THE INFLUENCE OF FEAR OF MISSING OUT AND SOCIAL MEDIA USAGE ON IMPULSIVE BUYING BEHAVIOR TOWARDS FOOD AND BEVERAGE TRENDS AMONG GENERATION Z IN MANADO CITY

PENGARUH RASA TAKUT KETINGGALAN (FOMO) DAN PENGGUNAAN MEDIA SOSIAL TERHADAP PERILAKU PEMBELIAN IMPULSIF PADA TREN MAKANAN DAN MINUMAN DI KALANGAN GENERASI Z DI KOTA MANADO

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Abstract: As digital natives, Generation Z is highly susceptible to online stimuli, making their purchasing habits a critical area of study. Concurrently, social media platforms serve as the primary medium through which this FoMO is activated and translated into consumer action, facilitated by features like flash sales, influencer endorsements, and personalized content. The combined effect of these emotional and technological factors creates a potent cycle of impulsive consumption among Generation Z. This research contributes to understanding digital-native consumer behavior, highlighting the interplay between psychological states and technological environments. Gen Z is especially vulnerable to emotional and technological triggers that promote unplanned purchases. Using a quantitative approach, data were collected from 100 respondents through questionnaires and analyzed using multiple linear regression. FoMO triggers anxiety-driven purchases due to fear of social exclusion, while social media platforms act as a catalyst by presenting personalized content, influencer marketing, and time-limited promotions that encourage impulsive decisions. These findings highlight the psychological and digital dynamics behind Gen Z's consumption patterns and suggest that businesses should adopt responsible marketing strategies.

Keywords: Fear of Missing Out, Social Media Usage, Impulsive Buying Behavior

Abstract: *Sebagai generasi digital, Generasi Z sangat rentan terhadap stimulus online, membuat kebiasaan pembelian mereka menjadi area studi yang penting. Secara bersamaan, platform media sosial berfungsi sebagai sarana utama di mana FoMO diaktifkan dan diterjemahkan menjadi tindakan konsumen, difasilitasi oleh fitur-fitur seperti penjualan kilat, dukungan influencer, dan konten yang dipersonalisasi. Efek gabungan dari faktor-faktor emosional dan teknologi ini menciptakan siklus konsumsi impulsif yang kuat di kalangan Generasi Z. Penelitian ini berkontribusi pada pemahaman perilaku konsumen digital, menyoroti interaksi antara keadaan psikologis dan lingkungan teknologi. Generasi Z sangat rentan terhadap pemicu emosional dan teknologi yang mendorong pembelian tidak terencana. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 100 responden melalui kuesioner dan dianalisis menggunakan regresi linier berganda. FoMO memicu pembelian yang didorong oleh kecemasan karena takut dikucilkan secara sosial, sementara platform media sosial bertindak sebagai katalis dengan menyajikan konten yang dipersonalisasi, pemasaran influencer, dan promosi terbatas waktu yang mendorong keputusan impulsif. Temuan ini menyoroti dinamika psikologis dan digital di balik pola konsumsi Generasi Z dan menyarankan bahwa bisnis harus mengadopsi strategi pemasaran yang bertanggung jawab.*

Kata Kunci: *Rasa Takut Ketinggalan, Penggunaan Media Sosial, Perilaku Pembelian Impulsif*

INTRODUCTION

Research Background

Consumer behavior is a field of study that focuses on how a person or groups make decisions based on the purchase, use, and disposal of products or services. Various factors influence consumer behavior, ranging from

psychological and social aspects to situational factors. In this context, Impulsive Buying Behavior has become an increasingly interesting phenomenon, especially in the digital era and globalization, which drive changes in consumer consumption patterns. Impulsive buying behavior occurs when consumers make spontaneous purchases without prior planning, often influenced by emotional or external stimuli such as promotions, advertisements, or attractive product displays. This behavior differs from rational purchasing, as decisions are made quickly without considering long-term consequences. Several factors that can trigger impulsive buying include psychological factors (emotions, personality), social factors (peer influence, family, and social media), and marketing factors (discounts, product placement strategies, and easy access to online shopping).

In today's digital era, technological advancements and e-commerce have further strengthened the tendency for impulsive buying. Features such as one-click purchase, flash sales, and personalized advertising provide consumers with greater incentives to make purchases without much thought. Younger generations, particularly Generation Z and Millennials, are more susceptible to impulsive buying due to their active social media habits and high exposure to digital consumption trends. The effects of impulsive buying behavior can be both positive and negative. On one hand, it can enhance consumer satisfaction by fulfilling instant desires. On the other hand, it may lead to buyer's remorse, financial strain, and excessive consumption. Impulsive buying is often followed by post-purchase regret, especially when the purchase does not align with the consumer's actual needs.

Social media significantly influences consumer decision-making processes. It shapes purchasing habits through influencer marketing, brand promotions, and peer recommendations. Solomon (2018) emphasizes that consumers rely on social media for product reviews and brand engagement, often making purchasing decisions based on online recommendations. Platforms like Instagram and TikTok utilize targeted advertising and personalized content, increasing the likelihood of impulsive buying behavior. Businesses leverage social media as a powerful marketing tool to increase brand awareness, engage with customers, and drive sales. Kotler and Keller (2016) highlight that digital marketing through social media allows brands to create personalized experiences and direct interactions with consumers. Strategies such as influencer collaborations, social media ads, and interactive content (e.g., polls, live streams, and giveaways) help businesses build customer loyalty and enhance brand identity.

Fear of Missing Out (FOMO) is the anxiety that arises when individuals feel they are missing out on rewarding experiences, opportunities, or trends that others are enjoying. This fear is often amplified by social media, where people constantly see curated content showcasing others' successes, social events, or desirable purchases. According to Przybylski et al. (2013), FOMO is defined as a pervasive apprehension that others might be having rewarding experiences from which one is absent. It is closely linked to social comparison theory, where individuals evaluate their lives in relation to others, often leading to dissatisfaction and stress.

Research Objectives

The objectives in conducting this research are:

1. To examine the role of social media usage as a mediator in the relationship between Fear of Missing Out (FoMO) and the Impulsive Buying Behavior of Generation Z in Manado City.
2. To analyze the impact of Fear of Missing Out (FoMO) on the spending habits and purchasing behavior of Generation Z in Manado City.
3. To evaluate the extent to which social media usage influences the Impulsive Buying Behavior of Generation Z in Manado City

LITERATURE REVIEW

Marketing

Marketing is the process of understanding, predicting, and meeting customer needs by creating and exchanging value. It includes activities such as market research, product development, pricing, promotions, and distribution to effectively reach and influence consumers. Marketing is defined as a set of activities, institutions, and processes aimed at creating, communicating, delivering, and exchanging offerings that provide value to customers, clients, partners, and society as a whole. This definition emphasizes that marketing is a comprehensive and dynamic process that goes beyond merely selling products.

Consumer Behavior

Consumer behavior concerns how individuals or groups select, purchase, use, and dispose of products or services, shaped by cognitive, emotional, and social processes. According to Arshi Naim (2022), it encompasses the

mental and behavioral response to marketing stimuli. Schiffman & Kanuk (2007) conceptualize it as a multi-stage process—problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation.

Impulsive Buying Behavior

Impulsive buying behavior, unplanned purchases without prior intention, has become a central theme in consumer behavior studies. This phenomenon is particularly prevalent in the digital marketplace, where consumers are constantly exposed to various stimuli that can trigger impulsive purchasing decisions. Factors such as limited-time offers, flash sales, and engaging live-streaming sessions contribute to this behavior. In Indonesia, the culture. Impulse buying, unplanned purchases without prior intention, has become a central theme in consumer behavior studies.

Fear of Missing Out

FoMO (Fear of Missing Out) is a growing phenomenon that has gained significant research interest. Reagle (2015) described it as anxiety driven by envy over missed social experiences. Przybylski et al. (2013) defined FoMO as a pervasive worry that others are engaging in rewarding experiences while one is absent.

Previous Research

Rachman, Efawati, and Anmoe (2023) examined the influence of price discounts on impulse buying through live streaming among e-commerce users in Indonesia. The research adopted a quantitative approach, utilizing a survey methodology with questionnaires distributed to a purposive sample of 152 consumers from the Dolee Branded Store. The findings reveal that price discounts significantly directly impact impulse buying behavior. Furthermore, price discounts also significantly affect live streaming, which, in turn, substantially influences impulse buying. The results indicate that live streaming acts as a mediating variable, enhancing the effect of price discounts on impulse purchases.

Dinh and Lee (2024) addressed the existing gap in theoretical and empirical research concerning the impact of social media influencers (SMIs) on followers' purchasing decisions. The primary aim is to explore and elucidate followers' journey from exposure to SMIs to the manifestation of conspicuous consumption. Grounded in the stimulus-organism-response framework and self-determination theory, the research proposed a dual model focusing on mediating factors such as social comparison, desire to mimic, materialism, and fear of missing out (FOMO). To achieve this objective, a survey targeting 272 respondents was conducted on the MTurk platform. The study findings reveal that exposure to SMIs triggers social comparisons and FOMO, subsequently influencing the acquisition of conspicuous products. Additionally, the study identifies that exposure to SMIs amplifies the desire to mimic and stimulates materialistic tendencies, thereby contributing to conspicuous consumption.

Sharma et al. (2023) investigated how personality factors affect the daily usage of (or time spent on) Social Networking Sites (SNS) (Facebook, Instagram and WhatsApp). The research also aims to do an inter-generational comparison between Gen-Z (15 to 25 years) and Millennials (26 to 41 years) on their social media usage and Fear of Missing Out (FoMO). The 10 Item Fear of Missing Out Scale and the 50 Item IPIP version of the Big Five Markers Questionnaire were used. A semi structured tool was used for measuring social media usage. A total of 306 responses (156: Gen Z, 150: Millennials) were received and analyzed. The results obtained showed a significant positive correlation between Time spent on SNS and FoMO, and significant negative correlations between Time spent on SNS and Emotional Stability, and between Time spent on SNS and Extraversion. The Time spent on SNS and the level of FoMO also differed significantly across both the generations, wherein Gen Z showed significantly higher Time spent and FoMO than Millennials.

Research Model

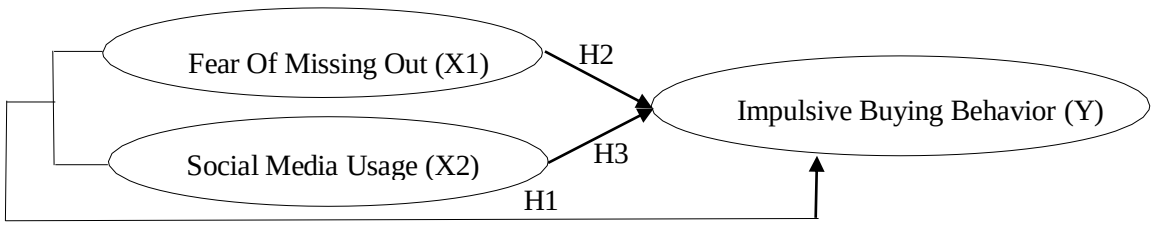

Figure 1. Research Model
Source: Literature Review

Research Hypotheses

H1: There is significant influence of Fear Of Missing Out and Social Media Usage on Impulsive Buying Behavior simultaneously.
H2: There is significant influence of Fear Of Missing Out on Impulsive Buying Behavior.
H3: There is significant influence of Social Media Usage on Impulsive Buying Behavior.

RESEARCH METHOD

Research Approach

This study adopts a quantitative research approach, which focuses on analyzing numerical data to identify patterns, relationships, and trends in consumer behavior. According to Babbie (2010), quantitative research involves methods that prioritize objective measurements and rely on statistical, mathematical, or numerical analysis.

Population, Sample, and Sampling Technique

The population refers specifically to Generation Z individuals residing in Manado City. Using 100 respondents and purposive sampling to target Generation Z who are active social media users and have experienced or engaged in impulsive purchases of food and beverages influenced by online trends.

Data Collection Method

In this study, a closed-ended questionnaire was used as the primary instrument for collecting primary data from Generation Z respondents in Manado City. The questionnaire was distributed online via Google Forms to respondents who met the sampling criteria under purposive sampling technique.

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition Concept	Indicators
Fear Of Missing Out (X_1)	Fear of Missing Out (FoMO) is defined as a psychological state characterized by anxiety or apprehension that others might be having rewarding experiences from which one is absent, often triggered or intensified by social media exposure.	1. Social Comparison 2. Compulsive Checking 3. Missed Experience (Elhai et al., 2016)
Social Media Usage (X_2)	Social Media Usage refers to the frequency, duration, and depth of user interaction with social media platforms (e.g., TikTok, Instagram, Shopee), particularly in the context of consumer-related content, product promotion, and influencer engagement.	1. Addiction 2. Compulsivity 3. Social Interactions (Kuss and Griffiths, 2017)
Impulsive Buying Behavior (Y)	Impulsive Buying Behavior refers to spontaneous and unplanned purchases driven by emotional triggers, immediate gratification, or exposure to external stimuli, without prior intention or rational evaluation.	1. Psychological Triggers 2. Unplanned Purchase 3. Spontaneity (Schiffman, Kanuk, and Kumar, 2010)

Testing of Research Instruments

Validity and Reliability Tests

This section is used to check whether the research data is valid. Validity testing is done by comparing correlation indexes. It is important to ensure that the collected data is accurate and valid for research. According to Sekaran (2003), a validity test determines whether a questionnaire truly measures what it is supposed to, based on theories and expert opinions. Among various validity test methods, the researcher chose the Pearson Product-Moment Correlation to assess the data's validity.

A reliability test ensures that the results are consistent and not repeated by chance. According to Sekaran (2003), a measurement is reliable if it consistently measures the intended concept without bias. Reliability can be tested in two ways: test-retest, where the same test is given to the same respondents at the same time and produces the same results, or parallel-form reliability, where a test with different wording or question order still gives the same data.

Data Analysis Method

Test of Classical Assumptions

Normality Test

A normality test assesses whether the data in a regression model follows a normal distribution, including both independent and dependent variables. If the data deviates from a normal distribution, it may impact the reliability of statistical outcomes. In multiple linear regression, this test is particularly important for evaluating the residuals, which represent the differences between the actual and predicted values are expected to follow a normal distribution. Researchers can use a histogram or P-Plot to check if the residuals meet this assumption. The requirements are as follows:

1. If the data points are close to the diagonal line and follow its direction, or if the histogram looks like a normal distribution, then the regression model meets the normality assumption.
2. If the data points are far from the diagonal line or do not follow its direction, and if the histogram does not show a normal distribution, then the regression model does not meet the normality assumption.

Multicollinearity Test

The multicollinearity checks refers to extent to which independent variables in a regression model are interrelated. An ideal regression model should consist of independent variables that are not highly correlated with one another to ensure accurate and reliable results. that are not related. If they are correlated, it means the variables are not completely separate. Independent variables that have no correlation are called orthogonal, meaning their correlation value is zero. To identify this in a regression model, the only tolerance value and Variance Inflation Factor (VIF) are commonly used. These indicators measure the degree to which an independent variable's variability remains unexplained by other independent variables in the model. A low tolerance value or a high VIF indicates a strong correlation among independent variables, suggesting the presence of multicollinearity. This occurs when an independent variable is excessively influenced by other independent variables in the model. To evaluate multicollinearity, specific threshold values are typically applied are 0.1 for tolerance and 10 for the Variance Inflation Factor (VIF). If the tolerance value falls below 0.1 or the VIF exceeds 10, that means that there is a correlation between the independent variables, suggesting the existence of multicollinearity within the model.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the residuals (errors) in a regression model exhibit varying variances across different observations. When the variance of the residuals is inconsistent, this phenomenon is known as heteroscedasticity. A common method for detecting heteroscedasticity is through a scatterplot analysis, which compares The predicted values of the dependent variable (SRESID) are compared with the residual errors (ZPRED). If the data points are scattered randomly above and below the zero line on the y-axis without forming a clear pattern, it means there is no heteroscedasticity in the model. However, if a pattern appears, it may indicate its presence. points form a pattern (such as wavy or widening and narrowing shapes), heteroscedasticity is present. A good regression model should not have heteroscedasticity.

Multiple Linear Regression Analysis

Regression analysis is a method used to determine how variations in the dependent variable are affected by one or more independent variables. When there is only one independent variable, simple regression is applied. However, if multiple independent variables influence a single dependent variable, multiple regression is utilized. The multiple regression model in this research can be expressed as:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + e$$

Where :

Y = Impulsive Buying Behaviour
X1 = Fear Of Missing Out
X2 = Social Media Usage
β1 = The regression coefficient of the Fear Of Missing Out
β2 = The regression coefficient of Social Media Usage
α = Constant, that represents the value Y when all independent variable = 0
€ = Error term

Coefficient of Coefficient (R) and Coefficient of Determination (R^2)

A correlation coefficient is a numerical measure of some type of linear correlation, meaning a statistical

relationship between two variables.[a] The variables may be two columns of a given data set of observations, often called a sample, or two components of a multivariate random variable with a known distribution.

Coefficient of determination (R^2) means a formula to measure the variation in one factor (Y) can be explained by another factor (X). The purpose of the coefficient of determination is to assess the impact of independent variables on the dependent variable. It indicates how much the independent variables (X1 and X2) contribute to influencing the dependent variable (Y). A higher percentage means that X1 and X2 play a significant role in affecting Y, while the remaining percentage represents the influence of other factors not included in the study. On the other hand, a lower percentage suggests that X1 and X2 have a smaller impact on Y.

Hypothesis Testing

F-Test

The simultaneous F-Test is used to determine whether the independent variables collectively have a significant impact on the dependent variable in a regression model. This test evaluates whether the combination of independent variables simultaneously influences the dependent variable. To assess the regression coefficients simultaneously, the F-Test is conducted based on the following criteria:

1. If the F-count is higher than the F-table at a 95% confidence level ($\alpha = 0.05$), it means that all independent variables significantly influence the dependent variable together. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted
2. If the F-count is lower than the F-table at a 95% confidence level ($\alpha = 0.05$), it indicates that the independent variables do not have a significant combined effect on the dependent variable. As a result, the null hypothesis (H0) is accepted, and the alternative hypothesis (H1) is rejected.

T Test

This test basically used to assess the partial effect of every independent variable on the dependent variable within a regression model. To evaluate the significance of a hypothesis using the T-Test:

1. If the significance value of the test is greater than 0.05, H0 is accepted, and H1 is rejected. This indicates that is no significant influence of the independent variables on the dependent variable.
2. If the significance value of the test is less than 0.05, H0 is rejected, and Ha is accepted. This signifies that the independent variables have a significant influence on the dependent variable.

RESULT AND DISCUSSION

Validity and Reliability Tests

Table 2. Validity Test Result

Variable	Indicators	Pearson Correlation	Sig Value	Status
Fear of Missing Out (X1)	X1.1	0,857	0,000	Valid
	X1.2	0,830	0,000	Valid
	X1.3	0,758	0,000	Valid
	X1.4	0,679	0,000	Valid
	X1.5	0,931	0,000	Valid
	X1.6	0,883	0,000	Valid
Social Media Usage (X2)	X2.1	0,744	0,000	Valid
	X2.2	0,778	0,000	Valid
	X2.3	0,586	0,000	Valid
	X2.4	0,853	0,000	Valid
	X2.5	0,635	0,000	Valid
	X2.6	0,761	0,000	Valid
Impulsive Buying Behavior (Y)	Y.1	0,873	0,000	Valid
	Y.2	0,860	0,000	Valid
	Y.3	0,833	0,000	Valid
	Y.4	0,809	0,000	Valid
	Y.5	0,841	0,000	Valid
	Y.6	0,866	0,000	Valid

(Source: Data Processed, 2025)

Based on the table 2, it shows that all indicator statement items from the Fear of Missing Out (X1), Social Media Usage (X2), and Impulsive Buying Behavior (Y) variable have a pearson correlation value greater than r table (0,195). The entire statement of the research variable was valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Acceptance Limit	Status
Fear of Missing Out	0.735	0.600	Reliable
Social Media Usage	0.725	0.600	Reliable
Impulsive Buying Behavior	0.805	0.600	Reliable

(Source: Data Processed, 2025)

Based on table 3, it shows that all variable (Fear of Missing Out/X1, Social Media Usage/X2, and Impulsive Buying Behavior/Y) have Cronbach Alpha value is greater than 0,6. It means that the measuring instrument is reliable.

Test of Classical Assumptions

Normality Test

Table 4. Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.08912233
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.069
Test Statistic		.074
Asymp. Sig. (2-tailed)[c]		.200

(Source: Data Processed, 2025)

Table 4 shows that the significant value of the test is 0,200 which respectively greater than the critical value 0,05. It shows that the data is normally distributed and can be used in this research.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	4.184	1.362		3.072	.003		
	Fear of Missing Out	-.033	.043	-.092	-.757	.451	.382	2.617
	Social Media Usage	.028	.024	.132	1.194	.236	.382	2.617

(Source: Data Processed, 2025)

Based on the table 5, it can be seen that the results of the test have significant values more than 0.05 which are clarified as heteroscedasticity free. Which also means that there is no inequality of variance from the residuals of one observation to another observation in regression model.

Multicollinearity Test

Table 6. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Fear of Missing Out	.382	2.617
	Social Media Usage	.382	2.617

(Source: Data Processed, 2025)

The Variance Inflation Factor (VIF) value of the independent variable, namely the variable (X1) Fear of Missing Out

and the variable (X2) Social Media Usage, is smaller or below 5 (2.715< 5), it can be concluded that between independent or independent variables there is no multicollinearity in regression model.

Multiple Regression Analysis

Table 6. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.184	1.362		3.072	.003
	Fear of Missing Out	-.033	.043	-.092	-.757	.451
	Social Media Usage	.028	.024	.132	1.194	.236

(Source: Data Processed, 2025)

The multiple linear regression equation can be described as follows:

- The constant value in the multiple linear regression equation above is 1.375, is explain that if the Fear of Missing Out (X1) and Social Media Usage (X2) variable are 0 (zero), then the value of Impulsive Buying Behavior is 1.375
- The Fear of Missing Out variable regression coefficient (X1) is 0.721 and it is positive, this explain that Fear of Missing Out (X1) have a positive effect on Impulsive Buying Behavior (Y) and if Fear of Missing Out (X1) increase by one unit while the Social Media Usage (X2) is assumed to be constant, then the Impulsive Buying Behavior (Y) will increase by 0. 721
- The regression coefficient for the Social Media Usage (X2) is 0.271 and it is positive, this explains that Social Media Usage (X2) has a positive effect on Impulsive Buying Behavior (Y) and if the Social Media Usage increase by one unit while Fear of Missing Out (X1) are assumed to be constant, then the Impulsive Buying Behavior will increase by 0.271

Coefficient of Correlation (R) & Coefficient of Determination (R^2)

Table 7. Coefficient of Correlation (R) & Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840[a]	0.706	0.700	3.38401

(Source: Data Processed, 2025)

Based on the summary table 7, it is known that the magnitude of the relationship between independent and dependent variable calculated by the correlation coefficient is 0.840, so based on the value interval table shows a very strong correlation between the independent variable and dependent variable.

Hypothesis Testing

T-Test

Table 6 shows:

- The significant value of Fear of Missing Out (X1) is <.001 is below the value of significant level that required at 0.05 and the t-count of Fear of Missing Out (X1) is 7.281 greater than 1.985. It means the there is significant influence of Fear of Missing Out on Impulsive Buying Behavior.
- The level of significant value of Social Media Usage (X2) is 0.012 greater than 0.05 or 5% and t-count is equal to 2.574 below than the value of t-table at 1.985. It means there is significant influence of Social Media Usage on Impulsive Buying Behavior in Manado partially.

F-Test

Table 8. F-Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2669.949	2	1334.975	116.576	<.001[b]
	Residual	1110.801	97	11.452		
	Total	3780.750	99			

(Source: Data Processed, 2025)

Table 8 shows the result of F-Test in ANOVA table, the significant level that shows inside table ANOVA is <.001 while this study used 5% or 0.05 as the significant level, means the significant value in the table is smaller than 5% or 0.05, the overall degree of freedom is 99 that consist of the degree of freedom value in regression model is 2 and the degree in residual is 97. If the value of F-table 3.09 and the value of F count inside ANOVA table is 116.576, the result shows that F-count is greater than F-table which indicates the fitness of the model is high. It means that the independent variable significantly affect the dependent variable simultaneously. Therefore, the alternative hypothesis is accepted intention

Discussion

The Influence Of Fear of Missing Out on Impulsive Buying Behavior

The results of this study indicate that Fear of Missing Out (FoMO) significantly influences impulsive buying behavior among Generation Z in Manado City. The hypothesis testing shows that FoMO has a positive and statistically significant effect on impulsive purchases, suggesting that emotional drivers—especially anxiety related to missing out on trends or experiences—play a crucial role in shaping buying decisions. This supports earlier research that identifies FoMO as a key psychological factor in consumer behavior, particularly in digital environments saturated with curated lifestyles and constant social updates. The results of this study reveal that Fear of Missing Out (FoMO) significantly influences Impulsive Buying Behavior among Generation Z in Manado City, particularly through the psychological mechanisms of social comparison and need for belonging. The social comparison indicator plays a dominant role, as respondents reported feeling pressured to purchase trending food and beverage items after seeing peers or influencers doing so on social media. The results also align with the theoretical foundations presented in the literature, Przybylski et al. (2013) and Chaudhuri et al. (2011), who emphasized that FoMO is often triggered by observing others' rewarding experiences, leading to anxiety about being left out. Simultaneously, the need for belonging indicator reflects the respondents desire to be part of a social group or online community. Many participants admitted to making unplanned purchases simply to avoid feeling excluded or disconnected from their peer circle. These findings support the Self-Determination Theory and Social Comparison Theory, which explain that individuals are motivated by their fundamental psychological need to feel connected and socially accepted. In this context, FoMO acts as an emotional driver that overrides rational decision-making, pushing young consumers toward spontaneous, emotionally charged buying behaviors to maintain their social identity. particularly the Self-Determination Theory and Social Comparison Theory. In conclusion, FoMO emerges as a powerful emotional mechanism that contributes significantly to impulsive buying among Gen Z in Manado. While this presents opportunities for marketers to craft engaging campaigns, it also raises concerns about consumer vulnerability, financial literacy, and post-purchase regret. Therefore, it is essential that businesses adopt ethical marketing practices, and that education and awareness campaigns be introduced to help young consumers navigate digital spaces with mindfulness and self-control.

The Influence Of Social Media Usage on Impulsive Buying Behavior

The results of the study demonstrate that social media usage has a significant and positive influence on impulsive buying behavior among Generation Z in Manado City. This supports hypothesis H3, which proposed that social media usage independently contributes to the increase in impulsive purchasing tendencies. Generation Z, known for their high digital engagement, are particularly susceptible to the instant and emotionally driven nature of social media platforms. Respondents who reported higher levels of engagement with platforms such as TikTok, Instagram, and Shopee were more likely to make spontaneous purchases, especially for products related to food and beverages that frequently appear in viral content or influencer promotions. From a statistical standpoint, regression analysis reveal that the coefficient for social media usage was both positive and statistically significant ($p < 0.05$), indicating a meaningful relationship between frequent platform use and impulsive buying. Additionally, the R^2 value in the regression model—incorporating both social media usage and FOMO as independent variables—suggests that these factors together explain a considerable portion of the variance in impulsive buying behavior among the sample population. This finding underlines the strong explanatory power of digital engagement in consumer behavior models, especially within younger demographics. In summary, the results emphasize that social media platforms serve as more than entertainment or communication tools—they function as powerful behavioral influence systems that shape how Generation Z in Manado makes purchasing decisions. The combination of psychological triggers, technical features, and social influence creates an environment highly conducive to impulsive buying, particularly in sectors like food and beverages that thrive on trend-driven consumption.

The Influence of Fear of Missing Out and Social Media Usage on Impulsive Buying Behavior

The findings of the research indicate that Fear of Missing Out (FoMO) and Social Media Usage Simultaneously and significantly influence impulsive buying posited that both variables, when analyzed together, would have a strong and measurable impact on unplanned purchasing tendencies. The simultaneous influence reflects a digital environment where emotional triggers and technological affordances work in tandem, encouraging consumers to make quick, emotionally charged purchasing decisions without deliberation. The study's results align with previous literature emphasizing that FoMO acts as a psychological stimulus rooted in anxiety, social comparison, and the desire for inclusion (Przybylski et al., 2013; Elhai et al., 2018). In the context of social media, these feelings are magnified by curated content, influencer lifestyles, and algorithmically recommended trends. Users who frequently experience FoMO are more likely to engage with content rapidly, react emotionally to social stimuli, and ultimately make impulsive purchases to avoid being left out. This behavior is especially prominent among Generation Z, who not only consume content passively but also actively participate in online trends, making their consumption choices visible through sharing and tagging (Solomon, 2018). Meanwhile, Social Media Usage functions as a platform that accelerates the behavioral response to Fear of Missing Out. The interaction between these two variables creates a feedback loop: the more time users spend on social media, the more they are exposed to content that triggers FoMO; in turn, the emotional discomfort from FoMO encourages increased engagement and purchasing. This pattern is evident in platform-specific features such as limited-time offers, flash sales, and influencer collaborations, which use scarcity and urgency to capitalize on users' fear of exclusion (Kotler and Keller, 2016). Statistically, the model used in the study shows that the combined effect of FoMO and social media usage explains a substantial proportion of the variance in impulsive buying behavior. In conclusion, the simultaneous influence of FOMO and social media usage on impulsive buying behavior underscores the need to approach digital consumerism as a multi-layered phenomenon involving emotional, social, and technological components.

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CONCLUSION AND RECOMMENDATION

Conclusion

This study draws several important conclusions related to the research problems proposed:

1. Fear of Missing Out (FoMO) has a significant positive effect on Impulsive Buying Behavior among Generation Z in Manado City. This result indicates that individuals who experience a high level of FoMO are more likely to engage in spontaneous and unplanned purchases, particularly in response to current food and beverage trends.
2. Social Media Usage significantly and positively influences Impulsive Buying Behavior among Generation Z. This finding reinforces the view that digital platforms not only serve as communication tools but also function as commercial ecosystems that directly shape consumer behavior. Fear of Missing Out and Social Media Usage simultaneously exert a strong and significant influence on Impulsive Buying Behavior.
3. The findings suggest that FoMO serves as an emotional motivator, while social media provides the technological infrastructure and stimuli that convert those emotions into consumer action.

Recommendation

There are several suggestions are put forward:

1. Since the results confirm that Gen Z is highly influenced by social media and FoMO, businesses should optimize digital marketing strategies by using time-limited promotions, engaging content, and influencer collaborations. However, it is also recommended that businesses practice ethical marketing, avoiding manipulative tactics that exploit consumer anxiety or create unnecessary urgency.
2. Future studies are recommended to explore moderating variables such as hedonic motivation, financial literacy, or cultural values. Comparative research between regions or qualitative methods like interviews can offer deeper insights into how FOMO and social media affect impulsive buying behavior among Gen Z.

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