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Original Research Article

The Impact of Consumer Fear of Missing Out (FOMO) on Impulse Buying Behavior: An Empirical Study of Online Shopping Platform Users

Ahmed Q. Jalal[1]*, Mohammed Hameed Essa[1], Mohammed Hussain Ali Ibrahim[2]
[1]University of Tikrit - College of Computer Science and Mathematics, Tikrit, Salah ad Din, Iraq
[2]University of Tikrit - College of Management and Economics, Al-Shirqat, Salah ad Din, Iraq

***Corresponding Author:** Ahmed Q. Jalal
University of Tikrit - College of Computer Science and Mathematics, Tikrit, Salah ad Din, Iraq

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Abstract: This study aims to examine and test the impact of consumers' fear of missing out on the cognitive and Affection dimensions of impulsive purchasing behavior amongst users of e-commerce platforms. The research problem arises from the rapidly increasing reliance on digital platforms and the accompanying promotional strategies that rely on time pressure and limited quantities, which have influenced purchasing decisions. To achieve the research objectives, a descriptive-analytical approach was employed, and an online questionnaire was used as the primary tool for collecting data from a non-probability (convenience) sample of 265 users of digital platforms and online stores such as (Facebook, Instagram, SHEIN, TikTok). The statistical software SPSS v26 was used to process the data and test the hypotheses using descriptive statistics, reliability tests (Cronbach's alpha) and simple linear regression analysis. The results indicated a significant effect of consumers' fear of missing out on the dimensions of impulsive purchasing behavior; it was found that consumers' fear of missing out acts as a 'disruptor to rational evaluation', leading to a reduction in the level of caution, cognitive planning and deliberation prior to purchase, and an increase in consumers' cognitive impulsivity. The results also showed that the effect was more pronounced in the affective domain than in the cognitive domain.

Keywords: Consumer Fear of Missing Out, Impulsive Purchasing Behavior, Users of E-Commerce Platforms.

1. INTRODUCTION

Recent years have seen a marked acceleration in digital technological development, accompanied by fundamental transformations affecting various aspects of economic and social life, as well as patterns of consumption. Social media, as one of the most prominent features of the digital age, has contributed to fundamental changes in the ways in which individuals communicate and interact with the world around them; these platforms have also made it possible to connect with friends and family, and even with people from all over the world. This has brought about a shift in consumers' thinking and purchasing behavior; product reviews, recommendations from friends, and behavior-based targeted advertising have become key factors influencing the purchasing decision-making process.

Furthermore, in the context of digital marketing, companies seek to capitalise on consumers' fear of missing out by employing marketing strategies designed to push them towards making quick purchasing decisions, such as limited-time or limited-quantity offers, which may reduce the level of careful consideration prior to a purchase. On the other hand, impulsive purchasing behaviour is characterized by spontaneity and rapid decision-making, as purchases are often made without prior planning or sufficient rational evaluation of available alternatives.

In light of the above, the researcher seeks to uncover the impact of consumers' fear of missing out on impulsive purchasing behavior, through a field study of the opinions of a sample of users of e-commerce platforms, including online

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shops and social media platforms used for shopping, such as Facebook, Instagram and TikTok, as well as e-commerce platforms such as SHEIN and Amazon. The importance of this research is heightened by the rapid growth of online shopping, the rising rates of consumer use of these platforms, and the accompanying proliferation of promotional offers and limited-time discounts, which may reinforce the fear of missing out and, consequently, influence impulse purchasing decisions and consumer behavior.

2. SCIENTIFIC METHODOLOGY

2.1 Research Problem and Questions

Against the backdrop of the rapid expansion of e-commerce and consumers' increasing reliance on social media platforms, the fear of missing out (FOMO) has emerged as one of the psychological factors that may drive consumers to respond swiftly to promotional offers and time-limited discounts for fear of missing out on an opportunity they believe will not recur. This factor has also received increasing attention in the marketing literature due to its potential role in explaining various purchasing behaviors in the digital environment.

Furthermore, impulsive purchasing has become one of the most common forms of consumer behavior in the e-commerce environment, where consumers are frequently exposed to interactive marketing content and promotional offers, which may reinforce the tendency to make impulsive purchasing decisions without prior planning. Consequently, this behavior has numerous implications, most notably unplanned spending, reduced efficiency in purchasing decisions, and feelings of regret after the purchase has been completed.

However, previous studies have presented varying findings regarding the nature and strength of the influence of consumers' fear of missing out (FOMO) on impulsive purchasing behavior; furthermore, there is a scarcity of Arabic-language studies addressing this influence, which highlights the need to examine the nature of this influence within the e-commerce environment.

In Light of the Above, the Research Problem is Formulated as Follows:

- Does consumer fear of missing out (FOMO) have an effect on the dimensions of impulsive purchasing behavior among users of e-commerce platforms, and what is the nature of this effect?

2.2 Research Objectives

To answer the aforementioned question, the researcher aims to achieve the following objective:

- To identify the impact of consumers' fear of missing out (FOMO) on the dimensions of impulsive purchasing behavior amongst users of e-commerce platforms.

2.3 Research Hypotheses and Conceptual Framework

Based on the research problem and objective outlined above, the researcher seeks to test the following hypotheses:

H1; There is a significant effect of consumers' fear of missing out (FOMO) on the dimensions of impulsive purchasing behavior among users of e-commerce platforms; from this hypothesis, the following sub-hypotheses are derived:

H1.1: There is a significant effect of consumers' fear of missing out (FOMO) on cognitive impulse buying.

H1.2: There is a significant effect of consumers' fear of missing out (FOMO) on Affection impulse buying.

Figure (1) below illustrates the effects between the research variables

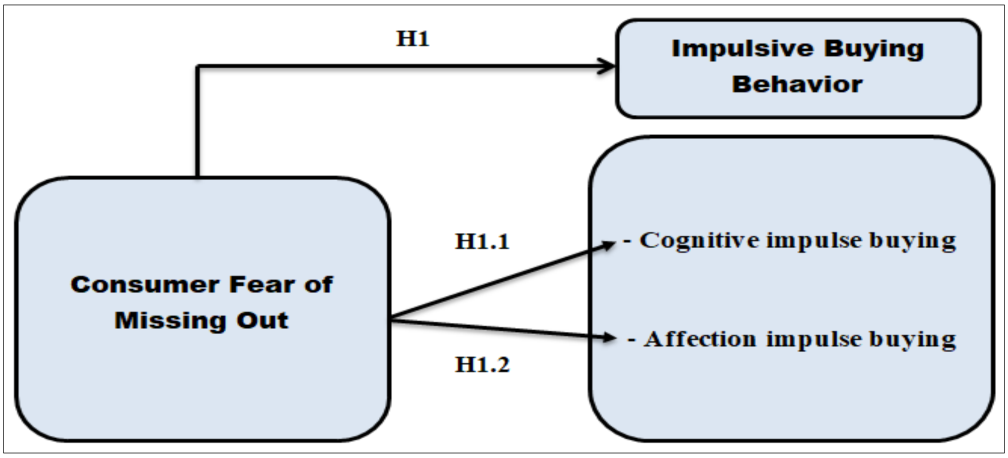

Figure 1: Conceptual framework of the effects between the research variables
Source: Prepared by the researcher based on previous studies.

2.4 Significance of the Research

The significance of this research lies in deepening the theoretical understanding of the nature of the relationship between consumers' fear of missing out (FOMO) and impulsive purchasing behavior by integrating them within a comprehensive scientific framework, thereby expanding the body of knowledge and paving the way for future studies in this field. From a practical perspective, the significance of the research lies in the insights its findings can provide to help companies and brands operating across e-commerce platforms understand the relationship between the research variables, thereby supporting the development of more effective marketing strategies based on a deeper understanding of consumer motivations. The research findings also contribute to the design of promotional campaigns and marketing offers that align with consumers' characteristics and purchasing behavior, and enhance companies' ability to adapt to the rapidly changing digital shopping environment and achieve more effective marketing performance.

2-5 Research Population and Sample

The research population consisted of users of e-commerce platforms. Given the large size of the population, a questionnaire was designed using Google Forms, The researcher adopted a non-probability sampling method, specifically convenience sampling, with a sample size of 265 respondents. This size is considered appropriate for populations of unknown size and meets the requirements for conducting the statistical analyses specific to this research.

2.6 Data Collection Methods

The researcher relied on two types of data to achieve the research objectives and test the hypotheses, as follows:

- **Primary Data:** To arrive at the results and achieve the research objectives, a questionnaire was used to collect and analyses data and to test the validity of the research hypotheses.
- **Secondary Data**: This was collected through a review of research, both Arab and foreign studies, and scientific articles relevant to the research variables, with the aim of preparing the theoretical framework, constructing the conceptual model, and developing the research instrument (the questionnaire).

3. Theoretical Framework of the Research

3.1 The Concept of Consumer 'Fear of Missing Out' (FOMO)

Marketing based on the fear of missing out (FOMO) is a modern marketing strategy that aims to create a sense of urgency among consumers by capitalizing on their fears of missing out on opportunities, offers or popular trends, This strategy seeks to push consumers towards making quick decisions to avoid feeling they have missed out or been left out, which helps to enhance the appeal of the product or service and increase the likelihood of a purchase (Krona Digital Marketing Agency, 2024). Furthermore, the concept of fear of missing out has been effectively utilized in commercial contexts for marketing purposes; Hodkinson (2019) is one of the few researchers to have studied fear-of-missing-out tactics in the commercial sphere**.** Hodkinson (2019) noted that in 2016, a Google search using the phrase 'FOMO-based advertising campaigns' revealed approximately 203,000 articles in business journals and advertising agencies, which addressed the role of this concept as an effective marketing tool in advertising campaigns targeting young people, reflecting its widespread use and adoption in modern marketing practices (Pusenius, 2023). Meanwhile, Patrick J. McGnnis (2020) views the fear of missing out as a state of anxiety or fear that afflicts an individual as a result of the possibility of missing out on valuable opportunities or experiences that others may enjoy. Tri Amelia & Akbar (2023) also described the fear of missing out as a psychological disorder or state manifested in the consumer's anxiety and fear of failing to keep up with current events and marketing activities circulating on social media and digital platforms.

3.2 Dimensions of Consumers' Fear of Missing Out

A review of previous studies reveals that most researchers have treated consumers' fear of missing out as a unidimensional variable, as noted in the studies by (Djamhari *et al*., 2024; Andrade *et al*., 2025; Setiawan *et al*., 2025; Yuwono & Fitriyah, 2025; Gaur *et al*., 2026). Accordingly, the researcher has adopted this approach, treating the variable as a unidimensional one.

3.3 The Concept of Impulsive Buying Behavior

Impulsive buying is a phenomenon that has attracted extensive research interest in the field of consumer behavior (Iyer *et al*., 2018), with some data illustrating the prevalence of this phenomenon; American consumers spend, on average, approximately US$5,400 annually on impulse purchases (O'Brien, 2018). According to Putra *et al*., (2022), impulse buying can be defined as purchasing behaviour arising from a strong and sudden desire on the part of the consumer to satisfy their immediate needs or desires without giving sufficient thought to the long-term consequences of the purchase. Nuri Purwanto (2021) defined it as impulsive purchasing behaviour that occurs suddenly as a result of a strong Affection impulse, without prior planning or rational assessment of the purchasing decision. Furthermore, impulsive buying can be described as a tendency to make ill-considered purchases at short notice (Nagadeepa, 2021).

3.4 Dimensions of Impulsive Buying Behavior

Previous studies have shown a clear consensus amongst most researchers regarding the main dimensions of impulsive buying behavior, with two dimensions (cognitive impulsive buying and Affection impulsive buying) emerging as the most common in the relevant literature. Numerous studies have also emphasised the importance of these two dimensions in explaining impulsive buying behaviour; among the most notable of these are: (Karbasivar & Yarahmadi 2011; Sultan, Joireman & Sprott 2012; Zulfiqar *et al*., 2018; Ata & Sezer 2021; Pramudita & Rufaidah 2026). The dimensions are explained below:

Cognitive Impulsive Buying

Rook (1987) and Rook and Hoch (1985) defined cognitive impulsive buying as behavior characterized by a purchasing decision made with weak organized mental processes, where the level of rational consideration of consequences and alternatives is reduced, and there is a lack of prior planning for the purchase, Consequently, this dimension is understood as resulting from a reduction in evaluation and a failure to consider the future consequences of the purchasing decision, leading to unplanned and hasty decisions (Morozova & Vlaev, 2024) Yu (2022) also views cognitive impulsive purchasing behavior as a low level of advance planning for the purchasing process and a poor rational assessment of the available options, leading to a rapid and immediate purchasing decision without sufficient comparison of alternatives. Qureshi *et al.,* (2025) defined the cognitive aspect of impulsive purchasing as characterized by a lack of prior preparation and planning, and insufficient deliberation before making a purchase decision.

Affection Impulse Buying

Affection impulse buying reflects the influence of emotions and feelings in guiding purchasing decisions, as the purchase is a direct response to a specific Affection state rather than the result of rational thought. These emotions manifest themselves throughout the various stages of the purchasing process; they may take the form of sadness or stress prior to the purchase, or manifest as pleasure during the purchasing process; furthermore, they may extend to the post-purchase stage, reflecting feelings of satisfaction or regret (Qureshi *et al*., 2025). Sun *et al*., (2023) described Affection impulse buying as spontaneous and immediate shopping driven by consumers' feelings of excitement and happiness, whereby they are drawn to the shopping environment and the attractive stimuli and offers it provides during the purchasing process. Meanwhile (Pramudita & Rufaidah 2026).

define Affection impulse buying as unplanned purchasing behavior influenced by the consumer's positive emotions and feelings, such as happiness, excitement and Affection satisfaction, whereby these Affection states prompt the consumer to make an immediate purchasing decision in response to attractive purchasing stimuli without prior evaluation.

3.5 The Relationship between Consumers' Fear of Missing Out and Impulse Buying

A study by Özen & Hus (2025) revealed the impact of fear of missing out (FOMO) and social media addiction on consumers' impulsive purchasing behaviours and post-purchase regret. Using data collected from 428 participants, structural equation modelling (SEM) was applied to test these relationships. The results indicated a strong, positive effect of the fear of missing out on impulsive purchasing, whilst the effect of social media addiction was positive but weaker. Furthermore, impulsive purchasing had a strong, positive effect on post-purchase regret. The study's findings provided valuable insights for digital marketing strategies, particularly in understanding consumer behaviour on digital platforms.

The study by Mufti & Hariyanto (2025) aimed to determine the effect of content marketing and the fear of missing out (FOMO) on impulse buying in the TikTok Shop amongst students at Muhammadiyah University of Sedowarjo, The study employed a quantitative approach combined with a descriptive approach, and the sample comprised 140 students from Muhammadiyah University of Sedangarjo. The results of the study showed that the content marketing variable influences impulsive purchasing, and that the fear of missing out (FOMO) variable has a positive and statistically significant effect on impulsive purchasing.

The study by Fahmy and Elsharkawy (2026) examined the impact of fear of missing out (FOMO) and social media addiction on impulse buying amongst Generation Z Instagram users in Egypt. The research also examines the role of social norms and attitudes towards brands promoted on Instagram in mediating the effect of FOMO on impulsive buying. Primary data was collected electronically via social media platforms and email from 332 participants aged between 18 and 29 years old. The study's findings revealed a significant effect of both fear of missing out and social media addiction on impulse buying. It also showed that social norms mediate the relationship between fear of missing out and impulse buying, whilst attitudes towards brands promoted on Instagram had no mediating effect.

4. DATA ANALYSIS
4.1 Reliability Testing

Reliability testing is one of the fundamental procedures that precede statistical analysis; it aims to verify the internal consistency of the questionnaire items and their ability to measure the concepts and variables for which they were designed with an appropriate degree of stability and reliability.

Cronbach’s alpha was used to measure the internal consistency of the research instrument’s items; an alpha value of (0.70) or higher is considered an acceptable indicator that the scale possesses an adequate degree of stability for the purposes of social and humanities research, although the level of acceptability may vary depending on the nature of the scale and the research objective.

Table 1: Results of the stability test for the research variables using Cronbach’s alpha

Variable	Number of Items	Cronbach's Alpha Coefficient
Consumer fear of missing out	7	0.784
Cognitive impulsive buying	4	0.828
Affective impulsive buying	4	0.711
Impulsive buying behavior	8	0.742

Source: Prepared by the researcher based on the results of the SPSS programme.

It is evident from the results in Table 1 that the Cronbach’s alpha values for the research dimensions and variables ranged between (0.711) and (0.828), all of which exceed the statistically acceptable minimum threshold of (0.70). This indicates that the research instrument possesses an adequate degree of stability and internal consistency, thereby reinforcing the reliability of its results for conducting statistical analyses and testing research hypotheses.

The reliability coefficient for the ‘consumer fear of missing out’ dimension was 0.784, a value reflecting a good level of internal consistency among the items in this dimension, indicating that the items are homogeneous in measuring the concept of consumer fear of missing out.

Similarly, the reliability coefficient for the cognitive impulse buying dimension (0.828) was the highest Cronbach’s alpha value among the research dimensions, indicating a high level of internal consistency among the items in this dimension and their ability to measure the cognitive aspect of impulse buying behaviour with a good degree of reliability.

As for the Affection impulse buying dimension, the Cronbach’s alpha coefficient was (0.711), a value that exceeds the statistically acceptable threshold and indicates an adequate degree of internal consistency among the items in this dimension, thereby permitting its use in subsequent statistical analyses.

As for impulsive purchasing behavior as a whole, the Cronbach’s alpha coefficient was (0.742), an acceptable value indicating that the overall scale possesses an adequate degree of stability, thereby supporting its use as the dependent variable in testing the research hypotheses.

Based on the above, it is clear that all Cronbach’s alpha values exceeded the acceptable threshold (0.70), which indicates that the research instrument possesses an adequate degree of stability and internal consistency; consequently, the data collected via the questionnaire can be relied upon for subsequent statistical analyses and the testing of research hypotheses.

4.2 Description of the Research Sample

The questionnaire was distributed to the research sample comprising users of e-commerce platforms; the number of questionnaires valid for statistical analysis was (265). The following presents the demographic characteristics of the research sample according to the personal and occupational variables included in the questionnaire, namely gender, age group, monthly income, the most frequently used online shopping platform, and the number of purchases made via e-commerce platforms over the past three months.

1) Gender

Table 2: Distribution of the research sample by gender

Gender	Frequency	Percentage (%)
Male	204	77.0
Female	61	23.0
Total	265	100

Source: Compiled by the researcher based on the results of the SPSS programme.

The results in Table (2) indicate that the majority of the research sample consisted of males, numbering 204 individuals, representing 77.0% of the total sample, whilst the number of females was 61 individuals, representing 23.0%. This indicates a higher proportion of male participants in the study sample compared to females, which reflects the actual composition of the sample from which the research data was collected.

2) Distribution of Sample Members by Age Group

Table 3: **Distribution of research sample members by age group**

Age	Frequency	Percentage (%)
Less than 21 years	9	3.4
21 to 30 years	39	14.7
30 to less than 40 years	92	34.7
40 to less than 50 years	95	35.8
50 years and above	30	11.3
Total	265	100

Source: Compiled by the researcher based on the results of the SPSS programmer.

Table 3 shows that the 40 to under 50 age group ranked first in terms of sample size, with 95 individuals (35.8 per cent), followed by the 30 to under 40 age group with 92 individuals (34.7 per cent).

The number of respondents aged between 21 and 30 was approximately 39, representing 14.7 per cent, whilst the number of respondents aged 50 and over was around 30, accounting for 11.3 per cent; the under-21 age group came last, with 9 respondents, accounting for 3.4 per cent.

These results indicate that the majority of the sample belong to the age groups between 30 and under 50 years, which together account for approximately 70.5 per cent of the total sample, suggesting that the largest proportion of e-commerce platform users in the study sample belong to the age groups that are most active in using e-commerce platforms.

3) Distribution of the Sample by Monthly Income

Table 4: Distribution of the research sample by monthly income

Monthly Income	Frequency	Percentage (%)
Less than 300000	46	17.4
300000 to less than 600000	46	17.4
600000 to less than 900000	42	15.8
900000 and above	131	49.4
Total	265	100

Source: Compiled by the researcher based on SPSS results.

Table (4) shows that the monthly income bracket of 900,000 dinars and above ranked first, with 131 individuals in this category, accounting for 49.4 per cent of the total sample – approximately half of the sample.

Meanwhile, the group with a monthly income of less than 300,000 dinars comprised 46 individuals, representing 17.4 per cent; this is the same proportion as the group with a monthly income ranging from 300,000 dinars to less than 600,000 dinars. As for the group with an income ranging from 600,000 to less than 900,000 dinars, it comprised 42 individuals, representing 15.8 per cent.

These results indicate that the largest proportion of the research sample is concentrated in the relatively high monthly income bracket, which may be linked to their purchasing power and frequent use of e-commerce platforms.

4) Distribution of the Sample by the Platform They Use for Online Shopping

Table 5: Distribution of the research sample by the platform they most frequently use for online shopping

Monthly Income	Frequency	Percentage (%)
Shein	35	13.2
Facebook	130	49.1
TikTok	26	9.8
Amazon	11	4.2
Instagram	53	20.0

Monthly Income	Frequency	Percentage (%)
Other	10	3.8
Total	265	100

Source: Compiled by the researcher based on SPSS results.

The results in Table 5 show that Facebook ranked first among the platforms used by the sample for online shopping, with 130 users, representing 49.1 per cent of the total sample.

Instagram came second, with 53 users (20.0 per cent), followed by Shein with 35 users (13.2 per cent), and then TikTok with 26 users (9.8 per cent).

Amazon came next with 11 individual users, accounting for 4.2 per cent, whilst the number of users of other platforms totalled 10 individuals, accounting for 3.8 per cent.

These results indicate the dominance of Facebook and Instagram amongst the sample group in terms of online shopping, with users of both platforms combined accounting for 69.1 per cent of the total sample, reflecting the importance of social media platforms in influencing consumer behavior and supporting online purchasing decisions.

5) Distribution of the Sample by Number of Purchases

Table 6: Distribution of the research sample by number of purchases made via online shopping platforms over the past three months

Monthly Income	Frequency	Percentage (%)
Once	82	30.9
Twice	63	23.8
Three times or more	120	45.3
Total	265	100

Source: Compiled by the researcher based on SPSS results.

The results in Table 6 show that the group which made purchases via e-commerce platforms three times or more during the past three months ranked first, comprising 120 individuals, representing 45.3 per cent of the total sample.

The group that made a purchase once came second, comprising 82 individuals (30.9 per cent), whilst those who made two purchases numbered around 63 (23.8 per cent).

These results indicate a notable level of engagement with e-commerce platforms amongst the research sample, as 69.1 per cent of the sample had made two, three or more purchases during the previous three months. This reflects the frequent use of e-commerce platforms by a large proportion of the sample and reinforces the suitability of the sample for studying the relationship between consumers' fear of missing out and impulsive purchasing behaviour.

4.3 Descriptive Statistics for the Study

Descriptive statistics aim to provide a general description of the research variables and dimensions by calculating the mean and standard deviation for each item of the questionnaire and for each dimension of the research. This is done to identify the level of response of the sample participants to the items of the research instrument and to determine their attitudes towards the various research variables and dimensions.

The arithmetic mean was used to measure the sample participants' level of response, where a high arithmetic mean value reflects a high level of agreement with the item, whilst a low value indicates a low level of agreement. Standard deviation was also used to measure the degree of dispersion of the sample's responses around the arithmetic mean; low values indicate convergence of responses and a high degree of homogeneity among the sample's opinions, whilst high values indicate a greater degree of variation in the responses.

To interpret the arithmetic means, the five-point Likert scale was adopted, according to the following levels:

Table 7: Likert scale mean

Response Level	Mean
Very low	1.00 – 1.80
Low	1.81 – 2.60
Moderate	2.61 – 3.40
High	3.41 – 4.20
Very high	4.21 – 5.00

Based on this scale, as shown in Table (7), the descriptive statistics for the research variables will now be presented and analysed. These variables are consumer fear of missing out (FOMO) as the independent variable, and impulsive buying behaviour as the dependent variable, which was measured through its two dimensions: cognitive impulsive buying and Affection impulsive buying.

First: Consumer Fear of Missing Out

Table 8: Descriptive statistics for the items measuring consumer fear of missing out

Item	Mean	Standard Deviation	Rank
I feel proud when I shop through online platforms	3.51	1.03	2
I feel left behind others when I do not shop through online platforms	3.00	1.27	5
I feel confident when getting the product I want when shopping through online platforms	3.69	1.05	1
I feel that frequent shopping through online platforms makes me feel appreciated	3.15	1.07	3
I fear that my friends will make fun of me when I do not shop through online platforms	2.43	1.19	7
I feel anxious when I miss an opportunity to shop through online platforms	2.68	1.10	6
I feel anxious when my friends know more than me about shopping through online platforms	3.12	1.20	4
Overall Mean	3.31	0.75	—

The results in Table (8) indicate that the overall mean for consumers' fear of missing out on a purchase opportunity was (3.31), with a standard deviation of (0.75), which falls within the 'moderate' response level according to the scale for interpreting arithmetic means adopted in this study.

At the item level, the statement "I feel confident that I will get the product I want when shopping via online platforms" ranked first with an arithmetic mean of 3.69 and a standard deviation of 1.05, indicating a high level of agreement amongst the sample participants with this statement.

In second place was the statement "I feel proud when I shop via online platforms", with an arithmetic mean of 3.51 and a standard deviation of 1.03, followed by the statement "I feel that frequent shopping via online platforms makes me feel valued", with an arithmetic mean of 3.15 and a standard deviation of 1.07.

The mean for the statement "I feel anxious when my friends know more about shopping via online platforms than I do" was approximately 3.12, whilst the mean for the statement "I feel I am lagging behind others when I do not shop via online platforms" was approximately 3.00.

As for the statement "I feel anxious when I miss an opportunity to shop online", it ranked sixth with an arithmetic mean of (2.68), which is an average response level, whilst the statement "I am afraid my friends will make fun of me when I do not shop online" came last with an arithmetic mean of (2.43), which falls within the low response level.

Overall, these results indicate that the level of consumer fear of missing out on a purchase opportunity among the sample was moderate, with an overall mean of (3.31), suggesting that this feeling was present to a moderate degree among the sample, with clear variation in response levels across the statements.

Second: Cognitive Impulse Buying

Table 9: Descriptive statistics for the cognitive impulse buying items

Item	Mean	Standard Deviation	Rank
Before buying any product through an online platform, I first make sure that I need it	1.58	0.67	1
I often buy products that I have planned to purchase in advance	1.91	88	3
I make sure to compare different brands before the purchasing process	1.77	0.87	2
I do not make a purchasing decision until after thinking about it carefully	1.80	90	4
Overall Mean	1.77	0.68	—

The results in Table (9) show that the overall mean for the cognitive impulsive purchasing dimension was approximately (1.77), with a standard deviation of (0.68), which falls on the cusp of the low response level according to the research scale, Given that the items in this dimension were designed to measure deliberation and rational purchase planning (as a positive opposite of cognitive impulsivity), the low arithmetic mean statistically indicates a low level of cognitive impulsivity among the sample participants.

This result suggests that, under normal circumstances, the sample members exhibit a high degree of deliberation and advance planning before completing online purchases, with the item relating to 'verifying the need for the product before purchase' ranking first with a mean of (1.58), followed by the statement regarding 'comparing different brands' with an average score of (1.77). Consequently, this reflects a high level of rational caution and cognitive discipline amongst users of online shopping platforms under normal circumstances; however, this pattern of stable rational behavior is susceptible to change when consumers are exposed to external psychological and marketing influences, which will be tested and examined using a linear regression model.

Third: Affection Impulse Buying

Table 10: Descriptive statistics for the Affection impulse buying items

Item	Mean	Standard Deviation	Rank
Sometimes I cannot resist my urge to buy products through online shopping platforms	3.44	0.99	3
Sometimes I buy a product because I enjoy the purchasing process, not because I need it	2.79	1.22	4
I feel intense excitement when I see a product I want to buy	3.92	0.81	1
Sometimes I buy some products suddenly, without prior planning, when they catch my attention	3.71	1.05	2
Overall Mean	3.46	0.75	—

The results shown in Table (10) indicate that the overall mean for Affection impulse buying was (3.46), with a standard deviation of (0.75), which falls within the high response level according to the scale for interpreting arithmetic means.

At the item level, the statement 'I feel very excited when I see a product I want to buy' ranked first with a mean score of 3.92 and a standard deviation of 0.81, indicating a high level of excitement among the sample participants towards products they wish to purchase.

The statement "Sometimes I buy certain products on impulse, without prior planning, when they catch my eye" came second with an arithmetic mean of (3.71) and a standard deviation of 1.05, reflecting a noticeable tendency amongst the sample to make spontaneous purchasing decisions as a result of certain products catching their attention.

The statement "Sometimes I cannot resist the urge to buy products via online shopping platforms" came third with a mean score of 3.44 and a standard deviation of 0.99, which falls within the high response range.

The statement "Sometimes I buy a product because I enjoy the process of buying it, rather than because I need it" came last, with an arithmetic mean of (2.79) and a standard deviation of (1.22), indicating that this behaviour is evident among the sample participants to a moderate degree.

Overall, the results indicate that the level of Affection impulsive buying amongst the research sample was high, with the overall mean for this dimension standing at (3.46), which reflects a clear influence of Affection factors and reactions on some of the sample's purchasing decisions, particularly a sense of enthusiasm towards products and the tendency to make sudden purchasing decisions when their attention is drawn to them.

4.4 Testing the Study's Hypotheses

First: The Effect of Consumers' Fear of Missing Out on the Dimensions of Impulsive Buying Behavior

To verify whether there is a significant effect of consumers' fear of missing out on the dimensions of impulsive buying behaviour, simple linear regression was used.

1- Testing the Effect of Consumers' Fear of Missing Out on Cognitive Impulsive Buying

Table 11: Summary of the regression model

Dependent Variable	R	R^2	Adjusted R^2	Std. Error
Cognitive impulsive buying	0.548	0.300	0.297	0.568

The results in Table (11) indicate that the correlation coefficient (R) was (0.548), suggesting a moderate positive relationship between consumers' fear of missing out and cognitive impulse buying.

The coefficient of determination (R^2) was approximately (0.300), meaning that consumers' fear of missing out explains approximately 30.0% of the variation in cognitive impulse buying, whilst the remaining proportion is attributable to other factors not included in the model.

Table 12: Significance test of the regression model (ANOVA)

Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Regression	29.850	1	29.850	112.420	0.000
Error	69.850	263	0.265	—	—
Total	99.700	264	—	—	—

It is clear from Table (12) that the value of (F) was approximately (112.420), with a significance level of (0.000), which is lower than the significance threshold (0.05), thereby confirming the statistical significance of the regression model and its ability to explain the relationship between the two variables.

Table 13: Regression coefficients

Independent Variable	B	Beta	T	Sig.
Constant	1.932	—	8.214	0.000
Consumer fear of missing out	0.586	0.548	10.603	0.000

The results shown in Table (13) indicate a positive and statistically significant effect of consumers' fear of missing out on cognitive impulse buying, with a standardised regression coefficient (Beta) of approximately (0.548) and a significance level (Sig.) of less than (0.05).

This result can be explained by the fact that, although the sample participants are characterised by purchasing maturity and rational planning under normal circumstances, as shown by the results in Table 9, the heightened fear of missing out resulting from time- or quantity-limited promotional offers acts as a 'disruptor to rational evaluation'. This fear causes consumers to gradually abandon their cognitive rigour and reduce their deliberative thinking and comparison of alternatives, leading to an increase in the rates of cognitively impulsive purchasing decisions as the intensity of their fear of missing out increases.

1- Testing the Effect of Consumers' Fear of Missing Out on Impulsive, Affection Purchasing

Table 14: Summary of the regression model

Dependent Variable	R	R^2	Adjusted R^2	Std. Error
Affective impulsive buying	0.587	0.345	0.343	0.600

Table (14) shows that the correlation coefficient was (0.587), indicating a moderate positive relationship between consumers' fear of missing out and Affection impulse buying. Furthermore, the value of (R^2) was approximately (0.345), indicating that consumers' fear of missing out explains approximately 34.5% of the variation in Affection impulse buying.

Table 15: Significance test of the regression model (ANOVA)

Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Regression	40.250	1	40.250	138.100	0.000
Error	76.650	263	0.291	—	—
Total	116.900	264	—	—	—

The results in Table (15) indicate that the regression model is statistically significant, with an F-value of approximately (138.100) at a significance level of (0.000), which is less than 0.05.

Table 16: Regression coefficients

Independent Variable	B	Beta	T	Sig.
Constant	1.624	—	6.982	0.000
Consumer fear of missing out	0.621	0.587	11.752	0.000

The results in Table (16) show that consumer fear of missing out has a positive and significant effect on Affection impulse buying, with a beta value of approximately (0.587), indicating a moderate effect.

Consequently, the first main hypothesis (H1) is accepted, which states:

> "There is a significant effect of consumers' fear of missing out on the dimensions of impulsive purchasing behavior amongst users of e-commerce platforms."

5. FINDINGS AND RECOMMENDATIONS

5.1 Findings

The research yielded a number of findings relating to the testing of the hypotheses, which can be summarized as follows:

1. The results of the test examining the effect of consumers' fear of missing out on cognitive impulsive purchasing revealed a statistically significant positive effect, whereby promotional offers accompanied by a time limit or specific quantities disrupt consumers' cognitive judgement mechanisms, as their cognitive diligence may decline and their tendency to pause or weigh up alternatives may diminish. This paves the way for hasty and unplanned purchasing decisions as the fear of missing out intensifies; consequently, the first sub-hypothesis was accepted.
2. The results of the test examining the effect of consumers' fear of missing out on impulsive Affection purchasing revealed a statistically significant positive effect, reflecting the role of fear of missing out in enhancing the Affection response to products and offers available via e-commerce platforms; consequently, the second sub-hypothesis was accepted.
3. The study's results indicate that consumers' fear of missing out on a purchase opportunity is a significant factor influencing impulsive purchasing behaviour, both cognitively and Affectionly. This supports the study's theoretical framework, which posits that the perception of potentially missing out on a specific purchase opportunity may prompt consumers to make a rapid purchasing decision, as a result of the desire to take advantage of the opportunity before it expires; accordingly, the first main hypothesis (H1) was accepted.
4. The results also showed that the effect of consumers' fear of missing out was stronger in Affection impulse buying than in cognitive impulse buying, with the coefficient of determination (R^2) standing at approximately 34.5 per cent for Affection impulse buying compared with 30.0 per cent for cognitive impulse buying, indicating that the Affection aspect appears to be more responsive to the influence of the fear of missing out on a purchasing opportunity amongst the research sample.

5.2 Recommendations

Based on the findings of this study, which demonstrated the influence of consumers' fear of missing out (FOMO) on impulsive purchasing behavior amongst users of e-commerce platforms, as well as the importance of the cognitive and Affection aspects associated with this behavior, the researcher offers the following set of recommendations:

1. The study recommends that companies and online retailers limit the excessive use of promotional offers that trigger consumers' fear of missing out, particularly those that place undue emphasis on time or quantity constraints, thereby helping to reduce hasty and unplanned purchasing decisions.
2. The study recommends that e-commerce companies and online retailers provide clear and sufficient information about products and offers, and allow consumers sufficient time to compare and evaluate alternatives before completing a purchase, in order to limit the influence of fear of missing out on the cognitive aspects of impulsive buying.
3. In light of the proven influence of consumers' fear of missing out on Affection impulse buying, the research recommends that companies avoid marketing practices that heighten consumers' feelings of fear and anxiety with the aim of prompting them to buy.
4. The study advises consumers to take their time when faced with limited-time or limited-quantity offers, to verify their actual need for the product before purchasing, and not to allow the fear of missing out to be the primary factor in their purchasing decision.
5. The research recommends that consumer protection authorities raise awareness of the risks of purchasing driven by the fear of missing out, by publishing guidelines to help consumers distinguish between an actual need for a product and a response triggered by the time pressure or Affection pressure associated with online offers.

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