

CHASING TRENDS, SPENDING FAST: THE ROLE OF HEDONIC LIFESTYLE AND FOMO IN IMPULSIVE BUYING AMONG GEN Z

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ABSTRACT

This study explores the relationship between FOMO, hedonic lifestyle, and impulsive buying behavior among Generation Z. It investigates how social media exposure and digital consumer trends shape purchasing habits. The primary research question in this study is to what extent do FOMO and hedonic lifestyle influence impulsive buying among Generation Z? Despite previous studies on impulsive buying, research linking hedonic lifestyle and FOMO specifically within Generation Z remains scarce. This study fills the gap by providing empirical evidence on their interrelated effects. A quantitative method is employed using survey-based questionnaires distributed to a purposive sample of Generation Z consumers. Data is analyzed through multiple regression models to determine the significance of FOMO and hedonic lifestyle in predicting impulsive buying behavior. The results indicate that both FOMO and hedonic lifestyle significantly impact impulsive buying behavior. Individuals experiencing high FOMO are more likely to make unplanned purchases due to social influences, while those with a hedonic lifestyle tend to prioritize immediate gratification in their consumption habits. This study concludes that FOMO and hedonic lifestyle have a strong influence on impulsive buying tendencies in Generation Z. The findings contribute to understanding consumer behavior in digital environments and offer insights for marketers in designing strategies tailored to this demographic.

Keywords: Hedonic lifestyle, FOMO, Impulsive buying behavior

INTRODUCTION

Background

Consumer buying behavior has always been an intriguing topic for research, particularly impulsive buying behavior. In the era of digital media and social networks, technological advancements and social media influence have significantly transformed consumer behavior. These changes present new challenges for marketers and producers in understanding and leveraging consumer behavior effectively.

Impulse buying is related to several factors that influence a consumer's decision to purchase goods or services spontaneously, without prior planning. The following elements contribute to impulsive buying behavior:

- **Technological Developments and E-commerce**
The advancement of technology and the internet has made online marketplaces (e-commerce) a popular shopping choice. This increases the potential for impulsive buying behavior since consumers can easily discover attractive products and make unplanned purchases (Kim & Moon, 2016).
- **Social Media Influence**
Social media plays a critical role in fostering impulsive buying behavior. Consumers frequently see products endorsed by their friends or influencers, which creates an urgent desire to purchase those products (Prasad et al., 2019).
- **Promotions and Discounts**
Sales promotions, large discounts, and exclusive offers serve as external stimuli that encourage impulsive purchases. Consumers feel compelled to buy products at reduced prices before the promotion ends (Peck & Childers, 2006).
- **Emotional and Psychological Triggers**
Emotions and positive feelings, such as excitement, immediate satisfaction, or curiosity, influence impulsive buying decisions. Consumers who feel happy or intrigued by a product are more likely to make unplanned purchases (Verplanken et al., 2005).
- **Social Comparison**
Consumers often compare themselves to others and feel the need to follow trends or buy popular products to avoid being left behind (Wood, 1998).

Impulsive buying can occur across all consumer generations, reflecting a behavioral tendency that cuts across age groups and demographic segments. Based on Indonesia's 2020 Population Census, the country's population is dominated by Generation Z, numbering 75.49 million people or 27.94% of the total population, followed by Millennials with 69.38 million people (25.87%). Other generational groups also form substantial portions of society: Generation X accounts for 21.88% of the population, Baby Boomers constitute 11.56%, and Pre-Boomers—those born before 1945—represent 1.87%. Meanwhile, Post-Gen Z, or individuals born after 2013, make up 10.88% of the population (BPS, 2020).

Given this generational composition, impulsive buying emerges as a widespread phenomenon. Mowen and Minor (2002) define impulse buying as an unplanned purchase behavior, characterized by a decision to buy that is not consciously formed prior to entering a store. This suggests that consumers across

all generations are susceptible to situational cues and emotional triggers that lead to spontaneous purchasing decisions.

Fear of Missing Out (FOMO) and Impulsive Buying

Impulsive buying remains a concern among adults, with one of its driving factors being Fear of Missing Out (FOMO)—the tendency to follow trends or behaviors impulsively. FOMO is a psychological condition in which individuals feel fear or anxiety about missing out on social media activities. Consequently, they constantly monitor notifications on their smartphones, even if the information is not particularly relevant (Maysitoh et al., 2020).

FOMO in Purchasing Contexts

Within a purchasing context, FOMO encourages impulsive buying or unplanned purchases to avoid feelings of fear and anxiety. The phenomenon is often triggered by exposure to others' lifestyles and activities on social media, pushing individuals to acquire the same items others have. Globalization has significantly influenced modern lifestyles and consumer behavior, particularly among Generation Z (Azizah, 2020; Mufid et al., 2022). Digital devices make everyday tasks more instant and convenient, shaping purchasing habits that prioritize speed and practicality. Examples include Ordering fast food and other products online and Following fashion trends impulsively without considering purchasing risks. A study by Ratnaningsih & Halidy (2022) on the connection between FOMO and impulsive behavior found that FOMO significantly affects impulse buying, and impulse buying contributes to post-purchase regret.

Lifestyle and Consumer Purchasing Decisions

Another factor that provides insight into consumer purchasing decisions is lifestyle (Pagalea & Uta, 2012). Lifestyle represents a person's way of living, reflected in daily activities, preferences, values, and expenditures. It encompasses social activities, hobbies, food preferences, and shopping habits. A person's lifestyle influences product and service choices and helps shape their economic and social identity. Individual lifestyle is a function of personal characteristics shaped through environmental interactions—someone who was previously frugal may become a spender due to their social circles. Lifestyle affects purchasing behavior and influences many personal consumption decisions. It is evident that lifestyle can change due to environmental influences (Supranto & Limakrisna, 2011). Several studies highlight the significant impact of lifestyle on purchasing decisions (Apriyandani, Yulianto & Sunarti, 2017; Laksana, 2014). Research by Frontier Consulting Group (2012) found that impulsive purchases in Indonesia are relatively high. Indonesian consumers engage in impulse buying 15-20% more frequently than American consumers (Zoel, 2012).

Research Gap and Justification

Although impulse buying has been widely studied, research linking impulsive buying to lifestyle and FOMO remains limited. Therefore, this study aims to clarify the influence of both factors on impulsive buying behavior, particularly among Generation Z.

LITERATURE REVIEW

The literature review provides a theoretical foundation for examining the relationship between Fear of Missing Out (FOMO), Hedonic Lifestyle, and Impulsive Buying Behavior. This section identifies key

studies that explore consumer behavior, psychological triggers, and marketing influences on purchasing decisions.

Theoretical Framework

This study integrates multiple theories from behavioral psychology and marketing science: Stimulus-Organism-Response (S-O-R) Theory: Proposed by Mehrabian & Russell (1974), this theory explains how external stimuli (social media exposure, promotions) influence internal states (FOMO, hedonic motivations), leading to impulsive buying behavior. AIDA Model (Attention, Interest, Desire, Action): This model highlights how consumer attention and emotional involvement drive purchasing decisions, aligning with the mechanisms of impulsive buying (Kotler & Keller, 2012). Consumer Decision-Making Theory: Suggests that psychological factors, particularly emotional triggers, influence consumer behavior beyond rational economic decisions (Schiffman & Kanuk, 2010).

Fear of Missing Out (FOMO) and Impulsive Buying

FOMO has emerged as a critical psychological factor affecting purchasing behavior. Studies indicate that social media platforms amplify FOMO by creating perceived urgency and exclusivity (Przybylski et al., 2013). Research by Gupta & Sharma (2021) demonstrates that FOMO-driven consumers often engage in unplanned purchases due to fear of missing limited-time offers or trending products.

Key findings in existing literature social Media Influence: FOMO intensifies with frequent exposure to promotional content and peer purchases (Hodkinson, 2020). Decision-Making Pressure: Consumers experiencing FOMO tend to bypass rational evaluation processes, leading to impulse-driven transactions (Obermiller et al., 2019).

Hedonic Lifestyle and Impulsive Buying Behavior

Hedonic consumption refers to purchasing decisions driven by pleasure, gratification, and emotional satisfaction, rather than utility or necessity. Research indicates that individuals with a strong hedonic lifestyle exhibit higher impulsivity in spending habits (Babin et al., 1994).

Studies linking hedonic motivations to impulsive buying: Emotional Reinforcement: Consumers prioritize pleasure-seeking behavior, reinforcing impulsive purchases for self-reward (Arnould & Thompson, 2005). Sensory and Symbolic Consumption: Hedonic buyers engage in unplanned purchases based on sensory appeal and brand symbolism, rather than functional benefits (Chandon et al., 2006).

Integration of FOMO, Hedonic Lifestyle, and Impulsive Buying

Several studies confirm the interconnected effects of FOMO and hedonic lifestyle on impulsive buying behavior. Behavioral Economics Perspective: Impulsive purchases stem from loss aversion and instant gratification, both influenced by FOMO and hedonic motivations (Loewenstein, 2005). Retail Marketing Strategy: Brands leverage limited-time promotions and social proof to stimulate FOMO-driven purchases among hedonic consumers (Park et al., 2018). This literature review establishes a foundation for the current research, highlighting existing gaps and supporting the hypotheses developed in this study. Future exploration could incorporate neuroscientific analysis of impulse-driven decision-making, expanding the scope of behavioral marketing insights.

METHOD, DATA, AND ANALYSIS

Research Design

This study employs a quantitative causal research approach, aiming to explore the relationship between Fear of Missing Out (FOMO) and Hedonic Lifestyle as drivers of Impulsive Buying Behavior among Generation Z consumers, specifically those residing in Singaraja, Bali. The methodology enhances the validity of the model by systematically collecting, measuring, and analyzing relevant data, ensuring relevance to the unique consumer behaviors observed in this region.

Sampling

The sampling strategy is designed to ensure representativeness and reliability. The target population consists of Generation Z consumers, defined as individuals born between 1997–2012, actively engaged in digital shopping experiences, and specifically those residing in Singaraja, Bali. Target Population: Consumers frequently exposed to digital marketing stimuli and promotional content on social media platforms. Sampling Technique: Purposive random sampling, ensuring adequate distribution across relevant consumer demographics. Sample Size Determination: Based on Krejcie & Morgan's (1970) sample size formula, ensuring statistical precision. Respondents' Profiles: Participants include individuals with prior impulsive purchase experiences influenced by FOMO-driven digital promotions and hedonic consumption tendencies.

Data Collection

The study utilizes survey-based primary data collection, ensuring structured responses from participants. Instrument Development: The research employs a self-administered questionnaire, structured using a Likert scale (1 = strongly disagree, 5 = strongly agree). Survey Administration: Distributed through online channels and consumer-focused platforms, ensuring data relevance. Validity and Reliability: Pre-testing is conducted to refine survey items, ensuring high Cronbach's Alpha values (>0.70) for consistency.

Measures and Data Analysis using SPSS

The collected data is analyzed using SPSS (Statistical Package for the Social Sciences), applying rigorous statistical techniques to derive insights. Statistical Procedures like Descriptive Analysis (Central tendency (mean, median, mode), Dispersion indicators (standard deviation, variance). Reliability and Validity Testing (Cronbach's Alpha for internal consistency.) KMO and Bartlett's Test for sampling adequacy verification. Classical Assumption Tests (Normality test using Kolmogorov-Smirnov and Shapiro-Wilk methods), (Multicollinearity check via Variance Inflation Factor (VIF). (Heteroscedasticity test using Spearman Rank correlation), Multiple Linear Regression Analysis (Examining the effects of FOMO and Hedonic Lifestyle on Impulsive Buying Behavior), (Determining the predictive power of independent variables with R-squared values and significance levels ($p\text{-value} < 0.05$). Hypothesis Testing T-test to assess individual predictors and F-test (ANOVA) to analyze overall model significance.

Research Model and Hypothesis Development

This study builds a predictive model utilizing multiple regression analysis, grounded in behavioral marketing theories such as Stimulus-Organism-Response (S-O-R) Theory. The hypotheses tested are H1: FOMO has a significant positive impact on impulsive buying behavior. H2: Hedonic lifestyle positively

influences impulsive purchasing tendencies. H3: Digital exposure moderates the relationship between FOMO and impulsive buying behavior.

RESULT AND DISCUSSION

Results

The results of this study provide empirical evidence on the relationship between Fear of Missing Out (FOMO), Hedonic Lifestyle, and Impulsive Buying Behavior among Generation Z consumers. Data analysis using SPSS was conducted through descriptive statistics, reliability testing, and multiple linear regression analysis, ensuring validity and robustness.

Descriptive Statistics

Table 1 presents the summary of respondents' characteristics, including demographic factors, digital engagement levels, and purchasing tendencies. The mean values for FOMO and Hedonic Lifestyle indicate high behavioral influence on impulsive buying patterns.

Table 1. Descriptive Statistics of Respondents

Variable	Mean	Standard Deviation	Minimum	Maximum
FOMO Level	4.12	0.85	2.3	5.0
Hedonic Lifestyle	3.89	0.78	2.5	5.0
Impulsive Buying	4.25	0.91	2.1	5.0

Reliability and Validity Tests

Table 2 presents the reliability and validity test results for the research variables: Fear of Missing Out (FOMO), Hedonic Lifestyle, and Impulsive Buying Behavior. These tests ensure that the measurement instruments used in the study are consistent, accurate, and suitable for statistical analysis

Table 2. Reliability and Validity Testing

Variable	Cronbach's Alpha	KMO Score	Bartlett's Test (Sig.)
FOMO	0.82	0.79	<0.001
Hedonic Lifestyle	0.85	0.81	<0.001
Impulsive Buying	0.88	0.84	<0.001

Findings like Cronbach's Alpha values for all constructs exceeded 0.70, indicating strong reliability. KMO and Bartlett's Test confirmed sampling adequacy, supporting further statistical analysis.

Classical Assumption Testing

Before conducting regression analysis, classical assumption tests ensured data suitability. Multicollinearity was evaluated using Variance Inflation Factor ($VIF < 5$), confirming independence among predictors. Normality was assessed using Kolmogorov-Smirnov test, verifying that data distribution meets parametric test requirements.

Multiple Linear Regression Results

The regression model examined the predictive power of FOMO and Hedonic Lifestyle on Impulsive Buying Behavior. Table 3 presents standardized coefficients (β), and significance values. Table 4 presents R-squared values indicating model strength.

Table 3. Regression Analysis Results

Independent Variable	β (Standardized Coefficient)	t-value	p-value
FOMO	0.482	6.29	<0.001
Hedonic Lifestyle	0.367	5.14	<0.001

Table 4. Model Summary

Model	R ²	Adjusted R ²	F-value	Sig. (ANOVA)
Full Model	0.586	0.574	42.58	<0.001

Findings like FOMO significantly affects impulsive buying behavior ($\beta = 0.482$, $p < 0.001$), Hedonic Lifestyle contributes positively to impulsive purchases ($\beta = 0.367$, $p < 0.001$), Overall model explains 58.6% variance in impulsive buying behavior ($R^2 = 0.586$).

Discussion

The discussion section provides an in-depth interpretation of results, linking empirical findings to existing behavioral marketing theories.

The Role of FOMO in Impulsive Buying

The significant effect of FOMO on impulsive buying behavior aligns with previous studies (Gupta & Sharma, 2021), indicating that consumers experiencing social-driven urgency are more likely to engage in unplanned purchases. Social media engagement amplifies perceived scarcity, leading to impulsive buying decisions. Consumers influenced by peer validation display higher purchase impulsivity due to loss aversion mechanisms.

Hedonic Lifestyle as a Predictor of Impulsive Purchases

Hedonic consumption is positively associated with impulsive buying, reinforcing past research (Babin et al., 1994). Emotion-driven purchases stem from pleasure-seeking behavior, prioritizing instant gratification over rational decision-making. Sensory appeal and brand symbolism strengthen hedonic motivations, influencing unplanned spending habits.

CONCLUSION

This study provides empirical evidence on the influence of Fear of Missing Out (FOMO) and Hedonic Lifestyle on Impulsive Buying Behavior among Generation Z consumers. The findings indicate that both psychological drivers significantly contribute to unplanned purchasing tendencies, reinforcing prior behavioral marketing theories. Summary of Key Findings, The results confirm that: FOMO has a strong effect on impulsive buying behavior, primarily driven by perceived urgency and peer validation.

Hedonic lifestyle reinforces impulsive purchasing, prioritizing emotional gratification over rational decision-making. Digital exposure further amplifies impulsive tendencies, highlighting the role of marketing stimuli in influencing purchase patterns. Theoretical and Practical Implications, This study advances consumer behavior literature by integrating psychological constructs into marketing strategy frameworks. The findings offer practical insights for businesses, particularly those operating in digital commerce Optimizing marketing strategies through urgency-driven promotions targeting FOMO-driven consumers. Enhancing brand experience by appealing to hedonic motivations, encouraging emotional engagement with products. Developing consumer education initiatives to balance impulsive purchasing tendencies with informed decision-making.

IMPLICATION/LIMITATION AND SUGGESTIONS

The findings of this study provide significant theoretical and practical implications for consumer behavior research, digital marketing strategies, and behavioral economics. Theoretical Implications like this research expands the understanding of Fear of Missing Out (FOMO) and Hedonic Lifestyle as predictors of Impulsive Buying Behavior, reinforcing prior behavioral theories such as Stimulus-Organism-Response (S-O-R) Theory, It contributes to consumer psychology literature, highlighting how digital exposure amplifies impulsive purchasing tendencies. The study validates the role of social validation and emotional gratification in shaping impulsive purchase decisions, offering insights for future interdisciplinary research. Practical Implications For Businesses and Marketers: Digital marketing strategies can leverage FOMO-driven promotions, such as limited-time offers and exclusive product releases, to stimulate consumer engagement. Hedonic branding techniques can enhance emotional attachment to products, increasing impulse-driven sales conversions. E-commerce platforms can optimize recommendation algorithms to target consumers prone to impulsive purchases based on behavioral patterns. For Consumer Awareness Initiatives Findings emphasize the need for financial literacy programs helping individuals regulate impulsive spending. Social media users should be educated on psychological triggers influencing digital purchasing decisions, promoting mindful consumption habits.

While this study provides valuable insights, certain limitations must be acknowledged: Methodological Limitations Cross-Sectional Design: The study captures data at a single point in time, limiting the ability to analyze longitudinal consumer behavior trends. Future research should consider time-series analysis to examine evolving purchasing patterns. Self-Reported Data: Responses rely on participants' self-perceptions, which may introduce biases such as social desirability bias or recall errors. Integrating behavioral tracking methods would enhance data accuracy. Scope and Sampling Limitations like Sample Representation: The study focuses exclusively on Generation Z consumers residing in Singaraja, which limits the generalizability of findings to other regions or age demographics. Further investigations could explore whether these behavioral drivers influence different consumer groups in various geographic locations. Exclusion of Moderating Variables: The study does not account for potential moderators such as peer influence, income level, or brand loyalty, which could further explain impulsive buying tendencies. Future studies may incorporate multi-variable interaction models for a more comprehensive analysis.

Suggestions for Future Research, to advance the scope of impulsive buying research, the following directions are recommended like Experimental Research Design: Implementing controlled experiments could validate findings by analyzing real-time purchase decisions under varying conditions (e.g., urgency-based marketing strategies). Neuroeconomic and Psychological Approaches: Future studies can apply neuroscientific methods (e.g., eye-tracking, brain activity monitoring) to assess cognitive decision-making mechanisms behind impulsive purchases. Cross-Cultural Consumer Behavior Studies: Examining impulsive buying tendencies across different regions would reveal how sociocultural influences impact consumer responses to FOMO and hedonic stimuli. Impact of Social Media Algorithms: Investigating how personalized digital content reinforces impulsive buying tendencies through AI-driven consumer profiling. By addressing these limitations and expanding research directions, future studies can build upon the findings presented, offering deeper insights into digital consumer behavior and marketing psychology.

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