of 11.447. This indicates that the level of FoMO experienced by respondents tends to be in the medium category. The standard deviation value of close to 20% of the mean also shows that the variation in respondents' experience of the fear of missing out (FoMO) is quite significant. In other words, there are respondents who hardly experience FoMO, but there are also those who experience it at high intensity. Therefore, the data on the FoMO variable also show a wide or heterogeneous distribution.

Meanwhile, the self-control variable had an average value of 112.62 and a standard deviation of 13.478. This average indicates that respondents in general have quite good control skills. They are able to regulate impulses, emotional impulses, or reactive tendencies in a variety of situations. The high standard deviation value shows that the level of self-control between respondents is quite widespread.

Table 6 Categorization of Variable Scores of Online Impulsive Buying

Category	Score Range	Frequency	Percentage
Low	$X < 63$	5	4,1%
Medium	$63 < X < 88$	87	71,3%
High	$88 > X$	30	24,6%

The results of the distribution showed that as many as 5 respondents (4.1%) were in the low category, 87 respondents (71.3%) were in the medium category, and 30 respondents (24.6%) were in the high category. These results suggest that most respondents exhibit a moderate tendency toward online impulsive buying. Despite this, there are still more than 20% of respondents who show impulsive behavior at a high level.

Table 7 Fear of Missing Out (FoMO) Variable Score Categorization

Category	Score Range	Frequency	Percentage
Low	$X < 46$	7	5,7%
Medium	$46 < X < 69$	83	68%
High	$69 > X$	32	26,3%

Based on the results of the data distribution, 7 respondents (5.7%) were in the low category, 83 respondents (68%) were in the medium category, and 32 respondents (26.3%) were in the high category. The majority of respondents experienced FoMO at a moderate level, which indicates that the fear of being exposed to information or social activities is quite felt, but still within reasonable limits. However, the proportion of respondents who are in the high category is also quite significant, so this FoMO phenomenon deserves attention, especially in relation to consumptive behavior.

Table 8 Categorization of Self-Control Variable Scores

Category	Score Range	Frequency	Percentage
Low	$X < 99$	3	2,5%
Medium	$99 < X < 126$	84	68,9%
High	$126 > X$	35	28,6%

Based on the distribution above, as many as 3 respondents (2.5%) were in the low category, 84 respondents (68.9%) were in the medium category, and 35 respondents (28.6%) were in the high category. The majority of respondents had moderate self-control, which indicates that in general they have the ability to resist certain urges or desires, including in the context of consumption. Meanwhile, the proportion of respondents with high self-control is also quite prominent, which has the potential to be a protective factor against impulsive behavior.

Discussion

The results of the path analysis show that FoMO has a positive and significant influence on online impulsive buying behavior. The higher the individual's anxiety level due to the fear of missing out on a trend or social experience shared by others, the greater their tendency to make purchases spontaneously and without careful consideration.

This phenomenon indicates that individuals with high levels of FoMO respond to digital social pressure by making immediate purchases, especially when exposed to urgent promotional content such as flash sales, limited offers, or influencer recommendations. These findings are consistent with the opinion of (Przybylski et al., 2013) who stated that FoMO reflects a form of social anxiety that encourages comprehensive behaviors, including instant consumption, to close the gap from its social group. Empirical support was also found in the study of Haura et al., (2024) which concluded that FoMO contributes significantly to the high online impulse buying behavior.

The findings further demonstrated a significant negative relationship between FoMO and self-control. In other words, individuals who experience higher levels of fear of missing out are likely to show a reduced capacity to regulate impulses and make thoughtful decisions. This pattern supports the theory of self-regulation as described by Baumeister et al., (2007), which explains that emotional pressure such as FoMO can weaken a person's ability to maintain self-regulation. Within fast-paced and stimulating digital social environments, individuals affected by FoMO are more inclined to act immediately without careful consideration, thus impairing their capacity for reflection which is essential to self-control. This result is consistent with the findings of (Fitri & Muryono, 2024), who also reported that higher levels of FoMO are associated with lower self-control in individuals.

The study also found a significant negative correlation between self-control and online impulsive buying behavior. Individuals with a strong sense of self-control are generally better at resisting the urge to make spontaneous purchases. Conversely, those with lower self-control tend to be more vulnerable to emotionally charged digital promotions and short-term external stimuli. These results are in agreement with the perspective of Tangney et al., (2004), who argue that self-control is a vital cognitive function that helps individuals resist immediate temptations in favor of achieving long-term goals. In digital ecosystems filled with visual appeal and persistent promotional content, self-control acts as a barrier that helps limit impulsive

consumer behavior. This finding is also supported by the research of Amalia (2024), which shows that increasing self-control is effective in reducing the intensity of impulsive buying.

Furthermore, the mediation analysis showed that self-control significantly mediated the relationship between FoMO and online impulsive buying. High levels of FoMO were found to lower self-control, which in turn increased the likelihood of impulsive online purchasing behavior.

This phenomenon can be explained through the Dual-System Theory proposed by Kahneman (2011), which posits that human cognition operates through two distinct systems. According to this model, System 1 functions quickly, automatically, and emotionally, while System 2 operates more slowly, reflectively, and rationally. Kahneman explains that System 1 works automatically and rapidly, with little or no conscious effort or control. In contrast, System 2 allocates attention to effortful mental activities, including complex computations and deliberate reasoning. Within this context, fear of missing out (FoMO) can be viewed as an emotional stimulus driven by System 1, which creates a sense of urgency to act in order to avoid missing out on social trends or perceived opportunities. When FoMO intensifies, the emotional impulse generated by System 1 can interfere with the functioning of System 2, which is responsible for self-control. As a result, the reflective processes that typically inhibit impulsive buying become disrupted, making individuals more prone to engage in impulsive purchasing decisions.

These findings confirm that self-control functions as a psychological mechanism that blocks the direct influence of digital social pressures on consumptive decisions. If self-control is strong enough, the impulsive impulse of the FoMO can be suppressed. However, when self-control is low, the urge is more likely to manifest in unplanned consumption behaviors, especially in environments like TikTok Shop that offer quick and interactive promotional features.

Overall, the results of this study confirm the importance of self-control as a psychological key in bridging the relationship between FoMO and online consumptive behavior. These findings also show that Generation Z as active users of social media and e-commerce platforms requires awareness of the importance of managing digital emotions and behaviors, especially in the face of promotional pressures and evolving viral trends.

Conclusion

In conclusion, this study highlights the significant role of fear of missing out (FoMO) in influencing online impulsive buying behavior among Generation Z TikTok Shop users in Surabaya, both directly and indirectly through self-control. The findings confirm that higher levels of FoMO are associated with increased impulsive purchasing, as well as reduced self-control, which in turn leads to less regulated and more emotionally driven consumption behavior. Self-control was also found to serve as a significant mediating factor, functioning as an internal mechanism that can buffer the emotional impact of FoMO on impulsive buying tendencies.

These results underscore the importance of fostering self-regulatory capacity in digital consumers to mitigate the psychological pressures arising from social media exposure. For future research, it is recommended to consider additional external factors such as social support, consumer norms within digital communities, or aggressive digital marketing strategies, which may also influence an individual's ability to control impulsive urges. By expanding the scope of external variables examined, subsequent studies may provide a more comprehensive understanding of the social and environmental dynamics that shape consumptive behavior in the digital era.

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PAGE 1

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PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8
