

## THE INFLUENCE OF FEAR OF MISSING OUT (FOMO) ON IMPULSE BUYING WITH PRODUCT UNIQUENESS AS A MODERATING VARIABLE

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### *Abstract*

*This research is quantitative research with an exploratory approach, namely an approach that uses a number of previous studies as the main foundation to strengthen the new arguments that the researcher has designed. The previous research referred to in this article is . The data used in this research is primary data that researchers obtained from Tiktokshop, Shopee and Marketplace consumers. The data used in this research was analyzed using the smart PLS 4.0 analysis tool. The result in this article show the Fear of Missing Out variable can have a positive relationship and a significant influence on Impulsive Buying Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.006 . This can be caused by the greater the Fear of Missing Out, consumers are more targeted, want to follow trends, and make impulsive purchasing decisions. In the next line, which is also a different formulation from the two studies above, is the Product Uniqueness variable which is believed to moderate the influence of the Fear of Missing Out variable on Impulsive Buying Decisions. This can be proven because the P-Values value is positive and is below the 0.05 significance level, namely 0.000, more significant than the direct test of 0.006. These results indicate that curiosity, desire to buy, and the feeling of not wanting to miss the trend will increase if FOMO is accompanied by a unique product that attracts consumers. Thus the first and second hypotheses in this research can be accepted.*

**Keywords:** *Fear of Missing Out, Impulse Buying, Product Uniequeness*

### 1. INTRODUCTION

. FoMO (Fear of Missing Out), is defined as "a broad understanding that individuals may have the experience of someone's absence. In this case FoMO refers to the feeling of discomfort when they see other people looking happier and feeling greater satisfaction than them (Afdal, A., Alizamar, A., Ifdil, I., Ardi, Z., Sukmawati, I., Zikra, Z., ... & Hariyani 2019). FoMO is often characterized as the desire to stay continuously connected to what other people are doing, especially through social networking sites (SNS) (Beyens, I., Frison, E., & Eggermont 2016).

(Chai, H. Y., Niu, G. F., Chu, X. W., Wei, Q., Song, Y. H., & Sun 2018) who say that FoMO is a widespread worry due to the fear that other people may experience fantastic stories or positive events that they cannot be present in. In this case, the individual feels sad when he opens his social media and finds that his friend has experienced a positive event which he cannot participate in, so he is encouraged to monitor his social media so that a similar incident does not happen again. Przybylski, Murayama, DeHaan, &

Gladwell, (2013) FoMO is based on the perspective of self-determination theory (SDT) or human needs referring to the micro theory of human motivation. Self-determination theory was formed due to the low level of basic psychological needs in using social media. Ryan & Deci (2000) suggest that self-determination is related to basic psychological satisfaction (satisfaction of basic psychological needs), namely the ability to act effectively (autonomy), attachment or connectedness with other people (relatedness), and personal initiative (competence). Low levels of psychological satisfaction have been identified as a vulnerability factor for behavioral regulation that can be a risk factor for FoMO (Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell 2013).

In addition to fulfilling basic psychological needs, FoMO involvement also involves negative expectations and cognitions, which play a role in problematic internet use (Wegmann, E., Oberst, U., Stodt, B., & Brand 2017) . In this case the base state is FoMo. be a link between symptoms of psychopathology and problematic technology use. The negative cognitions involved with FoMO may represent a mechanism for how psychopathology may lead to problematic technology use, with FoMO as a check for this relationship (Wegmann, E., Oberst, U., Stodt, B., & Brand 2017). Furthermore, the use and gratification theory is known to support the explanation of the previous theory. The use and gratification theory is an approach that aims to demonstrate, explore and understand the essential psychological needs that motivate people to choose certain social media (Agustina 2018). Alutaybi (2020) focuses on this theory on individuals as media users or how individuals apply their role on social media networks in everyday life.

(Wegmann, E., Oberst, U., Stodt, B., & Brand 2017) proposed two dimensions to measure fear of missing out, namely: a. Trait-FoMO Trait-FoMO is an innate characteristic of the process of self-awareness on the internet, which produces certain feelings when information or communication with other people is lagging behind (Risdyanti, K. S., Faradiba, A. T., & Syihab 2019). Przybylski et al. (2013) explained that the level of psychological satisfaction is related to self-determination theory or human needs which refers to the micro theory of human motivation. (Ryan, R. M., & Deci 2000)explain that the main focus of self-determination theory is intrinsic motivation which develops when psychological needs are met. The components of this psychological need are related to autonomy, competence and relatedness. In trait-FoMO, this condition is related to the unfulfillment of the psychological need for relatedness. The psychological need for relatedness can be demonstrated by an individual's desire to feel a sense of connection or a sense of togetherness with other people. If this need is not met, the individual will feel anxious and be encouraged to find out what news or events are happening to other people, one of which is via social media.

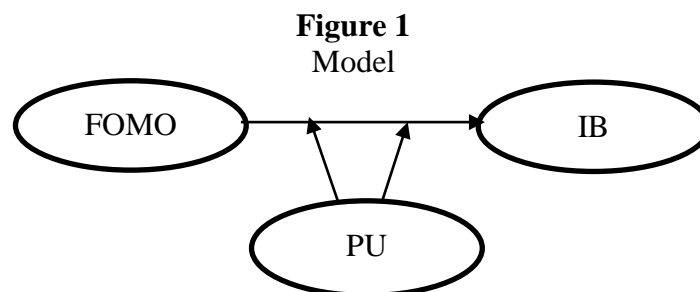
So it can be concluded that trait-FoMO refers to individual characteristics that are less stable, from the fear of missing out on valuable events, activities, experiences or conversations that occur with other people so that they act according to their wishes and switch to the virtual world. b. State-FoMO (Wegmann, E., Oberst, U., Stodt, B., & Brand 2017) state-FoMO is an effort to stay current with information about events that are taking place around them and trying to maintain interactions with other people by sharing

personal news through online activities. According to Risdayanti, Fatadiba, & Syihab (2019) state-FoMO is a temporary behavior and is a general tendency so it can happen to everyone. The focus of state-FoMO is internet-related cognitive biases, such as users' expectations that certain applications are optimal and convenient for satisfying their needs and desires. So it can be explained that state-FoMO comes from a lack of hope to escape from problems that occur in real life or loneliness over annoying tasks (Sari 2022). The individual's lack of access to emotional regulation strategies and trying to avoid negative emotions, difficult times or conflict. In this case, state-FoMO also refers to online activities that develop in the context of less stable internet communications. So individuals more often carry out their activities on social media to interact with other people or get the information they want (Margareth 2017).

The characteristics of FoMO according to Przybylski, Murayama, DeHaan, & Gladwell, (2013) can be seen from the higher level of FoMO (high level of FoMO). The higher level of FoMO can be characterized as follows: a. Tend to use social media more often without realizing it after waking up, before going to bed, and while eating. b. There are ambivalent feelings towards social media and are more likely to use social media during college. c. Can't resist the temptation to reply to messages, check texts and emails while driving. Przybylski, Murayama, DeHaan, & Gladwell, (2013), the characteristics of FoMO behavior described previously are the influence of low levels of satisfaction, mood and life satisfaction, thus encouraging individuals to use social media at a frequent level (Purwati and Cahyanti 2022). So, to reduce the level of FoMO, individuals need self-control in using social media. In this case, individuals who have strong self-control can regulate the use and use of smartphones as learning aids or positive socialization in social environments (Sianipar 2019).

Based on the explanation regarding the definition and characteristics of FOMO above, researchers believe that FOMO can have a positive relationship and have a significant influence on purchasing decisions. A number of previous studies (Ramadhani, Ds, and Halidy 2022) & (Saputra and Aulia 2024) show that FOMO can influence purchasing decisions. Therefore, this article aims to analyze the influence of Fear of Missing on Purchasing Decisions. Different from a number of previous studies above, this research adds the Product Uniqueness variable as a moderating variable.

## 2. RESEARCH METHODS



**Noted:**

FOMO : Fear of Missing Out

IB: Impluse Buying

PU: Product Uniqueness

The first picture of the research model above shows that the most fundamental aim and objective of this article is to analyze the influence of Fear of Missing Out on Impulse Buying. This article is in line with two other previous studies, namely research by (Ramadhani, Ds, and Halidy 2022) & (Saputra and Aulia 2024). Different from the research (Ramadhani, Ds, and Halidy 2022) & (Saputra and Aulia 2024) above, this research adds the Product Unqueness variable as a moderating variable. This research is quantitative research with an exploratory approach, namely an approach that uses a number of previous studies as the main foundation to strengthen the new arguments that the researcher has designed (Margareth 2017). The previous research referred to in this article is (Ramadhani, Ds, and Halidy 2022) & (Saputra and Aulia 2024). The data used in this research is primary data that researchers obtained from Tiktokshop, Shopee and Marketplace consumers (Natonis 2019). The data used in this research was analyzed using the smart PLS 4.0 analysis tool with the hypothesis below:

**Hypothesis:**

H1: The Influence of Fear of Missing Out on Impluse Buying

H2: Product Uniqueness Can Moderates The Influence of Fear of Missing Out on Impluse Buying

### 3. RESULT AND DISCUSSION

#### Validity Test

The validity test stage is the earliest stage that must be passed. The validity test stage aims to validate the primary data that researchers managed to collect from 500 Tiktokshop, Shopee and Facebook Marketpalce consumers. The following are the results of the validity test in this article (Sugiyono 2019):

**Tabel 1**  
Validity Test

Variable	Question Item	Loading Factor
Fear of Missing Out (X1)	FOMO can increase Purchase Decisions continuously	0.878
	FOMO can cause sales quantity to increase	0.889
	FOMO can increase financial stability	0.893
	FOMO can increase buyer desire	0.859
	FOMO can increase shopper consumption	0.889
	FOMO can increase shopper spending	0.891
Impluse Buying (Y)	Impulse Buying can be influenced by Fear of Missing Out	0.917
	Impulse Buying can be influenced by Product Uniqueness	0.928

	Impulse Buying can be influenced by product variations	0.933
	Impulse Buying can be influenced by consumers' high desire to buy a product	0.941
	Impulse Buying can be influenced by consumer loyalty	0.945
	Impulse Buying can be influenced by consumer preferences for products	0.939
Product Uniqueness (Z)	Product Uniqueness can influence FOMO	0.998
	Product Uniqueness can influence Impulse Buying	0.997
	The uniqueness of the product can increase consumers' desire to buy	0.989
	The uniqueness of the product can increase consumer liking for the product	0.71

Valid > 0.70

#### Reliability Test

The reliability test stage was carried out after the researchers found out that each data used was primary data collected from 500 Tiktoshop, Shopee and Facebook Marketplace consumers after being validated and showing valid results. The following are the results of the reliability test in this article (Hair 2010)

**Table 2**  
Reliability Test

Variable	Composite Reliability	Cronbach Alfa
Fear of Missing Out	0.892	0.851
Impluse Buying	0.945	0.902
Product Uniqueness	0.983	0.942

Reliable > 0.70

#### Path Coefisien

The variable Fer of Missing Out, Impulse Buyinh, and Product Uniqueness which have been tested for reliability in this article can be confirmed to be reliable because the Composite Reliability and Cronbach Alpha values are declared valid. The final stage in this article is the Path Coefficient which is intended to understand the initial objectives of this research as stated in the Research Methodology (Ghozali 2016) & (Sarstedt et al. 2014).

**Table 3**  
Path Coefisien

Direct Influence	Variable	P-Values	Noted
	FOMO->IB	0.006	Accepted
Indirect Influence	PU* FOMO->IB	0.000	Accepted

Significant Level  $< 0.05$

In the Path Coefficient stage, it is clearly explained in the third table above that the Fear of Missing Out variable can have a positive relationship and a significant influence on Impulsive Buying Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.006 . This can be caused by the greater the Fear of Missing Out, consumers are more targeted, want to follow trends, and make impulsive purchasing decisions. These results are in line with two studies which are the main references in this research, namely (Ramadhani, Ds, and Halidy 2022) & (Saputra and Aulia 2024). In the next line, which is also a different formulation from the two studies above, is the Product Uniqueness variable which is believed to moderate the influence of the Fear of Missing Out variable on Impulsive Buying Decisions. This can be proven because the P-Values value is positive and is below the 0.05 significance level, namely 0.000, more significant than the direct test of 0.006. These results indicate that curiosity, desire to buy, and the feeling of not wanting to miss the trend will increase if FOMO is accompanied by a unique product that attracts consumers. Thus the first and second hypotheses in this research can be accepted.

#### 4. CONCLUSION

In the Path Coefficient stage, it is clearly explained in the third table above that the Fear of Missing Out variable can have a positive relationship and a significant influence on Impulsive Buying Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.006 . This can be caused by the greater the Fear of Missing Out, consumers are more targeted, want to follow trends, and make impulsive purchasing decisions. These results are in line with two studies which are the main references in this research, namely (Ramadhani, Ds, and Halidy 2022) & (Saputra and Aulia 2024). In the next line, which is also a different formulation from the two studies above, is the Product Uniqueness variable which is believed to moderate the influence of the Fear of Missing Out variable on Impulsive Buying Decisions. This can be proven because the P-Values value is positive and is below the 0.05 significance level, namely 0.000, more significant than the direct test of 0.006. These results indicate that curiosity, desire to buy, and the feeling of not wanting to miss the trend will increase if FOMO is accompanied by a unique product that attracts consumers. Thus the first and second hypotheses in this research can be accepted.

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