



The Relationship of Positive Emotions and Fear of Missing Out with Impulsive Buying Tendency in Gen Z

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University 17 August 1945

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ARTICLE INFO

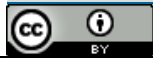
Keywords: Impulsive Buying, Positive Emotions, Fear of Missing Out, Generation Z, Social Media Influence

Received: 2 December

Revised: 22 January

Accepted: 23 February

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ABSTRACT

The phenomenon of impulse buying is increasingly prevalent among Generation Z, especially those who actively use technology and social media. This generation is vulnerable to emotional and social influences when making shopping decisions. This study aims to analyse the relationship between *positive emotions* and *fear of missing out* (FoMO) with impulsive buying tendencies in 251 Generation Z respondents. The results showed that *positive emotions* positively correlate with impulsive buying tendencies ($r = 0.42$, $p < 0.05$), indicating that individuals with high positive emotions are more likely to make impulsive purchases. In addition, FoMO also had a significant positive correlation with impulsive buying tendency ($r = 0.48$, $p < 0.05$), indicating that fear of missing out on trends may trigger spontaneous purchases. Regression analysis showed that these two variables together explained 36% of the variance in impulsive behaviour ($R^2 = 0.36$). These findings highlight the need for intervention strategies, such as financial literacy education, to help Generation Z manage their consumptive behaviour more wisely

INTRODUCTION

Generation Z is a demographic group born between 1997 and 2012 and grew up in the digital era, where access to technology and social media is extensive (Pangemanan et al., 2022). This generation has unique characteristics compared to previous generations, especially regarding consumption behaviour. Studies show that Generation Z is more likely to make online purchases than other generations, mainly due to the convenience offered by e-commerce (Thangavel et al., 2021). A survey from *We Are Social* (2021) revealed that Indonesia has the highest e-commerce usage rate, with 88.1% of the population making online transactions. This trend is also supported by a survey from *Populix* (2023), which shows that 82% of Indonesians use e-commerce as their primary shopping platform. However, with increased access to e-commerce, Generation Z is also increasingly prone to *impulsive buying tendencies* (Djafarova & Bowes, 2021). Impulse buying occurs when individuals make sudden purchases without careful planning, often influenced by psychological and social factors (Verplanken & Sato, 2011). Therefore, it is important to understand the factors that drive impulsive consumption behaviour in Generation Z, especially in a rapidly evolving digital economy.

In consumption psychology, *positive emotions* significantly influence individual shopping decisions. Positive emotions, such as happiness and satisfaction, can broaden one's mindset and increase the tendency to take risks in consumption decisions (Fredrickson, 2001). Fredrickson's (2001) study on the *broaden-and-build* theory states that positive emotions can strengthen the urge to act without thinking. A study conducted by Yang & Gu (2020) showed that individuals who experience euphoria are more likely to make impulse purchases because they feel optimistic about the consequences of the purchase. In addition, the *self-reward* phenomenon that often appears on social media further strengthens

this impulsive consumption behaviour (Setiawan & Ardani, 2022). Many individuals must reward themselves after facing specific challenges or achievements, ultimately leading to impulse purchases (Muharsih et al., 2023). With various attractive promotions tailored to user preferences, consumption behaviour triggered by positive emotions is increasingly difficult to control (Al-Romeedy & Zaki, 2024). Therefore, exploring how Positive Emotions influence impulse shopping in Generation Z in the current digital ecosystem is important.

Besides positive emotions, another factor contributing to *impulsive buying tendency* is *Fear of Missing Out* (FoMO). FoMO is a psychological phenomenon in which a person feels anxious or afraid of being left behind in an ongoing social trend (Savitri, 2019). FoMO is widely found among Generation Z, mainly because they are active on social media and constantly exposed to information about other people's experiences and activities (Przybylski et al., 2013). Social media algorithms often feature products or services that are currently popular, which creates an urgency for individuals to buy immediately so as not to be left behind in their social environment (Hodkinson, 2019). A study by Christy (2022) found that individuals with high levels of FoMO more often make impulse purchases because they need to follow existing social trends. This is also reinforced by research from Suhardi et al. (2023), which states that individuals who experience FoMO tend to be less sensitive to price, so they are more likely to make purchases without considering financial aspects. With features such as *flash sales*, *limited edition*, or limited stock products, many individuals feel encouraged to purchase immediately without thinking (Muharram et al., 2023). Therefore, FoMO is one of the external factors that play an important role in driving impulsive behaviour among Generation Z.

The phenomenon of *impulsive buying* not only has an impact on consumption behaviour but also has the potential to cause financial problems in individuals who often make impulsive purchases. A study by Pradhan et al. (2018) shows that individuals

who often make impulsive purchases have a higher risk of experiencing financial problems, especially in uncontrolled debt. This is exacerbated by the increasing use of digital payment methods, such as *e-wallets* and credit cards, which allow transactions to be made instantly without careful planning (Kang & Hwang, 2021). A Mujahid (2022) study found that a lack of financial literacy makes individuals more vulnerable to excessive consumptive behaviour. In addition, research from Setiawan and Ardani (2022) shows that individuals often experience regret after making impulse purchases because they realise that the products purchased are not needed. Psychological factors such as emotional drive and social pressure from the digital environment reinforce this impulsive consumption pattern. Therefore, understanding the relationship between *positive emotions*, FoMO, and *impulsive buying tendency* is crucial in designing effective interventions to increase financial awareness among Generation Z.

Previous research shows that positive emotions and FoMO often influence impulse purchase decisions simultaneously. When people feel happy or satisfied, they tend to be more open to new experiences, including trying trending products (Emanuella, 2023). At the same time, the fear of being left behind by social trends can strengthen the impulsive urge, so individuals are increasingly encouraged to buy something immediately, not to miss the opportunity (Wayan et al., 2023). In this context, social media plays an important role in shaping individuals' consumption perceptions, as platforms such as Instagram and TikTok are often used as references to see the latest trends (Liani et al., 2023). This suggests that Generation Z is highly influenced by their digital environment, indirectly affecting their consumption decisions. This study aims to analyse how the interaction between *positive emotions* and FoMO (Fear of Missing Out) can increase impulse buying tendencies in Generation Z. In addition, this study also seeks to provide insights into intervention strategies that can help individuals manage their consumption patterns more rationally.

Based on the above, this study has two main objectives. First, the relationship between positive emotions and impulsive buying tendency in Generation Z should be examined, considering how positive emotions can increase impulsive shopping behaviour. Second, to analyse the role of FoMO as a predictor in driving impulsive consumption behaviour, especially in social media and e-commerce. By understanding the psychological mechanisms underlying this phenomenon, the results of this study are expected to contribute to the development of more effective financial literacy programmes for Generation Z. In addition, the findings from this study can also provide recommendations for marketers and e-commerce platforms to design more ethical and responsible marketing strategies. Thus, this research is relevant not only to the field of consumption psychology but also to the growing digital economy.

METHODS

This research uses a quantitative approach with a *Cross-Sectional Survey* design. *Cross-Sectional Survey* design means that data is collected at a specific time, not over a long period. The sampling method used in this study is non-probability with a *convenience sampling* technique. Sugiyono (2015) states that convenience sampling allows researchers to choose samples freely based on convenience and availability. The *convenience sampling* technique was chosen with consideration of a large number of populations, namely Generation Z men and women spread across Surabaya; besides that, the choice of this technique aims to make the time used in research more efficient. The number of samples was determined with the help of the *G-Power* application because the total population was unknown. Using a *power* of 0.8 at a *probability error* of 0.05 and *correlation* $\phi = 0.2$, *G-Power* shows that the minimum sample must be met is 193 people. The criteria for selecting the sample in this study included various aspects, including the following:

1. Generation Z was born in 1997-2012 (18-26 years old).
2. E-commerce users.
3. Social Media Users.

The research instrument consists of the Impulsive Buying Tendency Scale, which measures impulsive tendencies based on indicators developed by Rook and Fisher (2013). Then, there is the Positive Emotions Scale, which measures the level of individual positive emotions based on Fredrickson's theory (2001). And the Fear of Missing Out Scale, which measures the level of anxiety about losing social experiences based on the Przybylski et al. (2001) scale.

Data analysis techniques were carried out using the Pearson Correlation Test to determine the relationship between variables and linear regression to determine the contribution of each variable to predicting Impulse Buying Tendency.

RESULTS AND DISCUSSION

Descriptive Test

The study involved 251 respondents from Generation Z aged between 18 to 26 years old. Based on the results of data analysis, the majority of respondents were female at 58%, while men were 42%. Most respondents are students and workers who actively use e-commerce and social media for shopping. Descriptive test results show that the average *impulsive buying tendency* score is in the moderate to high category, with a minimum score of 35 and a maximum score of 89. This suggests that impulse buying behaviour is quite common among Generation Z, which is most likely influenced by psychological factors such as *positive emotions* and *Fear of Missing Out* (FoMO).

Correlation Test

The Pearson correlation test results show that positive emotions significantly correlate with *impulsive buying tendency* ($r = 0.42, p < 0.05$). This indicates that the higher the level of positive emotions experienced by individuals, the greater their tendency to make impulse purchases. In addition, Fear of Missing Out (FoMO) also has a significant positive correlation with *impulsive buying*

tendency ($r = 0.48, p < 0.05$). In other words, individuals who experience higher levels of FoMO are more prone to make impulsive purchases than individuals with lower levels of FoMO.

Multiple Linear Regression Test

Multiple linear regression analysis was conducted to test how much *positive emotions* and *FoMO* can predict *impulsive buying tendencies*. The results showed that these two variables could explain 36% of the variance in impulsive buying behaviour ($R^2 = 0.36$). The significance value in the regression model is $p < 0.05$, which means that this model has a pretty good predictive power. In more detail, FoMO contributes more than *positive emotions* in influencing *impulsive buying tendencies*.

Normality Test and Regression Assumptions

Before the regression test, a normality test with Kolmogorov-Smirnov was conducted, which showed that the data was normally distributed ($p > 0.05$). In addition, other regression assumption tests, such as the multicollinearity test and the heteroscedasticity test, also showed that the regression model fulfils the required statistical assumptions.

Key Findings

1. Positive emotions and FoMO have a significant relationship with impulse buying.
2. FoMO has a more significant influence than positive emotions in predicting impulsive buying.
3. The regression model used in this study can explain 36% of the variation in impulsive behaviour.
4. Most respondents experience high levels of impulse buying, especially those who frequently use social media and e-commerce.

The results of this study indicate that *positive emotions* have a significant relationship with *impulsive buying tendencies* in Generation Z. This finding is consistent with previous research, which states that individuals who experience positive emotions tend to make impulsive purchases due to increased motivation to indulge (Lucas & Koff,

2014). When people feel happy, optimistic, or satisfied, they are likelier to buy something without thinking about its long-term benefits (Schwarz & Clore, 2012). In addition, research by Rook and Fisher (2013) found that positive emotions can strengthen a person's hedonic drive in consumption, thus increasing the likelihood of less rational decision-making. In today's digital era, social media plays a significant role in shaping a person's emotional experience, where attractive lifestyle displays can increase feelings of pleasure, triggering impulse purchases (Setiawan & Ardani, 2022). This phenomenon is further reinforced by marketing strategies utilising psychological elements to influence consumption behaviour. For example, various e-commerce companies use "treat yourself" in their advertising campaigns to persuade individuals to buy products without deep consideration (Muharsih et al., 2023). In the context of Generation Z, the impulse for impulse shopping is often associated with the need to acquire pleasurable and emotionally satisfying experiences (Al-Romeedy & Zaki, 2024). Therefore, it is important to raise awareness of how positive emotions can influence consumption behaviour so that individuals can control their finances more wisely.

In addition to *positive emotions*, this study also found that *Fear of Missing Out* (FoMO) has a positive relationship with *impulsive buying tendencies* in Generation Z. These results support previous research, which states that individuals who experience FoMO are more prone to impulse buying because they are afraid of being left behind by emerging trends (Przybylski et al., 2013). Social media algorithms that display the latest trends can strengthen a person's urge to buy something immediately to avoid feeling left behind (Hodkinson, 2019). A study by Christy (2022) shows that FoMO encourages individuals to ignore the rational aspects of purchasing, especially in a digital environment that allows quick and easy transactions. In addition, Suhardi et al. (2023) revealed that individuals who experience FoMO tend to be less price-sensitive and often buy products only for fear of missing out on opportunities. Many companies use this

phenomenon by creating scarcity-based marketing strategies, such as *flash sales*, limited edition products, and limited-time discounts (Muharram et al., 2023). With these strategies, individuals are encouraged to buy immediately without considering the product's relevance to their needs (Wayan et al., 2023). This phenomenon shows that FoMO not only impacts the psychological aspect of a person but also contributes to unhealthy, impulsive consumption patterns. Therefore, education on the importance of self-control in consumption is becoming increasingly relevant for Generation Z.

Apart from psychological aspects, *impulsive buying tendencies* are also closely related to the level of individual financial literacy. A study by Pradhan et al. (2018) shows that individuals who lack an understanding of financial management tend to be more prone to making impulsive purchases. This study found that many Generation Z respondents rely on digital payment methods such as *e-wallets* and credit cards for transactions (Kang & Hwang, 2021). These payment methods can make it easier for individuals to make purchases. However, it also increases the risk of uncontrolled consumption because transactions can be made quickly without considering the available balance or budget (Mujahid, 2022). In addition, research from Setiawan & Ardani (2022) shows that individuals often experience *buyer's remorse* or regret after impulse purchases, especially when they realise that the products purchased are unnecessary. Another factor that reinforces this consumptive tendency is the social pressure from the surrounding environment, primarily through social media, which displays a consumptive lifestyle as a standard that must be followed (Emanuella, 2023). Thus, it is important for Generation Z to raise awareness of the importance of financial planning in the face of increasing consumption temptations in the digital era.

This research provides insights for companies and marketers in designing more ethical marketing strategies. Many companies use emotion-based strategies and FoMO to increase their sales (Liani et al., 2023). For example, advertising campaigns featuring happy individuals after purchasing a

product often create positive associations with consumption (Yang & Gu, 2020). In addition, marketing strategies based on product scarcity and exclusivity are also often utilised to trigger feelings of urgency in purchase decisions (Wayan et al., 2023). This study shows that emotion-based marketing strategies and FoMO strongly impact impulsive consumption behaviour, especially among Generation Z, which is highly active in the digital world. Therefore, companies are expected to be more responsible in crafting their marketing strategies so as not to encourage excessive consumptive behaviour. In addition, regulators need to develop policies that can help protect consumers from overly manipulative marketing strategies.

The findings in this study also have implications for efforts to develop financial literacy education programmes. Given that *positive emotions* and FoMO contribute to impulse buying, there is a need for educational programmes that teach individuals to be more aware of the psychological factors that influence their spending decisions (Baker et al., 2016). These programmes may include training on controlling emotional impulses in consumption and better financial management strategies (Kaur et al., 2021). Previous studies have shown that positive psychology-based interventions can help individuals develop skills in recognising and managing their emotions to avoid falling into unhealthy consumption patterns (Fredrickson, 2001). In addition, public campaigns that educate people about the impact of FoMO on financial decisions can also help increase awareness among Generation Z (Muharram et al., 2023). With increased awareness of psychological factors in consumption behaviour, it is expected that individuals can make wiser financial decisions and avoid the risk of harmful impulse purchases.

Overall, this study provides a deeper understanding of how *positive emotions and FoMO* contribute to *impulsive buying tendencies* among Generation Z. This study confirms that psychological factors have a significant role in shaping consumption patterns, especially in a digital environment that offers various transaction

conveniences (Setiawan & Ardani, 2022). This study confirms that psychological factors significantly shape consumption patterns, especially in a digital environment that offers various transaction conveniences (Setiawan & Ardani, 2022). Therefore, interventions to improve financial literacy and emotional awareness are needed to help individuals better manage their consumption decisions. With a better understanding of the factors that influence impulse buying, this research is expected to provide a foundation for developing more ethical marketing strategies and policies that support healthier consumption behaviour in the future.

CONCLUSION

This study shows that *positive emotions and fear of missing out* (FoMO) have a positive relationship with impulse buying in Generation Z. Individuals with high levels of positive emotions and FoMO are more likely to make impulsive purchases. Therefore, interventions such as financial literacy education can help reduce the negative impact of this behaviour.

Recommendations Psychological and economic intervention programmes that can help Generation Z understand their consumption patterns and improve self-control in making shopping decisions are needed.

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