THE INFLUENCE OF FEAR OF MISSING OUT, FLASH SALES, AND SELF-CONTROL ON IMPULSIVE BUYING BEHAVIOR IN ONLINE SHOPPING AMONG STUDENTS

PENGARUH FEAR OF MISSING OUT, FLASH SALE, DAN KONTROL DIRI TERHADAP PERILAKU PEMBELIAN IMPULSIF DALAM BELANJA ONLINE DI KALANGAN MAHASISWA

Oleh:
Nadia Ayudia[1]
Willem J. F. A. Tumbuan[2]
Mirah H. Rogi [3]

[123]International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:
[1]nadiaayudia062@student.unsrat.ac.id
[2]alfa.tumbuan@unsrat.ac.id
[3]helenmirah@gmail.com

Abstract: In today's digital era, online shopping has become a daily habit, especially among university students who are highly active on social media and frequently exposed to aggressive marketing strategies. This study aims to analyze how external triggers such as Fear Of Missing Out (FOMO) and Flash Sales, as well as internal factors like Self-Control, influence Impulsive Buying Behavior among students at Sam Ratulangi University. A quantitative approach was used, with data collected through surveys from 102 active students who engage in online shopping. The results indicate that FOMO and Flash Sales have a positive influence on Impulsive Buying Behavior, while Self-Control tends to have a negative influence. These findings highlight the psychological vulnerability of young consumers in the digital space and emphasize the importance of self-regulation in making more rational consumption decisions. This study contributes to a deeper understanding of the emotional and behavioral factors that drive purchasing decisions, particularly among students facing academic and financial pressures.

Keywords: FOMO, Flash Sales, Self-Control, Impulsive Buying, Online Shopping, University Students

***Abstrak**: Di era digital saat ini, belanja online telah menjadi kebiasaan sehari-hari, khususnya di kalangan mahasiswa yang aktif menggunakan media sosial dan sering terpapar strategi pemasaran yang agresif. Penelitian ini bertujuan untuk menganalisis bagaimana pemicu eksternal seperti Fear Of Missing Out (FOMO) dan flash sale, serta faktor internal seperti Self-Control, memengaruhi perilaku pembelian impulsif pada mahasiswa Universitas Sam Ratulangi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 102 mahasiswa aktif yang melakukan belanja online. Hasil penelitian menunjukkan bahwa FOMO dan flash sale memiliki pengaruh positif terhadap perilaku pembelian impulsif, sedangkan Self-Control cenderung memberikan pengaruh negatif. Temuan ini menggaris bawahi kerentanan psikologis konsumen muda di ruang digital serta pentingnya pengendalian diri dalam mengambil keputusan konsumsi yang lebih rasional. Penelitian ini memberikan kontribusi terhadap pemahaman yang lebih dalam mengenai faktor emosional dan perilaku yang memengaruhi keputusan belanja, terutama pada mahasiswa yang menghadapi tekanan akademik dan finansial.*

***Kata Kunci**: FOMO, Flash Sale, Pengendalian Diri, Pembelian Impulsif, Belanja Online, Mahasiswa*

INTRODUCTION

Research Background:

The e-commerce industry in Indonesia has been growing really fast in the past few years. This shows how shopping behavior is shifting as more people move to digital platforms. Some reasons behind this growth include better internet access, changing lifestyles, and how easy online services have become. With so many tech-savvy people in the country, especially young users. This age group includes many students and young professionals who already earn their own income. Students especially rely a lot on technology in their daily lives. Because of their busy schedules, online shopping has become a practical solution it saves time and energy. The convenience of being able to shop anytime and anywhere makes it even more attractive for Students who are always on the go.

The growing use of online shopping apps among students is influenced by many factors. Fast technological developments in Indonesia, better internet access, the rise of smartphones, and the popularity of social media have all played a big role. More people are now comfortable using the internet for almost everything including shopping. Internally, Students shopping habits are often shaped by their lifestyle, which usually values convenience, staying on trend, and getting things quickly. Many students are used to a fast-paced, consumer-driven culture where it feels normal to buy things just to keep up. With social media constantly showing promotions, influencers, and trendy items, it becomes easier for Students to buy things on impulse even if they do not really need them.

One of the key psychological triggers in online shopping behavior is the Fear Of Missing Out (FOMO), especially among digitally active students. FOMO is that uneasy feeling one get when he or she think others are enjoying great experiences or deals that he or she is not part of, and social media often makes this feeling even stronger. This sense of urgency can push people to make impulsive purchases, especially during Flash Sales, where the pressure to buy quickly can cloud our judgment. For marketers, understanding how FOMO shapes shopping behavior is essential for connecting with consumers in today's digital world. By recognizing these emotional triggers, brands can create strategies that resonate with shoppers and encourage more thoughtful engagement.

Flash Sales have gained significant traction in the online shopping landscape, becoming a powerful tool for retailers looking to boost sales quickly. These limited-time promotions create a sense of urgency, compelling consumers to act fast to secure discounts before they disappear. The excitement of a flash sale can lead to Impulsive Buying Behavior, as shoppers rush to take advantage of the perceived scarcity of products. This urgency often overrides rational decision-making, prompting consumers to purchase items they may not have initially intended to buy. For marketers, understanding the dynamics of Flash Sales is crucial for effectively engaging consumers in a competitive digital marketplace. By leveraging the psychological triggers associated with Flash Sales, brands can craft compelling marketing strategies that not only drive immediate sales but also foster long-term customer loyalty.

On the other hand, Self-Control acts like a filter that helps people manage the psychological pressure caused by marketing tactics that create urgency. People with strong Self-Control are better at holding back impulsive urges and thinking through their buying decisions more carefully (Tangney et al., 2004). In other words, while things like Flash Sales and FOMO can tempt people to buy on the spot, having good Self-Control can help them pause, think twice, and avoid regrets or financial problems later on.

Students at Sam Ratulangi University in Manado, who have grown up constantly connected to their phones and laptops, the pull of FOMO and Flash Sales feels very real. Eye-catching deals, limited-time offers, and constant notifications create the sense that the perfect opportunity is just one click away. The pressure to stay on trend or grab a discount before it is gone can be overwhelming, often leading to impulsive purchases. However, it is not always just about desire many Students also face financial challenges. They must manage essential expenses like tuition, study tools, and daily living costs, especially those living away from home.

In this context, Self-Control becomes an important internal factor. Students who are able to manage their impulses are more likely to avoid post-purchase regret and financial stress. Without that balance, repeated impulsive buying can affect their well-being, making it harder to juggle academics, social life, and financial stability. That is why it is important to understand how both external triggers (like FOMO and Flash Sales) and internal factors (like Self-Control) influence Students' online shopping behavior. This insight is valuable not only for businesses trying to connect with young consumers, but also for Students themselves—helping them make more intentional and thoughtful spending decisions.

In Manado, where social ties are strong and social media plays a big role in everyday life, students at Sam Ratulangi University can be especially influenced by online shopping trends. Seeing friends or classmates show off their latest flash sale purchases online can make the FOMO effect even stronger, pushing others to buy just to feel included. This social pressure can lead to impulsive buying decisions, as students may feel compelled to keep up with their peers shopping habits. Additionally, the constant exposure to online shopping promotions. However, not all students respond the same way. Those with better Self-Control may find it easier to resist the pressure and think twice before making a purchase. Understanding how these outside influences like social pressure and marketing tactics interact with internal traits such as Self-Control can help students make wiser shopping decisions and avoid unnecessary financial stress. This awareness can empower students to take control of their spending habits.

Research Objectives

Based on the research problems above, this study aims to:

1. To analyze the influence of Fear Of Missing Out (FOMO) on Impulsive Buying Behavior in online shopping among Students.
2. To analyze the influence of Flash Sales on Impulsive Buying Behavior in online shopping among Students.

3. To analyze the influence of Self-Control on Impulsive Buying Behavior in online shopping among Students.

LITERATURE REVIEW

Marketing

Marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating and exchanging valuable products with others (Kotler & Keller, 2016). Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association, 2017). Marketing is the process by which companies strive to understand customer desires and develop strategies that effectively influence purchasing behavior (Solomon et al., 2018).

Consumer Behavior

Consumer behavior theory explains the decision-making process individuals go through when selecting, purchasing, using, or disposing of products and services. It involves psychological, emotional, and social influences that affect purchasing decisions. According to Solomon et al. (2018), consumer behavior is shaped not only by rational needs but also by emotional impulses, external stimuli, and social influence.

Fear Of Missing Out (FOMO)

FOMO refers to the feeling of anxiety or fear that others might be having rewarding experiences from which one is absent. This emotional trigger can significantly affect consumer behavior, especially in the context of online shopping, Flash Sales, and limited-time offers. According to Przybylski et al. (2013), FOMO is defined as a pervasive apprehension that others might be having fulfilling experiences without the individual's involvement. This fear leads individuals to stay continually connected with what others are doing, often driving them to make impulsive decisions so as not to feel left out. In the context of consumer behavior, FOMO can push individuals to purchase products not because of real necessity, but out of the fear of missing a unique opportunity or falling behind trends. Meanwhile, according to Hodkinson (2019), FOMO is strongly associated with social media usage, where consumers are frequently exposed to content showing others enjoying specific products or exclusive deals. This exposure intensifies the urgency and emotional pressure to participate in similar experiences, thus leading to unplanned purchases.

Flash Sales

Flash Sales refer to promotional events that offer products at significantly reduced prices for a very limited time. This technique creates a sense of urgency and scarcity, which can strongly affect consumer purchasing decisions. The limited-time nature of Flash Sales triggers psychological urgency. This sense of urgency often overrides rational decision-making, leading to impulsive buying behavior. According to Cialdini (1984), scarcity and urgency are powerful psychological tools that influence consumer behavior. Flash Sales use these principles by limiting time and availability, which triggers fear of loss and emotional urgency. Oberei (2024) explains that time-limited offers increase the likelihood of consumers acting impulsively because of reduced time for rational evaluation.

Self-Control

Self-Control refers to an individual's ability to regulate emotions, thoughts, and behaviors when faced with temptations or impulses. In the context of purchasing, Self-Control plays a crucial role in helping consumers resist impulsive buying and instead make decisions that align with their long-term goals and financial priorities. This internal strength helps them delay gratification and make more thoughtful decisions. According to Baumeister et al. (2007), Self-Control is the capacity to override or inhibit automatic or habitual responses, especially in situations that involve short-term temptations conflicting with long-term objectives. According to Tangney et al. (2004), Self-Control is not only associated with resisting temptations but also with goal-setting and persistence.

Previous Studies

Sari & Sanistasya (2025) examined the influence of flash sales, Fear of Missing Out (FOMO), and digital financial literacy on impulsive buying behavior among Generation Z users of TikTok Shop X Tokopedia in Samarinda, Indonesia. The research involved 106 respondents selected through purposive sampling. The results show that FOMO has a significant and positive effect on impulsive buying, whereas flash sales and digital financial literacy do not have significant individual effects. However, when combined, all three variables significantly

influence impulsive buying, accounting for 42.2% of the behavior variance. These findings highlight the psychological and emotional factors—particularly FOMO—as more dominant drivers than promotional or financial literacy factors.

Amini, Musnaini, & Hendriyaldi (2025) analyzed the influence of Fear of Missing Out (FoMo) and flash sales on impulsive buying behavior among Shopee users, specifically focusing on students at Universitas Jambi. The rapid development of digital technology and the rise of e-commerce have increased the prevalence of impulsive buying, particularly among younger generations who are highly influenced by social media and online promotions. This research uses a quantitative approach with a survey method involving 100 active students of Universitas Jambi who are Shopee users and have made purchases during flash sale events. The results indicate that both FoMo and flash sales have a positive and significant influence on impulsive buying, both partially and simultaneously.

Dhewi, Al Farodis, & Azzahra (2023) investigated the relationship between self-control, impulse buying, and shopping lifestyle among Miniso visitors in Malang City. The sample consists of 220 respondents, divided into 110 adolescents aged 10-19 years and 110 adults aged over 19 years. Partial Least Square Structural Equation Modeling (PLS-SEM) analysis is used to test and analyze the direct and indirect effects of the independent variable (self-control) on the dependent variable (impulse buying) through the intervening variable (shopping lifestyle), as well as the moderating effect of age groups. The study findings indicate that Miniso visitors in Malang City exhibit very high self-control, with high levels of impulse buying and shopping lifestyle.

Conceptual Framework

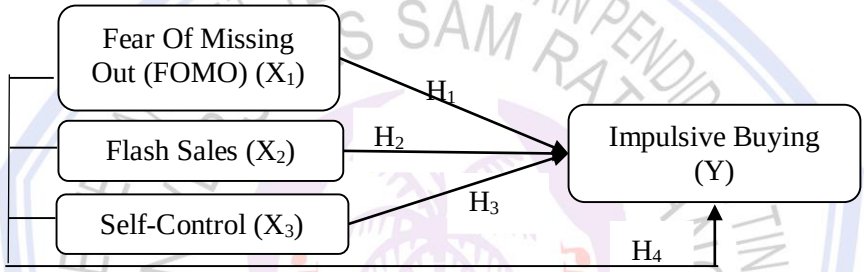

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis
H1: FOMO has a positive influence on Impulsive Buying Behavior
H2: Flash Sales have a positive influence on Impulsive Buying Behavior.
H3: Self-Control has a negative influence on Impulsive Buying Behavior.

RESEARCH METHOD

Research Approach

This study uses a quantitative approach to look at how Fear Of Missing Out (FOMO), Flash Sales, and Self-Control affect Impulsive Buying Behavior among. According to Babbie (2010), quantitative research focuses on collecting and analyzing data in a way that's measurable and objective, usually through surveys or questionnaires. By using this method, the study aims to see how strongly these three factors relate to impulsive buying. The data collected will be processed with statistical analysis to test whether these factors really influence Students buying habits or not.

Population, Sampel and Sampling Technique

The population in this study includes all active Students at Sam Ratulangi University in Manado who engage in online shopping. A sample is a subset of the population chosen to represent the broader group being studied. According to Creswell (2014), determining the right sample size is essential to balance the accuracy of research findings with practical constraints. The total number of active Students at Sam Ratulangi University in Manado is 23,812. To determine the sample size, this research uses the Slovin Formula, thus provide the minimum required sample is 98 respondents. However, to improve data accuracy and anticipate invalid responses, the researcher decided to use 100 respondents.

Type of Data and Data Source

The source of data in this research is the subject from which the data is obtained. In this study, the author only uses one data source, namely primary data sources. Primary data sources are obtained from direct feedback from respondents on the questionnaires that have been provided.

Data Collection Method

The method of data collection is adjusted to the state and condition of the object being studied, as well as the ability to use time and resources. Meanwhile, the data collection technique in this study was carried out by distributing questionnaires.

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Fear Of Missing Out (FOMO) (X_1)	A psychological phenomenon where individuals feel anxious or pressured to make a purchase due to the FOMO on an opportunity, discount, or exclusive product.	1. Anxiety when not buying immediately 2. Social pressures from friends / influencers. 3. Purchase drive triggered by promotions. 4. Fear of falling behind trends
Flash Sales (X_2)	A marketing strategy that offers discounts for a limited time, creating urgency that encourages consumers to buy quickly.	1. Appeal of time-limited offers 2. Perceived stock scarcity. 3. Urgency to purchase immediately. 4. Pressure during the Flash Sales period.
Self-Control (X_3)	An individual's ability to resist immediate temptations or urges to make unplanned purchases, by regulating emotions and maintaining focus on long-term goals.	1. Ability to resist impulses. 2. Preference for saving vs. impulsive buying 3. Capacity to delay gratification. 4. Consistency with financial plans.
Impulsive Buying Behavior (Y)	A tendency to make spontaneous, unplanned purchases influenced by emotional triggers rather than rational decision-making.	1. Spontaneous purchase. 2. Emotional influence while shopping. 3. Post-purchase regret. 4. Overspendng beyond plan.

Testing of Research Instruments

Validity and Reliability Tests

According to Hair et al. (2010), a validity test is conducted to determine the extent to which an instrument accurately measures what it is intended to measure. In other words, validity assesses the degree to which the observed scores reflect the true scores of the construct being measured. In quantitative research, especially when using questionnaires, validity is often tested through construct validity, which includes convergent validity and discriminant validity.

According to Hair et al. (2010), reliability refers to the consistency and stability of a measurement instrument in measuring a particular concept. A reliable instrument will produce consistent results when repeated under similar conditions. In the context of survey research, reliability indicates how well the items within a scale measure the same underlying construct.

Test of Classical Assumptions

Normality Test

According to Hair et al. (2010), a normality test is used to determine whether the data in a regression model follows a normal distribution. Normality is a crucial assumption in multiple regression analysis, especially for residuals, as it impacts the validity of statistical tests like t-tests and F-tests.

Multicollinearity Test

According to Hair et al. (2010), multicollinearity occurs when two or more independent variables in a regression model are strongly linked to each other. This can make it challenging to pinpoint the individual impact of each variable on the outcome. To identify multicollinearity, researchers often look at the Variance Inflation Factor (VIF) and Tolerance values.

Heteroscedasticity Test

Hair et al. (2010) point out that heteroscedasticity is a problem in regression analysis where the spread of residuals isn't consistent across different levels of the independent variables. This is an issue because ordinary least squares (OLS) regression assumes that the error terms should have a consistent spread, known as homoscedasticity. According to Gujarati & Porter (2009), heteroscedasticity does not bias the regression coefficients; it only affects the efficiency of the estimates.

Data Analysis Method

Multiple Linear Regression Analysis

The multiple linear regression model used in this study is formulated to examine the relationships between the independent variables (FOMO, Flash Sale, and Self-Control) and the dependent variable (Impulsive Buying Behavior). The multiple linear regression model used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y = Dependent variable (Repurchase Intention)
α = Constant
β_1 β_2 = regression coefficient (value of increase or decrease)
X_1 = Fear Of Missing Out
X_2 = Flash Sales
X_3 = Self-Control
e = Error

Coefficient of Determination Test (R^2)

The coefficient of determination essentially measures how well the model is able to explain the variation of the dependent variable. The value of the coefficient of determination ranges between zero and one. A small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. The value of the coefficient of determination is indicated by the Adjusted R Square (R^2).

Hypothesis Testing

T-Test and F-Test

The t-test examines whether each independent variable has a significant partial effect on the dependent variable. The testing criteria with a significance level (α) = 0.05 are determined as follows: If the tcalculate < t table at a 5% alpha level, then H_0 is accepted and H_a is rejected; and if the tcalculate > ttable at a 5% alpha level, then H_0 is rejected and H_a is accepted.

The F-test is conducted to assess whether the independent variables, when considered together, significantly influence the dependent variable. If the F-value is greater than the F-table value or if the significance level is below 5% (α = 0.05), then the null hypothesis (H_0) is rejected. The rejection of the null hypothesis suggests that the model is statistically significant and can be used to explain the ariation in the dependent variable.

RESULT AND DISCUSSION

Research Results

Validity and Reliability Tests

Table 2. Validity Test Results

Variable	Indicator	r Count	r Table	Description
Impulsive Buying	Y.1	0.752	0.195	Valid
	Y.2	0.708	0.195	Valid
	Y.3	0.612	0.195	Valid
	Y.4	0.808	0.195	Valid
Fear Of Missing Out (FOMO)	X1.1	0.790	0.195	Valid
	X1.2	0.843	0.195	Valid
	X1.3	0.831	0.195	Valid
	X1.4	0.813	0.195	Valid
Flash Sales	X2.1	0.768	0.195	Valid

	X2.2	0.770	0.195	Valid
	X2.3	0.812	0.195	Valid
	X2.4	0.842	0.195	Valid
	X3.1	0.577	0.195	Valid
Self-Control	X3.2	0.629	0.195	Valid
	X3.3	0.628	0.195	Valid
	X3.4	0.501	0.195	Valid

Source: Data Processed, 2025

Based on Table 2, it can be seen that all indicators of the variables Impulsive Buying, Fear Of Missing Out (FOMO), Flash Sales, and Self-Control have r count values greater than the r table value (0.195). This means that each indicator is able to accurately measure its respective variable.

Table 3. Reliability Test

Variable	Indicator	Crombach's Alpha	Reliability Standard	Description
Impulsive Buying	Y.1	0.863	0.70	Reliable
	Y.2	0.868	0.70	Reliable
	Y.3	0.870	0.70	Reliable
	Y.4	0.866	0.70	Reliable
Fear Of Missing Out (FOMO)	X1.1	0.864	0.70	Reliable
	X1.2	0.862	0.70	Reliable
	X1.3	0.863	0.70	Reliable
	X1.4	0.860	0.70	Reliable
Flash Sales	X2.1	0.866	0.70	Reliable
	X2.2	0.865	0.70	Reliable
	X2.3	0.863	0.70	Reliable
	X2.4	0.853	0.70	Reliable
Self-Control	X3.1	0.880	0.70	Reliable
	X3.2	0.878	0.70	Reliable
	X3.3	0.880	0.70	Reliable
	X3.4	0.872	0.70	Reliable

Source: Data Processed, 2025

Based on the reliability test results, it shows that the indicators of FEAR OF MISSING OUT (FOMO), Flash Sales, self control, and impulsive buying are reliable as measurement tools for the variables, because the Cronbach's alpha value for each variable is greater (>) than 0.70.

Test of Classical Assumptions
Normality Test
Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		102
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.98503656
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.130[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Data Processed, 2025

Based on Table 4, the data is normally distributed. This assumption is proven by the Kolmogorov-Smirnov (K-S) significance value, where the test statistic value is higher than 0.05. According to the criterion that the Kolmogorov-Smirnov (K-S) significance value is greater than 0.05, it can be concluded that the research data meets the normality assumption

Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Fear Of Missing Out (FOMO)	.413	2.420
Flash Sales	.403	2.483
Self-Control	.960	1.041

Source: Data Processed, 2025

From Table 5, it can be seen that the regression model does not experience multicollinearity issues. This is shown by each independent variable having a tolerance value (0.413, 0.403, 0.960 greater than 0.10). Meanwhile, the VIF values (2.420, 2.483, 1.041 are also shown to be below 10). Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model.

Heteroscedasticity Test

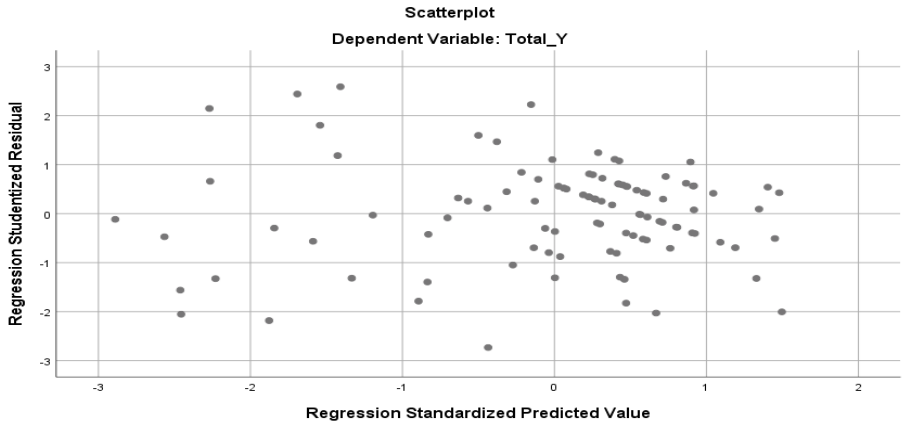

Figure 2. Heteroscedasticity Test

Source: Data Processed, 2025

In Figure 2, the scatterplot graph shows no clear pattern, and the points are randomly distributed, with the data located above and below 0 on the Y-axis. Based on these test results, it can be concluded that the model is free from heteroscedasticity, thus fulfilling one of the requirements for regression testing.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.010	1.895		3.699	.000
	Fear Of Missing Out (FOMO)	.262	.078	.357	3.341	.001
	Flash Sales	.353	.091	.422	3.892	.000
	Self-Control	-.013	.096	-.009	-.135	.893

a. Dependent Variable: Impulsive Buying

Source: Data Processed, 2025

The regression coefficients used are the Standardized Coefficients. Based on these values, the linear regression equation can be written as follows:

$$Y = 0.262\ X1 + 0.353\ X2 - 0.013\ X3$$

The multiple linear regression equation above can be interpreted as follows:

1. The regression coefficient of the FOMO variable is positive at 0.262. This means that the higher the level of FOMO experienced by students, the greater their tendency to make impulsive purchases.
2. The regression coefficient of the Flash Sales variable is positive at 0.353. This shows a positive influence between Flash Sales and Impulsive Buying Behavior. In other words, the more attractive and urgent the Flash Sales, the more likely students are to buy impulsively.
3. The regression coefficient of the Self-Control variable is negative at -0.013. However, this influence is not statistically significant (p = 0.893). This suggests that Self-Control does not have a significant effect on Impulsive Buying Behavior in this study, meaning students level of Self-Control does not consistently influence their impulsive buying tendencies based on the data.

R and R Square Test

Table 7. R and R Square Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733[a]	.537	.523	2.12990

a. Predictors: (Constant), FOMO, Flash Sales, Self-Control

b. Depend Variable: Impulsive Buying

Source: Data Processed, 2025

Based on Table 7, the Adjusted R Square value is 0.523, which means that 52.3% of the variation in Impulsive Buying Behavior can be explained by the three independent variables: FOMO, Flash Sales, and Self-Control. The remaining 47.7% is influenced by other factors not examined in this study, such as social media exposure, personal financial conditions, peer influence, or other external variables.

Hyphothesis Testing

T-Test

Based on Table 6, each t-count and significance value of the independent variables can be analyzed as follows. The t-table value is 1.660 at a significance level of 0.05 with degrees of freedom (df) = 98. The results are as follows:

1. The t-count value is 3.341, which is greater than the t-table value of 1.660, and the significance value is 0.001 < 0.05. Thus, H_1 is accepted, indicating that FOMO has a positive and significant influence on Impulsive Buying Behavior.
2. The t-count value is 3.892, which is greater than the t-table value of 1.660, and the significance value is 0.000 < 0.05. Thus, H_2 is accepted, indicating that Flash Sales have a positive and significant influence on Impulsive Buying Behavior.
3. The t-count value is -0.135, which is less than the t-table value of 1.660, and the significance value is 0.893 > 0.05. Thus, H_3 is rejected, indicating that Self-Control has no significant influence on Impulsive Buying Behavior in this study. Although the coefficient is negative which theoretically suggests that individuals with stronger Self-Control are less likely to make impulsive purchases.

F-Test

Table 8. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	515.780	3	171.927	37.899	.000[b]
	Residual	444.573	98	4.536		
	Total	960.353	101			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), FOMO, Flash Sales, Self-Control

Source: Data Processed, 2025

Based on Table 8, it can be seen that the F-calculated value is 37.899, with a significance value of 0.000. Since the significance value is less than 0.05 (Sig. < 0.05), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This means that the independent variables, FOMO, Flash Sales, and Self-Control, simultaneously have a significant effect on the Impulsive Buying Behavior. Therefore, the regression model used in this study is considered feasible and statistically valid to analyze the influence of the independent variables on the dependent variable.

Discussion

The Effect of Fear of Missing Out (FOMO) on Impulsive Buying Behavior

The results of the partial t-test indicate that Fear of Missing Out (FOMO) has a positive and significant effect on impulsive buying behavior. This means that the higher the level of FOMO experienced by students, the greater their tendency to make spontaneous purchases without prior planning or thorough consideration. This means that the higher the level of Fear of Missing Out (FOMO) among students, the greater their tendency to engage in impulsive buying. This finding aligns with Consumer Behavior Theory, as explained by Solomon et al. (2018), which states that consumer behavior is influenced not only by rational needs but also by emotional factors and social pressure. In this case, FOMO triggers anxiety or fear of being left out of certain trends or promotional events that are widely followed by others, pushing students to make purchases to maintain their social inclusion and self-image.

In Marketing Theory, as stated by Kotler and Keller (2016), modern marketing strategies rely heavily on understanding consumer psychology, including leveraging the fear of missing out as a promotional tactic. FOMO is effectively used to create a sense of urgency and exclusivity. When students see their peers or influencers sharing shopping experiences especially related to flash sales or limited offers they feel compelled to participate to avoid being left behind socially or emotionally.

Meanwhile, in the Theory of Planned Behavior (TPB) by Ajzen (1991), FOMO is closely related to subjective norms, which refer to the perceived social pressure to perform or not perform a particular behavior. Students who are active on social media often feel expected to follow shopping trends to remain relevant and accepted within their social groups. FOMO also affects attitude toward the behavior, as individuals may perceive participation in shopping trends as enjoyable or socially rewarding. The desire not to be excluded causes impulsive behavior to be seen as justifiable both emotionally and socially.

Therefore, it can be concluded that FOMO acts as a strong emotional trigger that works through social pressure, perceived involvement, and carefully designed marketing tactics, encouraging students to engage in impulsive buying in online platforms.

The Effect of Flash Sales on Impulsive Buying Behavior

The data analysis results also show that Flash Sales have a positive and significant effect on impulsive buying behavior. This means that the more frequently students are exposed to Flash Sales promotions, the higher their likelihood of making spontaneous purchases. From the perspective of Consumer Behavior Theory, urgent promotions such as Flash Sales create situations that heighten emotional arousal and reduce individuals' capacity to make rational decisions. When consumers are confronted with tight time limits and limited product availability, their decision-making process becomes more emotional than logical. Students tend to act quickly because they do not want to miss an opportunity, even when the items being purchased may not be truly needed. In marketing theory, Flash Sales represent a strategy based on scarcity and urgency. According to Cialdini (1984), the perception that an offer is limited in time or quantity can significantly influence consumer decisions.

Kotler and Armstrong (2020) also highlight that such promotions increase “perceived value,” even when the objective urgency is minimal. Flash Sales are particularly effective among young consumers such as students, who are more reactive to promotional visuals like countdown timers, “only 3 items left” pop-ups, and discount push notifications. Within the framework of TPB, Flash Sales influence the attitude toward the behavior, as students perceive shopping during deep discounts as beneficial and enjoyable. Additionally, Flash Sales reduce perceived behavioral control, as the limited time causes students to feel they lack the opportunity to consider alternatives or restrain themselves. As a result, shopping is often carried out without careful planning or self-control.

Therefore, Flash Sales can be a powerful tool in stimulating impulsive buying, especially when combined with intense visual elements and time pressure. Students, as an active digital target market, are particularly vulnerable to this strategy.

The Effect of Self-Control on Impulsive Buying Behavior

The analysis shows that Self-Control negatively influences impulsive buying behavior, meaning students with higher self-control are less likely to make unplanned purchases. This supports hypothesis (H3) and is consistent with previous findings by Baumeister et al. (2007) and Tangney et al. (2004). Students with strong self-control are better able to resist emotional triggers such as FOMO and Flash Sales. Self-control acts as a psychological filter, helping individuals manage desires and delay gratification. This internal factor allows students to pause and evaluate whether a purchase is necessary. Meanwhile, those with low self-control are more reactive to emotional marketing tactics, often making impulsive purchases they may later regret. In an academic environment with financial pressures, self-control becomes a crucial trait for maintaining responsible spending habits. Furthermore, individuals with high self-control tend to have better planning and budgeting habits, which further protect them from making impulsive purchases.

Tangney et al. (2004) explain that self-regulatory strength allows individuals to align their spending with long-term goals rather than immediate desires. Students who are aware of their financial limitations are more likely to think twice before clicking 'buy now' during a sale. In contrast, students with low self-control may rely more on emotional gratification as a coping mechanism for stress or boredom, making them more vulnerable to targeted online marketing. This highlights the importance of promoting financial education and emotional regulation as part of university programs to help students build resilience against impulsive consumption.

In the digital era, where temptations are just a click away, self-control serves as an essential defense mechanism against unnecessary spending. This aligns with consumer behavior, which emphasizes how individual psychological traits, such as self-control, affect how people respond to emotional marketing. From a marketing theory standpoint, it also emphasizes the ethical responsibility of marketers to avoid exploiting psychological vulnerabilities. Furthermore, according to the Theory of Planned Behavior (TPB), individuals with high self-control tend to have stronger behavioral intentions and greater resistance to social and emotional influences. These theoretical insights support the finding that self-control plays a protective role against impulsive buying.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis conducted in this study, several conclusions can be drawn as follows:

1. Fear Of Missing Out (FOMO) variable has a positive and significant influence on Impulsive Buying Behavior. The higher the level of FOMO experienced by students, the greater their tendency to make impulsive purchases during online shopping.
2. Flash Sales variable has a positive and significant influence on Impulsive Buying Behavior. Limited-time promotional offers encourage students to make purchase decisions quickly without careful consideration.
3. Self-Control variable has a negative and significant influence on Impulsive Buying Behavior. This means that the higher the level of Self-Control possessed by students, the lower their tendency to engage in Impulsive Buying Behavior.

Recommendation

Based on the findings and conclusions of this study, several recommendations are proposed:

1. Marketers and Online Retailers can continue using FOMO and flash sale tactics as they are effective drivers of consumer action, however, companies are encouraged to promote ethical marketing by including cooling-off periods, return policies, or reminders for mindful shopping; and provide tailored recommendations and controlled promotions based on user behavior can optimize marketing impact without excessively exploiting impulsivity.
2. Future Researchers are encourage to extent and overcome the limitation of this study. The sample was limited to students at Sam Ratulangi University who engage in online shopping. As a result, the findings may not be generalizable to students from other universities or to individuals outside the student population. The data collection was conducted through online questionnaires, which limited the researchers control over respondent behavior. Some participants may have filled out the survey without full attention or honesty, potentially leading to response bias.

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