Ilomata International Journal of Management

OPEN ACCESS

RECEIVED 18 February 2026
ACCEPTED 06 April 2026
PUBLISHED 31 July 2026

CITATION
Amdar A, Ardyan E, (2026). From Social Exclusion to Impulsive Buying: FOMO's Role in Digital Consumption Regret. Ilomata International Journal of Management. 7 (3), 962-970.
doi: 10.61194/ijjm.v7i3.2190

TYPE Original Research
PUBLISHED 31 July 2026
DOI 10.61194/ijjm.v7i3.2190
VOL 7 Issue 3 July 2026

From Social Exclusion to Impulsive Buying: FOMO's Role in Digital Consumption Regret

Amdar[1], Elia Ardyan[2]
[12]Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar, South Sulawesi, Indonesia
Correspondence: elia.ardyan@ciputra.ac.id[1]

Abstract

Introduction: Shoppertainment platforms such as TikTok Shop and Shopee Live combine live interaction, social proof, scarcity cues, and instant checkout, creating a shopping setting that can heighten emotional arousal among Generation Z consumers. This study examines how social exclusion, fear of missing out, online impulsive buying, and post-purchase regret operate together in Indonesian shoppertainment. Methods: A quantitative cross-sectional survey was conducted among Indonesian Generation Z users of TikTok Shop and Shopee Live. Validated reflective measures were adapted from prior studies and translated through forward and back translation. The data were analysed using partial least squares structural equation modelling with bootstrapping. Results: The findings show that social exclusion is strongly associated with FOMO, but its direct association with online impulsive buying is not significant. FOMO is positively associated with online impulsive buying and post-purchase regret, while online impulsive buying is positively associated with post-purchase regret. Mediation testing indicates that FOMO fully mediates the relationship between social exclusion and online impulsive buying, and online impulsive buying partially mediates the relationship between FOMO and post-purchase regret. Conclusion: FOMO is the central psychological pathway through which social exclusion is translated into impulsive purchases in shoppertainment. The study highlights the ethical need for platforms and brands to reduce manipulative urgency cues and protect consumer agency.

KEYWORDS

social exclusion; fomo; online impulsive buying; post-purchase regret; generation z; shoppertainment.

Introduction

Online shopping has become a key area for studying consumer behaviour, especially among Generation Z who grew up in digitally immersive environments (Deloitte, 2025). The emergence of shoppertainment, which blends live streaming, social interaction, and instant commerce on platforms like TikTok Shop and Shopee Live, creates a buying context that is qualitatively different from conventional e-commerce (Lo et al., 2022; Nuraisah et al., 2024; Qu et al., 2023). In these settings real-time social cues such as live viewer counts, countdown timers, and hosts' calls to action raise emotional arousal and tend to speed up purchasing decisions (Qu et al., 2023). At the same time mood states and a compulsion to consume are intensified by feelings of social disregard or rejection, and mechanisms like Social Exclusion and fear of missing out (FOMO) appear to be strong drivers of impulsive buying and later regret among Generation Z consumers (Mudjiyanto et al., 2025; Wijaya et al., 2025; Zhang et al., 2024).

Understanding how Social Exclusion and FOMO operate as psychological precursors in *shoppertainment* settings matters for both theory and practice. It helps refine consumer behaviour models and informs ethical marketing and digital well-wellbeing policies (Gezgin, 2025; Lee & Shrum, 2012). Although research on FOMO and impulsive buying is growing, important gaps remain. Most studies have focused on general social media or traditional e-commerce contexts (Hussain et al., 2023; Tandon et al., 2021), leaving live-commerce dynamics largely underexamined.

Table 1. Comparison of Closely Related Studies

Study	Context	Key Constructs	Method	Key Finding
Luo et al. *(2021)*	General online, China	SE → Self-Esteem → OIB	SEM	Self-esteem mediates SE → OIB
Zhang et al. *(2024)*	Online platforms, China	SE → OIB	PLS-SEM	SE directly increases OIB
Febrianty et al. *(2025)*	Shopee, Indonesia	Scarcity → FOMO → OIB	PLS-SEM	FOMO mediates scarcity → OIB
Mudjiyanto et al. *(2025)*	Social media, Indonesia	FOMO → OIB	Descriptive	FOMO drives Gen Z impulsive buying
Çelik et al. *(2019)*	Retail stores, Turkey	FOMO → OIB → PPR	Regression	FOMO increases OIB and PPR
Tandon et al. (2021)	Social media (SLR)	FOMO antecedents/outcomes	SLR	FOMO linked to compulsive behaviour

Moreover, the mediating role of FOMO in translating Social Exclusion into impulsive buying and the downstream consequence of post-purchase regret, has not been systematically examined within the shoppertainment context among Generation Z in Indonesia. A comparison of closely related studies is presented in Table 1, this study addresses that gap by tracing the full psychological chain from Social Exclusion to FOMO, from FOMO to impulsive online buying, and from impulsive buying to post-purchase regret, all within a shoppertainment setting. It extends prior research in three ways. First, it tests the entire sequence in a context that blends live streaming, social cues, and instant commerce. Second, it examines whether FOMO fully mediates the link between Social Exclusion and impulsive buying, rather than treating FOMO merely as an antecedent. Third, it focuses on Generation Z users in Indonesia, a fast-growing shoppertainment market whose psychological responses remain underexamined.

Social Exclusion

Social Exclusion refers to the experience of being ignored, rejected, or ostracised from one's social group (Williams & Nida, 2022). In the digital world, Social Exclusion can happen, for instance, when an individual is ignored on social media (Luo et al., 2021). This kind of psychological pain can trigger a self-defensive mechanism of compensatory consumption, whereby an individual engages in the purchase of a good in an attempt to "repair" a negative psychological state and a damaged self (Mandel et al., 2016).

FOMO (Fear of Missing Out)

FOMO is defined as a pervasive apprehension that others might be having rewarding experiences from which one is absent, characterised by the desire to stay continually connected with what others are doing (Ardyan & Sanapang, 2023; Przybylski et al., 2013). There are numerous factors that significantly impact FOMO, including: anxiety (Rahmania et al., 2023; Wijaya et al., 2025), scarcity effect (Febrianty et al., 2025), neuroticism (Saritepeci & Kurnaz, 2024), hedonism motivation (Deliana et al., 2024), time cost (Jabeen et al., 2023), and vulnerable narcissism (Brailovskaia et al., 2023).

Online Impulsive Buying

Automated negative reinforcement impulsive buying behavior occurs when individuals attempt to dissociate negative affective states regardless of the irrational (unplanned) psychological costs (Gezgin, 2025). It is more pronounced among the Gen-Z population, socialized on the net and thus providing online shops easy access points for shopping to fill the emotional gap when Exclusion is felt (Lee & Shrum, 2012). As consumers, people make unplanned purchases driven by strong emotions. This is referred to as online impulsive buying, consisting of unplanned purchases made through the Internet (Verhagen & van Dolen, 2011). This type of behaviour occurs due to an interplay of internal states, such as hedonism (Aziz et al., 2025), Social Exclusion (Zhang et al., 2024), mood management, anxiety, FOMO (Mudjiyanto et al., 2025), and external stimuli, such as platform flash discounts and seamless checkout. Among all generations, members of Generation Z, which has greater exposure and thus greater vulnerability to psychological and digital stimuli, are more likely than other generations to buy for instant gratification and social validation impulsively (Lina et al., 2022). Decisions are frequently made in a hasty and emotional manner by individuals. The majority of individuals can easily recall or envision instances in which a poor decision resulted in painful regret; indeed, impulse purchases are widely recognized as a key source of post-decision remorse precisely because they bypass deliberate evaluation (Grigsby et al., 2021; Morozova & Vlaev, 2024).

Post-Purchase Regret

Regret, which occurs after counterfactual thinking such as "if only I had...", is a negative emotion felt when a different purchasing choice might have led to a more favourable outcome (Rychalski & Hudson, 2017). The stronger emotional impulse and lower reasoning in impulsive buying decisions, the more likely the emotionally charged 'wrong' decisions will feel after the excitement is gone (Badgaiyan & Verma, 2015). For Generation Z, such relentless, digitally driven impulsive behaviour may lead to dissatisfaction, as well as other negative brand actions such as returning items and leaving bad reviews (Lisjak et al., 2015). According to prior research, there are numerous factors that contribute to post-purchase regret, including: consumer ethnocentrism (Dankwah et al., 2024), impulsive buying (Barta et al., 2023; Beikverdi et al., 2024; Sönmezay, 2023), brand betrayal (Sameeni et al., 2022), and Attractiveness of alternatives (Sarwar et al., 2020).

Hypotheses Development

Social Exclusion occurs when people perceive themselves as outsiders to their social circle (Williams & Nida, 2022). Social Exclusion can significantly impact individuals, resulting in emotional discomfort and cognitive disarray that may culminate in self-destructive conduct (Han, 2020). Several studies explain that Social Exclusion can increase online impulsive buying (Luo et al., 2021; Zhang et al., 2024). Young individuals may purchase items impulsively to conform to group norms, obtain social acceptance, or regain a sense of self-worth that has been diminished by Social Exclusion when organizations or social norms validate specific behaviors, such as consumerism (Mukti et al., 2024). However, this relationship is not universal. Zhang et al. (2024) show that self-control moderates the link between Social Exclusion and impulsive buying, so people with stronger self-control are less likely to respond impulsively to feelings of exclusion. Luo et al. (2021) report a similar moderation by risk preference, where risk-averse individuals display a weaker direct reaction to exclusion. Together, these findings imply that the direct path from Social Exclusion to impulsive buying depends on individual differences. In shoppertainment settings, where emotional arousal is constant and self-control may be depleted, the

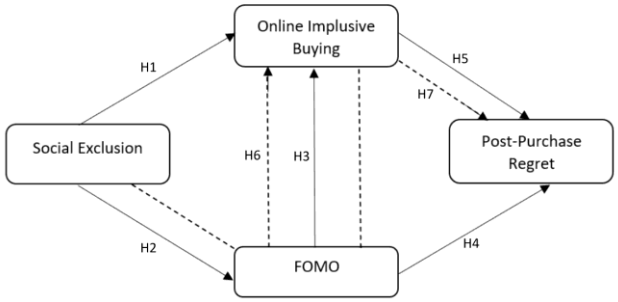

Figure 1. Conceptual Model

indirect route through FOMO (H6) likely becomes the dominant mechanism translating exclusion into impulsive purchases.

H_1: Social Exclusion has a positive and significant effect on online impulsive buying.

Social Exclusion increases sensitivity to the social behaviours of people around them, especially on social media (Williams, 2007; Williams & Nida, 2022). The sense of being excluded from social situations is a driver of the fear of missing out (Przybylski et al., 2013). Social Exclusion amplifies the feeling of having inadequate information or experiences that ought to be shared within the individual's social circle (Bright & Logan, 2018). Thus, FOMO and Social Exclusion relate to emotional responses that indicate the loss of social connection (Elhai et al., 2016).

H_2: Social Exclusion has a positive and significant effect on FOMO.

FOMO triggers a psychological urgency to engage in certain activities to attain and/or sustain social inclusion within a group, including purchase activities (Hussain et al., 2023). The incidence of FOMO has escalated due to the expansion of social media platforms and the incessant availability of information about individuals' activities and experiences (Alutaybi et al., 2020). These activities are performed without adequate justification, and rational alternatives are overlooked because the individual needs to alleviate the feeling of Social Exclusion emotionally. The pressure to purchase emotionally is more pronounced within the digital environment because promotional materials and information circulate rapidly (Bright & Logan, 2018). Hence, FOMO is a central motivator of online impulsive buying (Febrianty et al., 2025; Mudjiyanto et al., 2025; Verhagen & van Dolen, 2011).

H_3: FOMO has a positive and significant effect on Online Impulsive Buying.

FOMO is the fear of missing out on the opportunity to acquire the products or services they desire (Kaddouhah, 2024). FOMO and emotional pressure purchase decisions are more likely to result in dissatisfaction and/or regret upon purchase (Çelik et al., 2019). Consumers feel societal pressure to make purchases even if they do not really need the product (Tandon et al., 2021). Regret can set in when buyers face reality after a purchase, realizing they made their decision with little thought (Zeelenberg & Pieters, 2007). Çelik et al. (2019) clarified that the post-purchasing regret of participants is influenced by their FOMO tendency.

H_4: FOMO has a positive and significant effect on Post-Purchase Regret.

Rook (1987) defines impulsive buying as a consumption decision made in a snap, without careful consideration. Most shoppers who make impulsive purchases regret them after the fact because they realize they did not meet their expectations (Rajagopal et al., 2019). Following an impulsive purchase, consumers may experience dissatisfaction, leading to emotions such as anger, guilt, and regret (Barta et al., 2023). Bakar et al. (2025) elucidated that when consumers make online impulsive purchases, they experience feelings of regret regarding the quantity of money they have spent.

H_5: Online impulsive buying has a positive and significant effect on post-purchase regret.

Indirectly, Social Exclusion might lead to impulsive online shopping. More recent works, however, recognize the importance of the fear of missing out (FOMO) in mediating the relationship between Social Exclusion and psychological variables (Febrianty et al., 2025). Socially excluded individuals often experience FOMO, and social FOMO motivates them to make impulsive online purchases (Przybylski et al., 2013). In this case, FOMO acts as a psychological conduit that drives

social pressure to compulsive consumption (Hussain et al., 2023). Thus, the FOMO psychological effect, indirectly connected to Social Exclusion, highlights the mediating role of FOMO in the more online psychological consumptive behaviours. Because the direct link from Social Exclusion to impulsive online buying (H1) is theoretically complex, we propose the route through FOMO (H6) as the main mechanism explaining how feelings of exclusion lead to impulsive purchases in shoppertainment settings. In other words, Social Exclusion is expected to trigger FOMO, and that heightened FOMO then drives impulsive buying.

H_6: Social Exclusion has a positive and significant effect on Online Impulsive Buying through the mediation of FOMO.

FOMO, as described in recent works, relates to impulsive buying and emotionally charged consumer behaviours that foster social attachment and lead to a loss of control over spending (Hussain et al., 2023). FOMO, when linked to impulsive purchases, tends to lead to negative consequences when purchase expectations are not met, thereby leading to regret (Zeelenberg & Pieters, 2007). Consequently, FOMO affects post-purchase regret indirectly through online impulsive buying (Tandon et al., 2021). People under FOMO do not take the time to assess their purchases rationally, and they experience an emotional realization—regret—when they buy dissatisfying products (Przybylski et al., 2013). This mediation indicates that impulsivity is the main pathway through which FOMO translates to post-purchase regret

H_7: FOMO has a positive and significant effect on Post-Purchase Regret through the mediation of Online Impulsive Buying

The following is the proposed research model in this study (see figure 1).

This study aims to examine the associations among Social Exclusion, FOMO, online impulsive buying, and post-purchase regret among Generation Z users of shoppertainment platforms in Indonesia, with FOMO as a mediator between Social Exclusion and online impulsive buying, and online impulsive buying as a mediator between FOMO and post-purchase regret.

Methods

Sample

Sample characteristics based on data collected during the data collection period of July 1-14, 2025, covering 576 respondents, demonstrated a sharper and more representative demographic and behavioural profile (see Table 2).

Age analysis showed that respondents aged 18 to 20 accounted for more than 90% of the sample. The 20-year-old age group represented the largest cohort of new respondents at 31.1%. The next largest age cohorts were 19 years at 23.1% and 22 years at 18.9%. There was one 29-year-old respondent, accounting for 0.2% of the survey and statistically insignificant. In the gender category, data consistently showed more female respondents (62.3%, 359) than male respondents (37.7%, 217), indicating a higher response rate from women.

Almost half of the survey respondents (50.9%) reported a monthly income of 1 to 3 million Rupiah. Because 31.9% of respondents were in the lower income group of 0 to 1 million

Table 2. Respondent Characteristics

Characteristics	Frequency	%
Age		
18-22	519	90.10
23-25	54	9.38
26-29	3	0.50
Gender		
Male	217	37.30
Female	359	62.30
Income		
+3m	99	17.20
1-3m	293	50.90
0-1m	184	31.90
City		
Makassar	342	59.40
Surabaya	55	9.50
Jakarta	38	6.70
Bandung	28	4.90
Medan	23	4.00
Manado	19	3.30
Samarinda	14	2.40
Bali	13	2.30
Semarang	5	0.90
Padang	2	0.30
Bulukumba	1	0.20
Solo	1	0.20
Sumbawa	1	0.20
Lampung	1	0.20
Bojonegoro	1	0.20
Bekasi	4	0.70
Malang	1	0.20
Yogyakarta	6	1.10
Palembang	1	0.20
Bandar Lampung	1	0.20
Cilacap	1	0.20
Bantul	2	0.30
Bogor	2	0.30
Denpasar	1	0.20
Jayapura	2	0.30
Kalimantan	2	0.30
Jawa Timur	1	0.20
Kendari	1	0.20
Tasikmalaya	1	0.20
Tangerang	1	0.20
Nabire	1	0.20
Sengkang	2	0.30
Pekanbaru	1	0.20
Palu	1	0.20
Platform		
TikTok Shop	349	60.60
Tokopedia	5	0.90
Shopee Live	216	37.50
Others	6	1.20
Platform	576	

Rupiah, it can be said that 82.8% of respondents have the spending power of university students and entry-level workers. Respondents were drawn from 35 cities across Indonesia, yet the sample is clearly skewed toward Makassar City, which accounts for 59.4% of cases. Other notable contributions came from Surabaya (9.5%) and Jakarta (6.7%). Although the dataset benefits from multi-city coverage, this geographic concentration warrants caution; extrapolating the findings to other Indonesian cities should be done carefully and ideally validated with a more geographically balanced sample.

The preference analysis showed a distinct inclination toward social commerce. TikTok Shop was by far the leading platform, favoured by 60.6% of respondents, and Shopee Live was chosen by 37.2%, with the two platforms together covering 97.8% of preferences. These results imply that the impulsive online shopping behaviours identified in this research occur almost entirely within the integrated spheres of entertainment, social interaction, and commerce. In this respect, traditional e-commerce platforms are virtually irrelevant. Overall, respondents could be characterized as young females (approximately 20 years old) from a major city, predominantly Makassar, with moderate to low purchasing power, and a strong preference for shoppertainment-style online shopping.

Measurement

This study uses four latent constructs, namely Social Exclusion (SE), Fear of Missing Out (FOMO), Online Impulsive Buying (OIB), and Post-Purchase Regret (PPR). Each variable is measured with multiple indicator items adapted from prior studies to maintain content validity. SE is captured using four items from Zhang et al. (2024). FOMO is measured with four items developed from the foundational work of Przybylski et al. (2013) and later validated in a consumption context by Mahena et al. (2025). OIB is assessed using four items adapted from Verhagen and van Dolen (2011) while PPR is measured with four items based on Zeelenberg and Pieters (2007). Because the respondents are Indonesian Gen Z users, all items were translated from English into Indonesian through a forward and back translation process to ensure conceptual equivalence. The initial translation was conducted by a bilingual researcher, then independently translated back by another bilingual researcher to confirm consistency with the original version. Minor adjustments in wording were applied to ensure clarity and natural expression in the Indonesian context without altering the meaning of each construct. All constructs in this study, SE, FOMO, OIB, and PPR, are specified as reflective measurement models, in line with their theoretical definition as latent variables whose indicators represent interchangeable manifestations of the same underlying concept (Hair et al., 2017). The measurement items used for each construct are summarized in Table 3.

Each questionnaire item was measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Analysis

To analyze the quantitative data and test the complex hypothetical model in this study, we employed Structural Equation Modelling (SEM) using the Partial Least Squares (PLS) approach. The PLS-SEM approach was selected based on its suitability for prediction-oriented models, its capacity to handle complex structural paths without imposing normality assumptions, and its established application in consumer behaviour research (Hair et al., 2017). All data processing, statistical calculations, and hypothesis testing for this study were carried out via SmartPLS version 4. To reduce common method bias we assured respondent anonymity and interspersed items from different constructs throughout the questionnaire. As a statistical safeguard we followed Kock's recommendation and checked full collinearity Variance Inflation Factor values for all indicators (Kock, 2015). Before analysis we screened the full set of 576 responses for missing data and outliers; none were excluded as all cases were complete and within acceptable ranges.

Table 3. Variable and Indicators

Variables	Question Items	References
Social Exclusion	I feel excluded from my friends' social media activities. (SE1) I often feel ignored by others on social media. (SE2) I feel unimportant to my community on social media. (SE3) I feel like my community on social media is avoiding me. (SE4)	Adapted from Zhang et al. (2024)
FOMO (Fear of Missing Out)	I am afraid of missing out on popular social media trends. (F1) I feel anxious when I am not active on social media. (F2) I need to buy products because they are currently viral. (F3) I feel pressured when I see my friends buying new items I do not yet own. (F4)	Adapted from Przybylski et al. (2013); Mahena et al. (2025)
Online Impulsive Buying	I often buy products spontaneously when I see them online. (OIB1) I buy items without much thought. (OIB2) I find it hard to resist the urge to shop online. (OIB3) I am tempted to buy products because they look attractive or are on sale. (OIB4)	Adapted from Verhagen and van Dolen (2011)
Post-Purchase Regret	I regret buying a product impulsively. (PPR1) I should not have bought the product. (PPR2) I feel disappointed after buying the product. (PPR3) The money I spent on impulsive items should have been spent on something else. (PPR4)	Adapted from Zeelenberg and Pieters (2007)

Result and Discussion

Following the completion of data collection with 576 respondents, data analysis was conducted using the PLS approach. The analysis is performed in two stages: the measurement model evaluation and the structural model evaluation.

In the first stage, the measurement model was evaluated to assess the validity and reliability of the constructs used in the study. The results of the validity and reliability tests are included in the table below (Table 4). As regards findings, the loading factor values for each research item ranged from 0.709 to 0.925. All of these values are above the threshold of 0.7, indicating strong indicator validity. In addition, the Average Variance Extracted (AVE) values for each variable ranged between 0.683 and 0.832, which means all values are above the acceptable minimum of 0.5. Therefore, the research instrument's convergent validity is established (Hair et al., 2017).

As for the reliability test, the composite reliability (CR) values ranged from 0.895 to 0.952, which is excellent. The consistency of the high values of the Cronbach's Alpha, which ranged from 0.844 to 0.933, also helps in the reliability construct, which means that all of the CR and the Cronbach's Alpha values are above the 0.7 threshold and that the instruments used in the study are reliable (Hair et al., 2017).

Discriminant validity was assessed using the Heterotrait-Monotrait ratio (HTMT), as recommended by Henseler et al. (2015). As presented in Table 5, most HTMT values are below the threshold of 0.90. However, the HTMT value between FOMO and Online Impulsive Buying was 0.938, marginally exceeding the threshold. This overlap is theoretically anticipated given that FOMO is a direct and strong predictor of Online Impulsive Buying ($\beta = 0.790$, $p < 0.001$), and their conceptual proximity has been consistently documented in the literature (Febrianty et al., 2025; Mudjiyanto et al., 2025). The remaining HTMT values all fall below 0.90, confirming discriminant validity for the other construct pairs.

To assess common method bias, full collinearity VIF values were examined for all indicators. As shown in Table 6, all VIF values ranged from 1.494 to 3.972, well below the accepted threshold of 5.0 (Hair et al., 2017), indicating that common method bias is unlikely to pose a serious concern in this dataset.

The structural model refers to the process of testing the previously proposed hypotheses. This stage is used to examine the relationships between variables. Six of the seven proposed hypotheses were supported; H1 was not supported (see Table 7).

The results of this study indicate that Social Exclusion does not have a significant effect on online impulsive buying, although the direction of the relationship is positive.

Table 8 and Table 9 summarizes the structural model's quality indicators. The R^2 values show the model explains 59.1% of the variance in FOMO, 67.8% in Online Impulsive Buying, and 38.0% in Post Purchase Regret, indicating moderate to substantial explanatory power (Hair et al., 2017). Blindfolding produced positive Q^2 values for all endogenous constructs: 0.442 for FOMO, 0.455 for Online Impulsive Buying, and 0.251 for Post Purchase Regret, confirming the model's predictive relevance (Hair et al., 2017). Effect size estimates show a very large effect of Social Exclusion on FOMO with $f^2 = 1.446$, and a large effect of FOMO on Online Impulsive Buying with $f^2 = 0.792$. In contrast, the effects of FOMO on Post Purchase Regret and of Online Impulsive Buying on Post Purchase Regret are small, with f^2 values of 0.062 and 0.047 respectively. The direct effect of Social Exclusion on Online Impulsive Buying is negligible, with $f^2 = 0.002$, which aligns with the non significant H1 (Hair et al., 2017).

The non-significant direct link between Social Exclusion and Online Impulsive Buying ($\beta = 0.042$, $p = 0.357$, 95% CI [−0.045, 0.138]) is theoretically informative. It qualifies the simple compensatory consumption idea of Mandel et al. (2016), which assumes perceived social rejection automatically spurs purchases to mend the self. Two plausible mechanisms can account for this null finding. First, from a self regulatory perspective, social exclusion may raise vigilance and deliberation rather than impulsivity. When exclusion increases perceived risk, people may monitor their choices more closely and act with greater caution, especially for decisions with financial consequences (Luo et al., 2021; Zhang et al., 2024). In this sense, Social Exclusion works as a cognitive brake, not an accelerant, for impulse buying. Second, and consistent with the mediation results, exclusion may need to amplify emotion, specifically by heightening FOMO, before it leads to impulsive purchases. The indirect effect through FOMO is large and statistically significant ($\beta = 0.608$, $p < 0.001$, 95% CI [0.538, 0.674]), which supports the idea that FOMO is the psychological conduit translating exclusion into impulsive behaviour. These two accounts are compatible rather than mutually exclusive. A strengthened self regulatory response can suppress any direct effect of exclusion, while the FOMO-

Table 4. Measurement Model Result

Construct	Item Code	Item Loading	CR	CA	AVE
Fear of Missing Out	F1	0.865	0.925	0.892	0.755
	F2	0.838			
	F3	0.883			
	F4	0.883			
Online Impulsive Buying	OIB1	0.859	0.895	0.844	0.683
	OIB2	0.855			
	OIB3	0.871			
	OIB4	0.709			
Post Purchase Regret	PPR1	0.850	0.896	0.847	0.684
	PPR2	0.860			
	PPR3	0.852			
	PPR4	0.740			
Social Exclusion	SE1	0.894	0.952	0.933	0.832
	SE2	0.925			
	SE3	0.915			
	SE4	0.915			

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Construct	FOMO	OIB	PPR	SE
FOMO	—			
OIB	0.938	—		
PPR	0.664	0.678	—	
SE	0.841	0.717	0.621	—

Table 6. Collinearity Statistics (VIF)

Indicator	VIF
F1	2.347
F2	2.106
F3	2.782
F4	2.704
OIB1	2.146
OIB2	2.185
OIB3	2.226
OIB4	1.494
PPR1	2.026
PPR2	2.187
PPR3	1.971
PPR4	1.628
SE1	2.954
SE2	3.972
SE3	3.606
SE4	3.503

mediated route remains operative. Finally, because these results come from cross sectional data, they should be read as statistical associations rather than causal claims. Longitudinal or experimental designs are needed to establish directionality.

The analysis reveals a strong positive link between Social Exclusion and FOMO, β = 0.769, t = 38.685, p < 0.001, 95% CI [0.729, 0.807], f^2 = 1.446. This result echoes prior work showing that perceived ostracism amplifies sensitivity to social cues and the urge to stay connected (Elhai et al., 2016; Williams & Nida, 2022). When people feel left out of peers' activities they pay closer attention to signals that others are enjoying experiences from which they are absent, and shoppertainment environments magnify that effect. Live-stream services such as TikTok Shop and Shopee Live broadcast real-time viewer counts, social reactions, and host demonstrations that continuously signal communal consumption (Lo et al., 2022; Nuraisah et al., 2024). For socially excluded Gen Z users whose sense of self is tied to digital participation, these live cues deepen the feeling of being left out and so intensify FOMO. The finding also sharpens theory: Przybylski (2013) framed FOMO as a relatively stable disposition, a chronic worry that others enjoy rewarding experiences (Przybylski et al., 2013). In shoppertainment settings that dispositional baseline becomes a situationally triggered emotional state that peaks during live events, driven by real-time scarcity signals, countdowns, and visible social proof of co-viewers purchasing (Qu et al., 2023). In short, Social Exclusion raises dispositional sensitivity and makes users particularly vulnerable to this situational FOMO, a mechanism that differs from conventional e-commerce where real-time social comparison cues are absent.

FOMO shows a very strong positive link with Online Impulsive Buying in this sample, confirming it as the immediate driver of impulsive purchases (β = 0.790, p < 0.001, 95% CI[0.702, 0.867]; f^2 = 0.792, large). This finding matches a growing set of Indonesian studies (Febrianty et al., 2025; Mahena et al., 2025; Mudjiyanto et al., 2025) and extends that evidence into the live-stream commerce context. The process fits Hussain et al. (2023), who argue that FOMO generates a psychological urgency to obtain socially validated products, circumventing the careful cost–benefit thinking that underpins planned purchases. On shoppertainment platforms, that urgency is built into the environment: flash-sale timers, hosts announcing limited stock, and visible waves of co-viewer purchases create scarcity and social proof, which speed the conversion of FOMO into unplanned buying (Lo et al., 2022). The very large effect size here suggests shoppertainment is markedly more potent than conventional e-commerce or offline retail in turning FOMO into impulse purchases, and it calls for focused scholarly attention on live-stream affordances (Nuraisah et al., 2024).

The positive link between FOMO and post-purchase regret (β = 0.344, p < 0.001, 95% CI [0.209, 0.470]) reveals a structural irony in shoppertainment. The same emotional urgency that pushes someone to buy so they do not miss out also creates the conditions for later regret. Purchases driven by FOMO are often motivated by a desire to join a fleeting social moment rather than by real need or clear value. After the live event ends and the social cues fade, buyers tend to re-evaluate what they bought against ordinary criteria, which invites counterfactual thinking such as "if only I had not bought this," and that process fuels regret (Zeelenberg & Pieters, 2007). At the same time, the effect size is small though significant (f^2 = 0.062), which suggests that post-purchase regret is shaped by many factors. FOMO contributes directly, but other elements also matter, including product quality, social comparison after purchase, and financial strain. Prior research supports this broader view: Wegmann et al. (2017)

Table 7. Hypothesis Testing Results

H	Relationships	β	t-stat	p	95% CI	Remarks
H1	Social Exclusion -> Online Impulsive Buying	0.042	0.921	0.357	[-0.045, 0.138]	Rejected
H2	Social Exclusion -> FOMO	0.769	38.685	<0.001	[0.729, 0.807]	Accepted
H3	FOMO -> Online Impulsive Buying	0.790	18.777	<0.001	[0.702, 0.867]	Accepted
H4	FOMO -> Post-Purchase Regret	0.344	5.151	<0.001	[0.209, 0.470]	Accepted
H5	Online Impulsive Buying -> Post-Purchase Regret	0.301	4.162	<0.001	[0.160, 0.441]	Accepted
H6	Social Exclusion -> FOMO -> Online Impulsive Buying	0.608	17.534	<0.001	[0.538, 0.674]	Accepted
H7	FOMO -> Online Impulsive Buying -> Post-Purchase Regret	0.238	4.203	<0.001	[0.127, 0.348]	Accepted

Table 8. R^2, R^2adj, and Q^2

Construct	R^2	R^2adj	Q^2	Interpretation
FOMO	0.591	0.590	0.442	Moderate
Online Impulsive Buying	0.678	0.677	0.455	Moderate
Post-Purchase Regret	0.380	0.378	0.251	Moderate

Table 9. Effect Size (f^2)

Construct	R^2	R^2adj
SE → FOMO	1.446	Large
FOMO → OIB	0.792	Large
FOMO → PPR	0.062	Small
OIB → PPR	0.047	Small
SE → OIB	0.002	Negligible

show that FOMO-driven online engagement can produce negative affective outcomes, such as dissatisfaction and regret, when the anticipated social reward does not persist. In short, FOMO is an important piece of the regret puzzle in shoppertainment, but it operates within a wider affective and evaluative process.

The positive link between Online Impulsive Buying and Post-Purchase Regret (β = 0.301, p < 0.001, 95% CI [0.160, 0.441]) fits with prior evidence showing that rapid, emotion-driven purchase decisions weaken the buyer's ability to justify the choice afterward, and thereby raise the chance of regret (Barta et al., 2023; Beikverdi et al., 2024; Sönmezay, 2023). Grigsby et al. (2021) argue that impulsive shoppers feel more regret because they lack the deliberative time and resources needed to form forward-looking rationalizations. In shoppertainment, the contrast between the excitement of a live event and the calmer post-stream state makes that mismatch especially stark, so Generation Z users may discover after the fact that the purchase does not meet a real need (Bakar et al., 2025; Qu et al., 2023). The small effect size (f^2 = 0.047) suggests impulsive buying is only one of several contributors to regret, and that individual factors like financial literacy, self-control, and product involvement likely moderate the link.

The very large and significant indirect path from Social Exclusion to Online Impulsive Buying via FOMO (β = 0.608, p < 0.001, 95% CI [0.538, 0.674]) alongside a negligible direct path (β = 0.042, f^2 = 0.002) implies a mediation pattern in which FOMO is the key psychological channel. In other words, social exclusion seems to fuel situational FOMO, and that heightened FOMO, not exclusion itself, drives impulsive purchases. Shoppertainment platforms are especially fertile for this mechanism because real-time social proof and urgency cues translate abstract feelings of exclusion into an immediate opportunity to rejoin a social moment through buying (Lo et al., 2022; Nuraisah et al., 2024).

Finally, the indirect route from FOMO to Post-Purchase Regret through Online Impulsive Buying (β = 0.238, p < 0.001, 95% CI [0.127, 0.348]) shows that impulsivity is a consequential intermediate step. When FOMO shortens deliberation time as shoppertainment mechanics are designed to do, consumers skip the prospective checks that might prevent regret later (Grigsby et al., 2021). Because FOMO also has a direct effect on regret, the pattern creates a potential feedback loop: FOMO prompts impulsive buying, impulsive buying fuels regret, and regret may in turn alter future vulnerability to FOMO as consumers try to repair perceived poor choices (Tandon et al., 2021).

Conclusion

This study examined the associations among Social Exclusion, Fear of Missing Out (FOMO), Online Impulsive Buying, and Post-Purchase Regret among 576 Generation Z users of shoppertainment platforms in Indonesia, analyzed using PLS-SEM with 5,000 bootstrap resamples. Six of the seven hypothesised associations were statistically supported. Social Exclusion was strongly and positively associated with FOMO (β = 0.769, p < 0.001), while its direct association with Online Impulsive Buying was non-significant (β = 0.042, p = 0.357). FOMO was positively associated with both Online Impulsive Buying (β = 0.790, p < 0.001) and Post-Purchase Regret (β = 0.344, p < 0.001). Online Impulsive Buying was positively associated with Post-Purchase Regret (β = 0.301, p < 0.001). FOMO fully mediated the association between Social Exclusion and Online Impulsive Buying (β = 0.608, p < 0.001, 95% CI [0.538, 0.674]), and Online Impulsive Buying partially mediated the association between FOMO and Post-Purchase Regret (β = 0.238, p < 0.001, 95% CI [0.127, 0.348]).

In addition, FOMO has a positive, direct impact on regretting a purchase and on impulsive buying. Social exclusion and the social pressure embedded in shoppertainment environments jointly intensify FOMO, which in turn increases unplanned buying and the likelihood of post-purchase regret. Digital impulse buying during Social Exclusion, particularly among Gen Z, is primarily driven by emotional impulses and social-relational online networks. Thus, FOMO serves as the central emotional bridge through which social exclusion is converted into impulsive consumption, with post-purchase dissatisfaction as its downstream consequence.

There are multiple theoretical advancements that can be explained in scholarly articles for consumer psychology and digital behavior. First, the fact that Social Exclusion directly and positively but non-significantly affects online impulsive buying, while significantly influencing it indirectly, especially through FOMO, helps explain the indirect emotional mechanisms in the consumer's decision. This result refines the compensatory consumption pathway proposed by Mandel et al. (2016), showing that the effect of social exclusion on impulsive buying hinges on FOMO as a necessary psychological mediator. The dependency is most pronounced in shoppertainment contexts, where platform features like real-time social cues, countdown timers, and scarcity signals repeatedly trigger situational FOMO (Lo et al., 2022; Nuraisah et al., 2024).

Second, our demonstration of FOMO in the Social Exclusion-impulsive buying relationship expands the theoretical research

on the psychology behind online impulsive consumption. Prior research treated FOMO as a basic emotion, but our study evidences that FOMO mediates translating Social Exclusion into an impulsive purchase. These findings are consistent with Wegmann et al. (2017), who found that FOMO-driven online engagement forecasts short-term consumption and brings negative emotions like regret. The added value of this study is that it ties together a specific platform context, shoppertainment, a defined cohort, Generation Z in Indonesia, and the full psychological chain from social exclusion via FOMO to impulsive buying and post-purchase regret. That particular combination has not been examined in the extant literature.

These results offer concrete guidance for platform designers, brand managers, and policymakers. Because social exclusion drives impulsive buying mainly by increasing fear of missing out, interventions that reduce FOMO will likely work better than those that only target exclusion. Ethical concerns are crucial. Features that amplify FOMO, such as countdown timers, live viewer counts, and scarcity cues, may boost impulse sales but also increase post purchase regret, so designing to provoke FOMO imposes a real psychological cost on users. Responsible platforms should protect consumer agency by providing optional cooling off prompts before confirming live stream purchases, clearly distinguishing genuine scarcity from manufactured scarcity, simplifying refund and return procedures to reduce the sense of irreversibility, and sending post purchase reassurance messages to strengthen confidence in buyers' decisions (Hussain et al., 2023). For brand managers, shoppertainment tactics that exploit exclusion sensitivity and FOMO can raise short term sales but risk eroding long term brand trust, especially given the regret cycle identified in H7. A more sustainable way to engage Generation Z is to build authentic communities that meet belonging needs directly, rather than exploiting the gap between belonging and exclusion.

This study was not without its limitations. The first issue was geographical location. Makassar City accounted for over half (59.4%) of the participants, which constrains generalisation to other Indonesian urban markets with different consumption cultures, income profiles, and digital platform penetration patterns. The second issue stemmed from the data collection approach, which, in this case, was an online self-report questionnaire with possible value-laden responses. Although procedural safeguards were applied and full collinearity VIF values confirmed that common method bias is unlikely to be a serious concern in this dataset (Kock, 2015), temporally separating predictor and criterion measurement in future work would provide a stronger safeguard. Furthermore, the research did not incorporate self-control, emotional regulation, and other personality factors, which, in the authors' view, are crucial and interrelated to the study of impulse buying. The cross-sectional design also precludes causal interpretation; the reported associations are statistical in nature, and longitudinal or experimental designs are required to establish temporal ordering. Lastly, the research was limited to only a handful of platforms, such as TikTok Shop and Shopee Live. Therefore, the findings should be generalized to other e-commerce platforms with caution.

These limitations point to the need to incorporate a broader timeframe in future research to capture the emotional dynamics that are likely to change over time around the purchase. Longitudinal designs with multiple measurement waves, or experimental manipulations that activate social exclusion under controlled conditions, would allow causal claims to be tested more rigorously. Future research should also conduct multi-group analyses comparing structural paths between Makassar and metropolitan centres such as Jakarta and Surabaya to determine whether the mechanisms identified here operate uniformly across Indonesia's diverse urban landscape. Future research should also expand the geographical scope and include more psychological parameters to provide a fuller picture of consumers' digitally driven decision-making. This study provides an essential piece in understanding Generation Z consumption behaviour while also highlighting to industry stakeholders, policymakers, and academics the importance of developing a more balanced and sustainable digital ecosystem.

Author contributions

Amdar Amdar conceptualized the study, developed the research framework, designed the research instrument, conducted data collection, performed data analysis using SmartPLS 4, and prepared the original manuscript draft. Elia Ardyan contributed to the refinement of the research methodology, validated the conceptual model, supervised the data analysis process, critically interpreted the findings, and reviewed and edited the manuscript for important intellectual content. All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

Acknowledgements

The authors sincerely thank all Generation Z respondents who participated in this study, particularly users of TikTok Shop and Shopee Live, for their valuable time and contributions. Appreciation is also extended to the Faculty of Management, Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar, for academic support throughout the research process. The authors further acknowledge the constructive feedback from colleagues and reviewers that helped improve the quality of this manuscript.

References

Alutaybi, A., Al-Thani, D., McAlaney, J., & Ali, R. (2020). Combating Fear of Missing Out (FoMO) on Social Media: The FoMO-R Method. *International Journal of Environmental Research and Public Health*, *17*(17), 1–28. https://doi.org/10.3390/ijerph17176128

Ardyan, E., & Sanapang, G. M. (2023). Online Compulsive Buying and Brand Addiction in Indonesia: The Importance of Using Fear of Missing Out and Social Commerce Interactivity. *Journal The Winners*, *24*(2), 117–126. https://doi.org/10.21512/tw.v24i2.10817

Aziz, N., Randikaparsa, I., Rahayu, T. S. M., & Kharismasyah, A. Y. (2025). The Influence of Fear of Missing Out, Hedonic Shopping Motivation, and Flash Sales on Impulsive Buying during Shopee's Twin Date Promo Event (A Study on Students of Muhammadiyah University Purwokerto). *Asian Journal of Management Analytics*, *4*(1), 321–338. https://doi.org/10.55927/ajma.v4i1.13582

Badgaiyan, A. J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors. *Journal of Retailing and Consumer Services*, *22*, 145–157. https://doi.org/10.1016/j.jretconser.2014.10.002

Bakar, R., Fauziyah, N., & Rahmat, A. (2025). Do Consumers Perceive Impulsive Buying and Pain of Payment? E-Commerce Transactions Using Pay Later, E-Wallet, and Cash-On-Delivery. *Gadjah Mada International Journal of Business*, *27*(1), 31–59. https://doi.org/10.22146/gamaijb.81568

Barta, S., Gurrea, R., & Flavián, C. (2023). Consequences of consumer regret with online shopping. *Journal of Retailing and Consumer Services*, *73*(March). https://doi.org/10.1016/j.jretconser.2023.103332

Beikverdi, L., Sipilä, J., & Tarkiainen, A. (2024). Post-purchase effects of impulse buying: A review and research agenda. *Journal of Consumer Behaviour*, *23*(3), 1512–1527. https://doi.org/10.1002/cb.2287

Brailovskaia, J., Ozimek, P., Rohmann, E., & Bierhoff, H. W. (2023). Vulnerable narcissism, fear of missing out (FoMO) and addictive social media use: A gender comparison from Germany. *Computers in Human Behavior*, *144*(February). https://doi.org/10.1016/j.chb.2023.107725

Bright, L. F., & Logan, K. (2018). Is my Fear of Missing Out (FOMO) Causing Fatigue? Advertising, Social Media Fatigue, and the Implications for Consumers and Brands. *Emerald Publishing*, 139–145. https://doi.org/10.1108/IntR-03-2017-0112

Çelik, I. K., Eru, O., & Cop, R. (2019). The Effects of Consumers' FoMo Tendencies On Impulse Buying and The Effects of Impulse Buying on Post- Purchase

Regret: An Investigation on Retail Stores*. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, *10*(3), 124. https://doi.org/10.70594/brain/v10.i3/13

Dankwah, J. B., Kwakwa, P. A., & Ibrahim Nnindini, S. (2024). Why did I buy this? Examining the relationship between consumer ethnocentrism, celebrity endorsement and post-purchase regret. *Cogent Business and Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2381865

Deliana, S. R., Afifah, N., Listiana, E., & Shalahuddin, A. (2024). The influence of fear of missing out (FoMO) and hedonism on online impulse buying in Generation Z Shopee users with subjective norm and attitude as mediation variables. *Journal of Management Science (JMAS)*, *7*(1), 206–216.

Deloitte. (2025). *2025 Gen Z and Millennial Survey : Growth and the pursuit of money, meaning, and well-being*. Deloitte.Com. https://www.deloitte.com/global/en/issues/work/genz-millennial-survey.html

Elhai, J. D., Levine, J. C., Dvorak, R. D., & Hall, B. J. (2016). Fear of missing out, need for touch, anxiety and depression are related to problematic smartphone use. *Computers in Human Behavior*, *63*, 509–516. https://doi.org/10.1016/j.chb.2016.05.079

Febrianty, P. A. T., Yanthi, N. P. D., Devi, I. Gst. A. P. J. S., & Kusumasari, N. M. I. (2025). The Role Of Fear Of Missing Out (Fomo) In Mediating The Effect Of Scarcity Perception On Impulse Buying. *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, *5*(1), 56–64. https://doi.org/10.55606/jaemb.v5i1.5722

Gezgin, D. M. (2025). Fear of missing out (fomo) and social media addiction: The moderated mediation role of mental well-being and mindfulness. *Springer Science Business Media Llc*, 1–20.

Grigsby, J. L., Jewell, R. D., & Campbell, C. (2021). Have your cake and eat it too: how invoking post-purchase hyperopia mitigates impulse purchase regret. *Marketing Letters*, *32*(1), 75–89. https://doi.org/10.1007/s11002-020-09536-6

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage*.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*. https://doi.org/https://doi.org/10.1108/EBR-11-2018-0203

Han, W.-H. (2020). The Study on Compulsive Buying as Self-Defeating Behavior : Focused on Social Exclusion Factor. *The East Asian Journal of Business Management*, *8*(2), 57–68. https://doi.org/10.20498/eajbe.2020.8.2.57

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hussain, S., Raza, A., Haider, A., Ishaq, M. I., & Talpur, Q. ul ain. (2023). Fear of missing out and compulsive buying behavior: The moderating role of mindfulness. *Journal of Retailing and Consumer Services*, *75*(July), 103512. https://doi.org/10.1016/j.jretconser.2023.103512

Jabeen, F., Tandon, A., Sithipolvanichgul, J., Srivastava, S., & Dhir, A. (2023). Social media-induced fear of missing out (FoMO) and social media fatigue: The role of narcissism, comparison and disclosure. *Journal of Business Research*, *159*(September 2021), 113693. https://doi.org/10.1016/j.jbusres.2023.113693

Kaddouhah, M. (2024). An economic definition of 'Fear of Missing Out' (FOMO). *Finance Research Letters*, *63*(February), 105344. https://doi.org/10.1016/j.frl.2024.105344

Kock, N. (2015). Common method bias in PLS-SEM : A full collinearity assessment approach. *International Journal of E-Collaboration*, *11*(4), 1–10. https://doi.org/10.4018/ijec.2015100101

Lee, J., & Shrum, L. J. (2012). Conspicuous consumption versus charitable behavior in response to social exclusion: A differential needs explanation. *Journal of Consumer Research*, *39*(3), 530–544. https://doi.org/10.1086/664039

Lina, Y., Hou, D., & Ali, S. (2022). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in Psychology*, *13*(August), 1–17. https://doi.org/10.3389/fpsyg.2022.951249

Lisjak, M., Bonezzi, A., Kim, S., & Rucker, D. D. (2015). Perils of compensatory consumption: Within-domain compensation undermines subsequent self-regulation. *Journal of Consumer Research*, *41*(5), 1186–1203. https://doi.org/10.1086/678902

Lo, P. S., Dwivedi, Y. K., Wei-Han Tan, G., Ooi, K. B., Cheng-Xi Aw, E., & Metri, B. (2022). Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis. *Journal of Business Research*, *147*(March), 325–337. https://doi.org/10.1016/j.jbusres.2022.04.013

Luo, H., Chen, J., Li, S., Nie, Y., & Wang, G. (2021). Social exclusion and impulsive buying among chinese college students: The mediating role of self-esteem and the moderating role of risk preference. *International Journal of Environmental Research and Public Health*, *18*(21). https://doi.org/10.3390/ijerph182111027

Mahena, A., Sofiah, D., & Arifiana, I. Y. (2025). The Relationship of Positive Emotions and Fear of Missing Out with Impulsive Buying Tendency in Gen Z. *MADANI MULTIDISCIPLINARY JOURNAL (MUDIMA)*, *5*(2), 80–87. https://doi.org/10.55927/mudima.v5i2.44

Mandel, N., Rucker, D. D., Levav, J., & Galinsky, A. D. (2016). The Compensatory Consumer Behavior Model: How Self-Discrepancies Drive Consumer Behavior. *Journal of Consumer Psychology*, *27*(1), 133–146. https://doi.org/10.1016/j.jcps.2016.05.003

Morozova, N., & Vlaev, I. (2024). The urge to splurge: Differentiating unplanned and impulse purchases. *International Journal of Market Research*, *66*(5), 519–542. https://doi.org/10.1177/14707853241229671

Mudjiyanto, B., Kusuma, P., Hafzotillah, & Launa. (2025). Fomo, Impulsive Buying, dan Perilaku Konsumtif Gen Z. *Komversal*, *7*(1), 234–248. https://doi.org/10.38204/komversal.v7i1.2250

Mukti, A. H., Sastrodiharjo, I., & Hariyanto, O. I. B. (2024). Financial Literacy, Financial Management, Social Legitimacy and Being FOMO on Impulsive Buying: Evidence on Leisure Activity Coldplay Concert Euphoria on Indonesian Gen Z Generation. *Atestasi : Jurnal Ilmiah Akuntansi*, *7*(1), 639–660. https://doi.org/10.57178/atestasi.v7i1.843

Nuraisah, S., Nadlifatin, R., Subriadi, A. P., & Gumasing, M. J. J. (2024). Live Streaming Commerce is considered as Shoppertaiment: A Systematic Literature Review. *Procedia Computer Science*, *234*, 1020–1028. https://doi.org/10.1016/j.procs.2024.03.092

Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, *29*(4), 1841–1848. https://doi.org/10.1016/j.chb.2013.02.014

Qu, Y., Cieślik, A., Fang, S., & Qing, Y. (2023). The role of online interaction in user stickiness of social commerce: The shopping value perspective. *Digital Business*, *3*(2). https://doi.org/10.1016/j.digbus.2023.100061

Rahmania, F. A., Ramadhayanti, J. S., Andini, T. A. D., & Nugraha, S. P. (2023). Fear of Missing Out (FOMO) as a Mediator of Anxiety on Social Media Fatigue in Early Adulthood. *Psympathic : Jurnal Ilmiah Psikologi*, *10*(1), 85–92. https://doi.org/10.15575/psy.v10i1.20956

Rajagopal, K., Mahajan, V., Sharma, P., & Udas, A. (2019). Effects on consumer behavior due to post purchase regret associated with online shopping. *International Journal of Innovative Technology and Exploring Engineering*, *8*(11 Special Issue), 548–555. https://doi.org/10.35940/ijitee.K1092.09811S19

Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, *14*(2), 189–199.

Rychalski, A., & Hudson, S. (2017). Asymmetric effects of customer emotions on satisfaction and loyalty in a utilitarian service context. *Journal of Business Research*, *71*, 84–91. https://doi.org/10.1016/j.jbusres.2016.10.014

Sameeni, S., Ahmad, W., & Filieri, R. (2022). Brand betrayal, post-purchase regret, and consumer responses to hedonic versus utilitarian products: The moderating role of betrayal discovery mode. *Journal of Business Research*, *141*. https://doi.org/10.1016/j.jbusres.2021.12.019

Saritepeci, M., & Kurnaz, M. F. (2024). Antecedents and consequences of FoMO for neuroticism, openness and social influence: Investigating the moderating effect. *Personality and Individual Differences*, *225*. https://doi.org/10.1016/j.paid.2024.112657

Sarwar, M. A., Awang, Z., Habib, M. D., Nasir, J., & Hussain, M. (2020). Why did I buy this? Purchase regret and repeat purchase intentions: A model and empirical application. *Journal of Public Affairs*, *22*(1). https://doi.org/10.1002/pa.2357

Sönmezay, M. (2023). The FOMO effect of social media habits on consumers and the return rate of purchases made under this effect. *ODÜ Sosyal Bilimler Araştırmaları Dergisi (ODÜSOBİAD)*, *14*(1), 65–80. https://doi.org/10.48146/odusobiad.1210864

Tandon, A., Dhir, A., Almugren, I., AlNemer, G. N., & Mäntymäki, M. (2021). Fear of missing out (FoMO) among social media users: a systematic literature review, synthesis and framework for future research. *Internet Research*, *31*(3), 782–821. https://doi.org/10.1108/INTR-11-2019-0455

Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information and Management*, *48*(8), 320–327. https://doi.org/10.1016/j.im.2011.08.001

Wegmann, E., Oberst, U., Stodt, B., & Brand, M. (2017). Online-specific fear of missing out and Internet-use expectancies contribute to symptoms of Internet-communication disorder. *Addictive Behaviors Reports*, *5*(April), 33–42. https://doi.org/10.1016/j.abrep.2017.04.001

Wijaya, F. V., Gobai, F. A., Suciawan, A. G., Biondy, M., & Ardyan, E. (2025). KELELAHAN DIGITAL DI ERA MEDIA SOSIAL: STUDI TENTANG KELEBIHAN INFORMASI, KECEMASAN, DAN FEAR OF MISSING OUT (FOMO). *Jurnal Online Manajemen ELPEI (JOMEL)*, *5*(1), 1271–1285. https://doi.org/10.58191/jomel.v5i1.344

Williams, K. D. (2007). Ostracism. *Annual Review of Psychology*, *58*, 425–452. https://doi.org/10.1146/annurev.psych.58.110405.085641

Williams, K. D., & Nida, S. A. (2022). Ostracism and social exclusion: Implications for separation, social isolation, and loss. *Current Opinion in Psychology*, *47*, 101353. https://doi.org/10.1016/j.copsyc.2022.101353

Zeelenberg, M., & Pieters, R. (2007). A theory of regret regulation 1.0. *Journal of Consumer Psychology*, *17*(1), 29–35. https://doi.org/10.1207/s15327663jcp1701_6

Zhang, X., Fan, J., & Zhang, R. (2024). The impact of social exclusion on impulsive buying behaviour of consumers on online platforms: Samples from China. *Heliyon*, *10*(1), e23319. https://doi.org/10.1016/j.heliyon.2023.e23319