

Fear of Missing Out and Its Impact on Impulse Buying through Purchase Intention among Richeese Factory Consumers

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ABSTRACT

This study examines the influence of Fear of Missing Out (FoMO) on impulse buying behavior via purchase intention among students at Sekolah Tinggi Bisnis dan Manajemen Dua Sudara, who are consumers of Richeese Factory. The study used a quantitative methodology, examining data from 66 participants via questionnaires. This study's originality resides in its examination of a local fast-food brand in Indonesia, specifically analyzing the mediating effect of purchase intention on the relationship between FoMO and impulse buying. The results indicate that FoMO substantially affects purchasing intention, therefore leading to impulsive buying behavior. These observations provide significant implications for organizations to utilize FoMO in marketing tactics to enhance consumer engagement and stimulate impulse purchases.

INTRODUCTION

The fast-food sector in Indonesia has experienced substantial expansion in recent years, driven by rapid urbanization, shifting consumer lifestyles, and a growing preference for convenience-oriented dining. This development aligns with global trends while incorporating local characteristics that appeal to Indonesian consumers. CNBC Indonesia (2024) projects that the value of the Indonesian fast-food market will reach USD 55.25 billion in 2024 and increase to USD 103.76 billion by 2029, with a CAGR of 13.43%. A key contributor to this growth is the emergence of fast-food offerings tailored to regional tastes. Nugraheni et al. (2024) emphasize that Indonesia's culinary landscape has transformed significantly, with locally adapted fast-food formats attracting consumers seeking familiar flavors and accelerating the proliferation of outlets nationwide.

Within this rapidly evolving market, fast-food companies have increasingly employed psychological marketing strategies to influence consumer behavior, particularly through the activation of Fear of Missing Out (FoMO). FoMO refers to the anxiety that others may be experiencing rewarding events or opportunities in one's absence, often leading to urgency-driven decision-making. Marketers frequently leverage FoMO by designing time-sensitive promotions and exclusive offers aimed at stimulating consumer engagement. Good and Hyman (2020) found that FoMO-based appeals directly increase purchase likelihood, especially among young consumers who respond strongly to perceived scarcity. Such urgency often triggers impulsive purchasing behaviors that may not align with deliberate or rational decision processes.

FoMO has also been linked to heightened emotional responses that facilitate impulsive buying. Chetioui and Bouzidi (2023) demonstrate that FoMO positively influences online impulsive buying among Generation Z, where emotional stimuli such as peer consumption experiences or viral promotional content prompt quick purchasing actions. This indicates that young consumers are inclined to make purchases when they perceive their peers engaging in particular fast-food experiences or benefiting from limited-time promotions, as a means of avoiding exclusion from socially desirable activities.

Fast-food marketing techniques further amplify these tendencies through exposure to time-limited incentives, influencer endorsements, and visually appealing promotional content on social media platforms. These strategies intensify FoMO and encourage hasty purchasing decisions aimed at maintaining social alignment (Bagnato et al., 2023; Kent et al., 2023). As a result, young consumers' dietary choices and brand preferences become increasingly shaped by such promotional pressures, contributing to higher fast-food consumption rates (Bagnato et al., 2023).

Purchase intention plays an important mediating role in the relationship between FoMO and actual purchasing behavior. Mahmud et al. (2023) suggest that FoMO induces anxiety and urgency, particularly when reinforced through influencer marketing, thereby heightening consumers' intentions to purchase promoted products. This aligns with Dinh and Lee (2021), who found that FoMO mediates the effect of social comparison on purchase intention, especially in

digital promotional contexts. These findings highlight the significance of purchase intention as a psychological mechanism through which FoMO is translated into impulsive buying behavior.

Richeese Factory, the only local fast-food brand ranked among the top three most preferred by Indonesian youth (Goodstats, 2022), offers a particularly relevant setting for examining these dynamics. The opening of its new outlet in Bitung City in October 2024 has garnered considerable attention from younger consumers, making it an appropriate case for analyzing FoMO-driven purchasing behavior. Students at Sekolah Tinggi Bisnis dan Manajemen Dua Sudara are an especially pertinent demographic, as previous studies (Alutaybi et al., 2020; Amelia et al., 2025; Good & Hyman, 2020) show that students are highly susceptible to FoMO and prone to impulsive buying when exposed to exclusive promotions or viral trends.

Although prior studies have widely examined Fear of Missing Out (FoMO) in relation to consumer behavior, most have focused on outcomes such as social media engagement, brand loyalty, or general purchase decisions, rather than impulse buying behavior in the fast-food industry. In addition, existing research often analyzes the direct effect of FoMO on impulse buying, while the mediating role of Purchase Intention remains underexplored, particularly in offline or semi-digital consumption settings. Empirical evidence that simultaneously tests FoMO, Purchase Intention, and Impulse Buying Behavior using a mediation approach (Sobel test) is still limited, especially in local Indonesian contexts. Furthermore, few studies specifically investigate these relationships within restaurant chains at the regional level, such as Richeese Factory in Bitung, where consumer characteristics and promotional dynamics may differ from those in major urban centers. Therefore, this study addresses a contextual, theoretical, and methodological gap by examining the indirect effect of FoMO on impulse buying behavior through purchase intention within a fast-food restaurant setting in Indonesia.

THEORETICAL REVIEW

Fear of Missing Out

FoMO is a feeling of anxiety when someone feels left out of experiences or information that is considered important (Luca et al., 2020). Suhartini et al. (2023) explain that *fear of missing out* (FoMO) is a phenomenon characterized by excessive anxiety, often accompanied by an obsession with other people's activities or viral trends. In addition, Gupta and Sharma (2021) explain that FOMO behavior involves two stages: it begins with the perception of fear of losing something, which then drives compulsive behavior to maintain what is perceived to be lost. Kafi (2024) adds that FoMO is a complex phenomenon influenced by social, psychological, and technological factors. Understanding the theory behind FOMO can help individuals and marketers, for example, in driving purchasing decisions.

FoMO acts as a significant psychological motivator affecting consumer behavior, especially via digital marketing. The capacity to generate urgency and spur spontaneous purchases offers both advantages and obstacles for enterprises. As marketers progressively incorporate FoMO into their plans, a balanced strategy

that takes into account ethical consequences and consumer trust is crucial for sustained brand success.

Purchase Intention

Purchase intention is a vital element in comprehending consumer behavior, particularly in both conventional and digital retail contexts. Purchase intention, which refers to customers' tendency to make purchases, can be used to measure actual purchasing behavior (Liu & Li, 2019). It is a proxy for consumers' willingness to buy a product or service; in other words, a high purchase intention indicates a high probability that consumers will actually buy the product or service (Wijaya et al., 2021). According to Sakinah (2024), purchase intention is a person's attitude of interest in something accompanied by a tendency to make a purchase in accordance with their interests and attractions. Therefore, purchase interest can trigger consumption, especially among millennials. In line with this, purchase intention can be understood as a form of behavior related to a person's assessment and perception of a product (Rita, 2022).

Impulse Buying

Verplanken and Herabadi (in Maula 2024) define *impulse buying behavior* as irrational purchasing behavior characterized by a lack of planning and consideration regarding the decision to buy a product, accompanied by mental conflict and emotional and cognitive impulses that occur quickly or spontaneously and are often unplanned.

Impulsive purchases frequently occur without comprehensive product assessment, indicative of an immediate decision-making process (Maqsood & Iqbal, 2019). The cognitive and emotional responses linked to these purchases are instantaneous and frequently result in sensations of satisfaction and exhilaration, hence encouraging the inclination towards impulse buying in future shopping encounters.

Impulse purchasing is influenced by a complex combination of emotional, environmental, and cultural factors. Comprehending these elements enables merchants and marketers to improve shopping experiences by effectively engaging and utilizing consumers' impulsive behaviors. Strategies that incorporate emotional engagement, situational inputs, consumer traits, and cultural settings might enhance the impulsive purchasing process, thus boosting sales and customer loyalty.

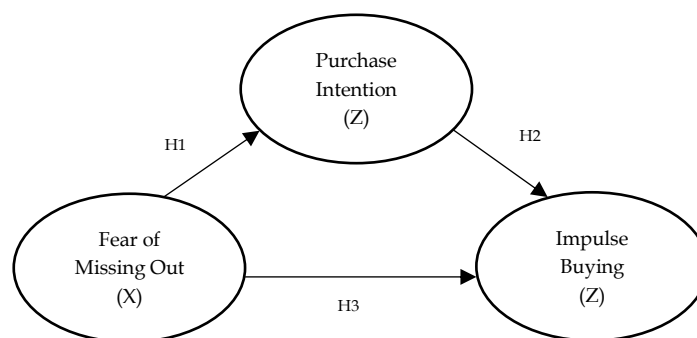


Figure 1. Conceptual Framework

- H1. Fear of Missing Out (FoMO) has a positive and significant effect on Purchase Intention.
- H2. Purchase Intention has a positive and significant effect on Impulse Buying.
- H3. Fear of Missing Out (FoMO) has a positive effect on Impulse Buying Behavior through Purchase Intention as a mediating variable.

METHODOLOGY

This study uses quantitative method as described by Patel & Patel (2019), which states that a research method is a scientific activity carried out systematically to solve problems through appropriate data collection techniques. This study aims to measure the relationship between fear of missing out (FoMO), purchase intention, and impulse buying behavior among students who are consumers of Richeese Factory. The research was conducted at Richeese Factory Bitung, located on Jalan Tomohon-Tanahwangko, Kelurahan Girian Weru Dua, Kecamatan Girian, Kota Bitung, North Sulawesi. The research population included 180 students of Sekolah Tinggi Bisnis dan Manajemen Dua Sudara who had purchased Richeese products during the period from October 2024 to January 2025. The research sample was taken using a non-probability sampling method with a purposive sampling technique, namely students who had visited and made purchases at Richeese Factory; from these criteria, 66 respondents were collected who met the requirements as research samples. Data were collected through questionnaires distributed to the respondents and subsequently analyzed using SPSS.

This study begins with data quality testing, which includes validity testing (conducted using Pearson's Bivariate Correlation to examine the significance of item-total correlations) and reliability testing, where a construct is deemed reliable if its alpha coefficient exceeds 0.70. Before hypothesis testing, classical assumption tests are performed, including normality testing using the Exact Kolmogorov-Smirnov method, multicollinearity testing through VIF and tolerance values, and heteroskedasticity testing based on significance levels. Hypotheses are then examined using multiple linear regression to determine the effects of Fear of Missing Out (FoMO) and purchase intention, supported by t-tests for partial effects, F-tests for simultaneous effects, and the coefficient of determination (R^2) to assess the explanatory power of the independent variables. Finally, the Sobel test is employed to evaluate the mediating role of purchase intention by testing the significance of the indirect effect through a computed Z-value.

Validity and Reliability Test

A. Validity Test

The validity test assesses the appropriateness of the instrument employed for data collection in the study. The study technique outlines that statistical analysis is utilized to evaluate the validity of a measuring instrument, specifically through the calculation of the correlation coefficient between each questionnaire item and the aggregate score of all items. An item is deemed legitimate if:

1. If the calculated r-count value exceeds the r-table value, the item is deemed legitimate.
2. If the calculated r-count value is less than the r-table value, the item is deemed invalid.

The r-count value is derived from data analysis conducted with SPSS software, whereas the r-table value is ascertained by consulting the correlation table at a 5% significance threshold.

Table 1. Fear of Missing Out (X) Validity Test

	Item	rCV	rTV	Information
<i>Fear of Missing Out (X)</i>	Item1	0.586	0.242	Valid
	Item2	0.744	0.242	Valid
	Item3	0.673	0.242	Valid
	Item4	0.768	0.242	Valid
	Item5	0.715	0.242	Valid
	Item6	0.579	0.242	Valid
	Item7	0.702	0.242	Valid
	Item8	0.728	0.242	Valid

Table 2. Purchase Intention (Z) Validity Test

	Item	rCV	rTV	Information
<i>Purchase Intention (Z)</i>	Item1	0.710	0.242	Valid
	Item2	0.563	0.242	Valid
	Item3	0.679	0.242	Valid
	Item4	0.695	0.242	Valid
	Item5	0.754	0.242	Valid
	Item6	0.695	0.242	Valid
	Item7	0.610	0.242	Valid
	Item8	0.616	0.242	Valid

Table 3. Impulse Buying (Y) Validity Test

	Item	rCV	rTV	Information
<i>Impulse Buying Behavior (Y)</i>	Item1	0.666	0.242	Valid
	Item2	0.690	0.242	Valid
	Item3	0.763	0.242	Valid
	Item4	0.594	0.242	Valid

Based on Table 1, 2, and 3 the validity test results for the Fear of Missing Out (X), Purchase Intention (Z), and Impulse Buying (Y) show that all calculated r-count value are greater than the r-table value (0.242). Therefore, it can be concluded that all questionnaire items are valid.

Reliability Test

The reliability test was performed to ascertain the dependability of the measuring instrument, which is a questionnaire. A measuring device is deemed dependable if it yields consistently similar results upon repeated usage. An instrument is considered dependable if its Cronbach's alpha value exceeds 0.60.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Information
<i>Fear of Missing Out</i>	0,841	Reliable
<i>Purchase Intention</i>	0,821	Reliable
<i>Impulse Buying Behavior</i>	0,604	Reliable

Based on Table 4, the reliability test results show that the Cronbach's Alpha values for all research variables are greater than 0.60. Therefore, the responses from the respondents regarding these research variables are considered reliable, meaning that all questionnaire items are trustworthy and can be used in further research.

RESULTS

Normality Test

The normality test is an important step in data analysis to determine whether the data obtained follows a normal distribution. Data is said to be normally distributed if the Exact. Sig. (2Tailed) is greater than 5% or 0.05. The following are the results of the normality test conducted using the Kolmogorov-Smirnov statistical test:

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		66
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,39607070
Most Extreme Differences	Absolute	0,158
	Positive	0,092
	Negative	-0,158
Test Statistic		0,158
Exact Sig. (2-tailed)		0,066
Point Probability		0,000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on Table 5, it can be seen that the normality test results show an exact significance value of 0.066, which is greater than 0.05. This means that the data in this study is normally distributed.

Multicollinearity Test

Multicollinearity can be seen from the factor variance inflation value (VIF) or tolerance value. If the tolerance value is more than 10% or ≥ 0.10 or the VIF value is less than 10 or $VIF \leq 10$, this indicates that there is no multicollinearity. The results of the multicollinearity test can be seen in Table 6 below:

Table 6. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Fear of Missing Out (FoMO)	0,584	1,712
Purchase Intention	0,584	1,712

Table 6 shows that all tolerance values are > 0.10 , while VIF values are < 10 . Thus, it can be concluded that all variables have met the tolerance threshold and VIF value requirements, meaning that there is no multicollinearity issue between the independent and dependent variables.

Heteroscedasticity Test

The heteroscedasticity test evaluates if there is a disparity in residual variance across observations in a regression model. An effective model is characterized by the absence of heteroscedasticity. The heteroscedasticity assessment in this investigation was performed utilizing the Glejcser test, as illustrated in Table 4.10. The rationale behind the decision is as follows:

1. If the significance value of the independent variable is less than 0.05, heteroscedasticity is present.
2. If the significance value of the independent variable exceeds 0.05, heteroscedasticity is absent.

Table 7. Heteroscedasticity Test

Coefficients ^a		
Model		<u>Sig.</u>
1	(Constant)	0,033
	Fear of Missing Out (FoMO)	0,231
	Purchase Intention	0,064

a. Dependent Variable: Abs_RES

Based on Table 7 above, it shows that the significance value of all variables is greater than 0.05, so it can be concluded that there is no heteroscedasticity in the data.

Multiple Linear Regression

Multiple Linear Regression is a mathematical model employed to derive regression equations that facilitate the prediction of a dependent variable's value based on the values of independent variables, either concurrently or

individually. In multiple linear regression analysis, mathematical models are typically represented as equations:

$$Y = \alpha + \beta_1 X + \beta_2 Z + e$$

Where:

Y = Impulse Buying Behavior

α = Constant

β = Coefficient

X = Fear of Missing Out (FoMO)

Z = Purchase Intention

e = Standard error

Table 8. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,465	1,400		1,761	0,083
Fear of Missing Out (FoMO)	0,107	0,054	0,212	1,994	0,051
Purchase Intention	0,315	0,055	0,610	5,735	0,000

a. Dependent Variable: Impulse Buying Behavior

From Table 8, the regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X + \beta_2 Z + e$$

$$= 2,465 + 0,107 X + 0,315 Z + e$$

From the above equation, it can be explained that:

1. The constant value ($\alpha = 2.465$) signifies that when both FoMO and Purchase Intention are zero, the anticipated score for Impulse Buying Behavior is 2.465.
2. The coefficient ($b_1 = 0.107$) indicates that FoMO positively influences Impulse Buying Behavior. For each 1-unit rise in FoMO, Impulse Buying Behavior escalates by 0.107.
3. The coefficient ($b_2 = 0.315$) indicates that Purchase Intention has a favorable impact on Impulse Buying Behavior. For each 1-unit increment in Purchase Intention, Impulse Buying Behavior escalates by 0.315.

t Test

The t-test is conducted to evaluate the unique impacts of each independent variable on the dependent variable. The t-test is conducted by juxtaposing each computed t-value against the tabulated t-value.

Table 9. Fear of Missing Out t Test

Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	6,084	1,529		3,978	0,000
	Fear of Missing Out (FoMO)	0,305	0,050	0,605	6,084	0,000

a. Dependent Variable: Impulse Buying Behavior

The t-test results in Table 9 indicate that the Fear of Missing Out (FoMO) variable has a significance value of 0.000, below the 0.05 threshold, and a t-value of 6.084, surpassing the crucial t-value of 1.669. This signifies that FoMO exerts a substantial partial influence on Impulse Buying Behavior.

Table 10. Purchase Intention t Test

Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	3,522	1,325		2,657	0,010
	Purchase Intention	0,385	0,043	0,747	8,979	0,000

a. Dependent Variable: Impulse Buying Behavior

The t-test findings in Table 10 indicate that the Purchase Intention variable possesses a significance value of 0.000, which is below the 0.05 threshold, and a t-value of 8.979, surpassing the crucial t-value of 1.669. The results demonstrate that Purchase Intention exerts a strong partial influence on Impulse Buying Behavior.

F Test

The F-test is performed by comparing the calculated F value with the critical (tabulated) F value. If the calculated F value exceeds the critical F value ($F_{computed} > F_{table}$), the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This signifies that the regression model is statistically significant, indicating that the independent variables jointly exert a substantial influence on the dependent variable.

Table 11. F Test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	343,849	2	171,924	44,176	,000 ^b
	Residual	245,182	63	3,892		
	Total	589,030	65			

a. Dependent Variable: Impulse Buying Behavior

b. Predictors: (Constant), Purchase Intention, FoMO

According to Table 11, the F-test produces a F value of 44.176 with a significance level of 0.000. The significance value is below the 0.05 level, hence the null hypothesis is rejected. This signifies that the independent variables – Purchase Intention and Fear of Missing Out (FoMO) – collectively exert a substantial influence on the dependent variable, Impulse Buying Behavior.

Coefficient of Determination Test

Adjusted R² reflects the amount of variance in the dependent variable that is elucidated by the independent variables, considering the number of predictors in the model. Adjusted R² may assume a negative value; nonetheless, in such instances, it is read as zero, indicating that the model lacks explanatory power. Conversely, an adjusted R² value approaching one signifies that the independent factors account for virtually all the information required to elucidate the dependent variable.

Table 12. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,764 ^a	0,584	0,571	1,97276

a. Predictors: (Constant), Purchase Intention, FoMO

The adjusted R² derived from this investigation, as indicated in Table 12 is 0.571. Purchase Intention and FoMO together account for 57.1% of the variance in Impulse Buying Behavior. The remaining 42.9% is affected by external factors beyond the purview of this research, suggesting that additional variables not incorporated in the model may also be significant.

Sobel Test

The Sobel test assesses the indirect effect of the independent variable, Fear of Missing Out (X), on the dependent variable, Impulse Buying Behavior (Y), via the mediating variable, Purchase Intention (Z).

The criterion for decision-making is as follows:

1. If the Z value exceeds 1.96, it is deemed capable of mediating the relationship between the independent and dependent variables.
2. If the Z value is less than 1.96, it is deemed ineffective in mediating the relationship between the independent and dependent variables.

Table 13. Regression Coefficient of FoMO on Purchase Intention

Model		Coefficients ^a				t	Sig.
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta			
1	(Constant)	11,506	2,848			4,040	0,000
	FoMO	0,631	0,093	0,645		6,750	0,000

a Dependent Variable: Purchase Intention

Table 14 . Regression Coefficients of FoMO and Purchase Intention on Impulse Buying Behavior

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,465	1,4		1,761	0,083
	FoMO	0,107	0,054	0,212	1,994	0,051
	Purchase Intention	0,315	0,055	0,61	5,735	0,000

^a Dependent Variable: Impulse Buying Behavior

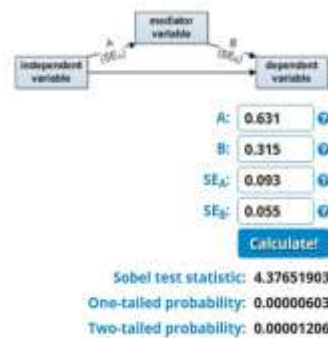


Figure 2. Sobel Test Output for Mediation Analysis

Table 13 indicates that the regression coefficient for the fear of missing out (FoMO) on Purchase Intention is 0.631, with a standard error of 0.093 and a significance value of 0.000. Table 14 indicates that the regression coefficient for purchase intention is 0.315, with a standard error of 0.055 and a significance value of 0.000. According to Figure 2, the Sobel test yields a structural statistical value of 4.376, exceeding the t-table value of 1.96 at a 5% significance level, with a two-tailed p-value of 0.000, which is less than 0.05. Thus, it can be concluded that the variable Purchase Intention (Z) mediates the relationship between the independent variable Fear of Missing Out (X) and the dependent variable Impulse Buying Behavior (Y).

DISCUSSION

H1 The Effect of Fear of Missing Out (FoMO) on Purchase Intention

The analysis suggests that Fear of Missing Out (FoMO) has a statistically significant and positive impact on Purchase Intention. The regression coefficient between FoMO and Purchase Intention is 0.631, which indicates that as FoMO increases, consumers' intention to purchase also rises. This suggests that individuals who experience a stronger sense of missing out are more likely to develop a higher intention to make a purchase. This result is further reinforced by the t-test, where FoMO has a significance value of 0.000, which is below the 0.05 threshold, confirming the substantial influence of FoMO on Purchase Intention. Anxiety about not participating in enjoyable experiences, which are often shown by their friends on social media, encourages students to make immediate

purchases so they don't feel left out. This shows that FoMO serves as a significant driver in shaping purchase intent. These findings empirically validate H1 and align with prior literatures.

The Fear of Missing Out (FoMO) profoundly influences consumers' purchasing intentions, serving as a psychological impetus in many buying scenarios. This construct is defined by the worry and apprehension individuals have when they perceive they might be missing rewarding experiences that their peers are enjoying, which can lead to impulsive purchasing behavior and social conformity (Solt et al., 2018).

Young individuals often encounter FoMO when exposed to the fast-food sector, particularly via social media influencers who advocate appealing culinary experiences. Social media influencers significantly affect the dietary behaviors of adolescents by captivating them with imagery and stories that leverage their fear of missing out (FoMO), thereby influencing their purchasing intentions (Smit et al., 2020). The adolescent population is especially vulnerable to these marketing strategies, as they frequently associate fast food consumption with social approval and belonging, resulting in impulsive dining choices motivated by the fear of ostracism (Collins et al., 2023). Besides social factors, the interaction of branding and marketing strategies utilized by fast-food corporations can strategically leverage FoMO to augment consumer involvement.

H2 The Effect of Purchase Intention on Impulse Buying Behavior

The relationship between Purchase Intention and Impulse Buying Behavior is also significant. The regression model shows a coefficient of 0.315, meaning that an increase in Purchase Intention leads to a corresponding increase in Impulse Buying Behavior. This is backed by the t-test result, which indicates a significance value of 0.000, confirming that Purchase Intention has a positive impact on Impulse Buying Behavior. The statistical findings suggest that when consumers are more likely to intend to buy, their likelihood of engaging in impulse buying behavior is higher. This indicates that consumers' pre-existing intention to purchase at Richeese Factory significantly increases the likelihood of them making unplanned purchases. These findings empirically validate H2 and align with prior literatures.

The correlation between purchase intention and impulse buying behavior among youth in the fast food sector is a multifaceted interaction shaped by diverse psychological, social, and contextual elements. Studies have shown that robust purchase intentions frequently result in impulsive buying, especially in fast-food settings where situational cues and marketing tactics increase the probability of unplanned purchases (Min, 2022).

According to Min's (2022) study, which highlights that location is crucial in determining purchase intentions, one important issue is how simple it is for young consumers to access fast food restaurants. This accessibility not only helps decision-making but also fosters an environment conducive to impulsive purchase when consumers are in close to a fast food establishment. Fast food purchases are frequently unplanned due to the convenience factor and an impulsive mindset. Additionally, fast-food companies like Richeese Factory use

marketing campaigns and promotional incentives to capitalize on young people's propensity for impulsive purchases. This is supported by a study by Phang et al. (2020), which found that marketing had a big influence on customer views and, in turn, their inclinations to buy. In the context of fast food restaurants, advertising cues frequently entice young adults to make impulsive purchases due to peer dynamics and enjoyment.

H3 The Effect of Fear of Missing Out (FoMO) on Impulse Buying Behavior through Purchase Intention

The Sobel test provides insights into the mediation effect of Purchase Intention between FoMO and Impulse Buying Behavior. The test results show that Purchase Intention significantly mediates the relationship between FoMO and Impulse Buying Behavior. The Sobel test value of 4.376, which exceeds the critical value of 1.96, indicates that Purchase Intention plays a significant mediating role. This means that while FoMO directly influences Purchase Intention, it indirectly affects Impulse Buying Behavior through its effect on Purchase Intention. Individuals experiencing FoMO develop a stronger desire to buy (Purchase Intention), which then drives them to make impulsive purchasing decisions. These findings support a broader understanding of FoMO as a motivator that influences consumer behavior.

Young consumers in the fast food industry are particularly affected by the interaction between impulse buying behavior and Fear of Missing Out (FoMO), especially through purchase intention. In situations where social contact and instant satisfaction are important, FOMO – anxiety about perhaps missing out on pleasurable experiences that others are having – often leads to hasty buying decisions (Mokhtar et al., 2020).

According to research by Mokhtar et al. (2020), promotional actions in fast food contexts have a big impact on young consumers' decisions to buy; many say that these promotions increase impulsive purchases and lessen reluctance. In this sense, when promotions are seen as limited or time-sensitive, FOMO increases the impulse to consume fast food. Young consumers may therefore act impulsively out of a desire to participate in popular culinary experiences before they pass them up.

Additionally, Nguyen and Nguyen's (2025) study confirms that FoMO has a considerable impact on impulsive buying behavior by operating in conjunction with appealing cues like advertisements and recommendations from social media. Young consumers are more likely to make impulsive purchases when they believe that losing out on specific fast food promotions amounts to a social deficit.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. The study demonstrates that purchase intention is significantly and favorably impacted by FOMO. People are more inclined to exhibit higher buy intentions when they feel pressured to miss out on worthwhile events, which is frequently exacerbated by social media and marketing tactics. This is consistent with the knowledge that FOMO causes feelings of urgency and

anxiety, which in turn raise the probability of planning to buy goods to prevent social exclusion.

2. The investigation shows that one of the main factors influencing impulsive buying behavior is purchase intention. Customers are more prone to behave impulsively when they have strong buy intentions, especially in settings like fast food where convenience and emotional appeal are amplified. This implies that increased purchase intents frequently result in rash choices, particularly when paired with marketing cues.
3. The results demonstrate that the association between FOMO and Impulse Buying Behavior is mediated by Purchase Intention. A sense of urgency brought on by FOMO increases purchase intentions and encourages impulsive buying. This mediation effect highlights the psychological mechanism by which FOMO affects purchasing behavior, hence indirectly encouraging people to make impulsive purchases.

Recommendations

1. For Business:
 - a. Business in the fast-food sector (such as Richeese Factory) should keep using FoMO techniques in their ads because of its significant influence on purchase intention. One way to capitalize on consumers' fear of missing out is to create limited-time offers or exclusive bargains that are publicized through social media.
 - b. Including emotionally charged material (like influencer marketing or social proof) in marketing techniques might further promote impulse buying since FOMO increases purchase intentions. Marketers ought to think about employing emotional appeals that cause consumers who are prone to FOMO to make snap judgments.
 - c. Fast-food companies might increase impulsive purchases by making their promos seem limited-time or time-sensitive. Due to the amplification of FOMO, highlighting temporary discounts, "flash sales," or exclusive offers can boost customer engagement and increase purchases.
 - d. Businesses should invest in focused social media marketing that appeal to young consumers, utilizing viral content, influencer endorsements, and peer pressure to instill a sense of urgency, given the significant role that social media plays in causing FOMO.
2. For Consumers: Consumers need to understand the psychological ramifications of FOMO and how it affects their decision to buy. When exposed to time-limited deals or promotions on social media, being aware of emotional triggers in marketing might help decrease impulsive purchases and promote more thoughtful decision-making.
3. For Researchers: While this study focused on Richeese Factory consumers, subsequent research should evaluate the impact of FoMO and impulse purchase in different cultural contexts or across other consumer segments. Further understanding of the mechanisms at work may also be possible by

examining the influence of outside variables like peer pressure or social media usage trends.

FURTHER STUDY

The limited sample size of 66 students from a single area is one of the study's many drawbacks, which restricts how broadly the results can be applied. Self-reported data might add biases such as recall bias and social desirability bias. Furthermore, the study did not take into consideration other possible factors, such as personality qualities or outside cues, and the cross-sectional approach simply records a snapshot of consumer behavior.

To evaluate the long-term effects of FoMO, future studies should take into account longitudinal designs and include a bigger, more varied population. A more thorough understanding might be obtained by taking into account further elements including personality traits, marketing tactics, and the function of digital platforms. Further insights into FoMO's direct effects on purchase intention and impulse buying might come from comparative studies across various industries and experimental designs modulating FoMO.

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