

Scroll, Fear, Buy: The Hidden Impact of Fomo And Social Media Addiction on Impulse Purchases

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Abstract

In today's digital landscape, Fear of Missing Out (FoMO) has become a powerful psychological force influencing consumer behavior, particularly among Generation Z, who are highly engaged with social media. This study explores the relationship between FoMO and impulse buying, with social media addiction as a mediator and mindfulness as a moderator. Using a survey of Indonesian Gen-Z TikTok users, this research employs the Hayes Macro Process to analyze direct and indirect effects. The findings confirm that FoMO significantly contributes to impulse buying behavior, and this effect is amplified when social media addiction is present. Users who frequently engage with social media are more likely to develop compulsive shopping tendencies as a response to FoMO-induced anxiety. However, individuals with high mindfulness levels demonstrate greater self-regulation, weakening the FoMO-impulse buying link. These results provide critical insights for marketers to develop ethical strategies that minimize exploitative advertising while encouraging responsible consumption. Additionally, the study highlights the importance of digital literacy and mindfulness practices in mitigating impulsive spending behaviors driven by social media engagement. As online shopping and social media interactions continue to rise, understanding these psychological mechanisms becomes increasingly vital for both consumers and businesses.

Keywords: consumer behavior; Fear of Missing Out; impulse buying; mindfulness; social media addiction