

The Influence of *Fear of Missing Out (FoMO)* on Consumer Behavior in Teenagers Using the Shopee Application in Jakarta

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Abstract

This study aims to analyze the impact of Fear of Missing Out (FoMO) on consumer behavior among adolescent Shopee users in Jakarta. Shopee, as a popular e-commerce platform in Indonesia, has influenced consumption patterns, especially among female students, through attractive promotions such as discounts and free shipping. FoMO, which is the fear of missing out on popular opportunities or trends, can drive individuals to make impulsive purchases, even when these purchases do not meet their basic needs. This research employs a quantitative method using FoMO and consumer behavior measurement tools that have been validated. The results of the analysis indicate that FoMO has a positive influence on consumer behavior, with an influence rate of 59.6%. These findings suggest that higher levels of FoMO are associated with a greater likelihood of engaging in consumptive behavior, such as buying items merely to avoid missing out on discounts. This study reinforces the understanding that psychological factors such as FoMO can influence irrational purchasing decisions among adolescent e-commerce users.

Keywords Fear of Missing Out (FoMO), Consumer Behavior, E-Commerce, Shopee, Adolescents.

INTRODUCTION

According to Sumartono (2002) the presence of shopping centers can increase human development in terms of trends and direct society towards consumerism, thus giving rise to a modern lifestyle, this condition generally causes a culture called consumerism or consumptive. Shopee is one of the mobile-based marketplaces that was first launched in 2015 and was immediately launched in several countries, one of which is Indonesia. Shopee in Indonesia provides a shopping site platform by providing attractive offers to consumers. Such as, there are events every month on twin dates that provide free shipping offers, flash sales, cashback, discounts, and market price reductions that are relatively cheaper than standard prices.

The existence of several facilities provided by Shopee to consumers has led to the emergence of consumer behavior in society, especially among female students (Arum & Khoirunnisa, 2021). According to research conducted by BMI Research (in Wigati, et al., (2022) December 2014 on 1,213 respondents (18-45 years) in 10 major cities in Indonesia, it was found that consumers who shop online most often are women. 53 percent of those who shop on the internet are women, and 47 percent are men. Consumer behavior is an action taken by someone in buying an item where the item is purchased without any reasonable consideration and is not purchased based on need (Sumartono, 2002). The consumer behavior carried out by female students can be seen when they prioritize buying discounted items with their pocket money rather than buying books or things related to their studies.

The appeal of FoMO can increase the likelihood of purchasing, as a result individuals expect positive emotions to arise after individuals reduce anxiety related to FoMO, this can



increase the enjoyment of purchasing (Mandel & Nowlis, in Good & Hyman, 2021). According to research conducted by Yaputri et al., (2022), the higher the level of FoMO felt by an individual, the higher the consumer behavior that will be carried out by the individual. FoMO is a form of emotion that affects everyday life, which we unconsciously feel on various occasions. For example, when scrolling through the Shopee application we see discounted items, the feeling of fear of missing out on discounted items is one form of FoMO. From this, researchers are interested in conducting research on the Influence of Fear of Missing Out on Consumer Behavior in adolescent Shopee users in Jakarta. The purpose of this study was to examine the influence of fear of missing out (FoMO) on consumer behavior in adolescent Shopee users in Jakarta.

LITERATURE REVIEW

Consumer Behavior

Consumptive behavior refers to actions taken by a person in buying and using goods and services excessively. This action is carried out without careful consideration with the main aim of fulfilling personal needs, not to fulfill basic needs. This behavior is often part of a lifestyle that is oriented towards a luxurious appearance (Mujahidah, 2020). Students as the younger generation cannot avoid the impact of consumptive behavior caused by the development of the internet and the spread of e-commerce (Pratami & Rijali, 2024). Shopping habits carried out by students are often influenced by long distances, which ultimately forces them to look for products by going around shopping centers. Therefore, shopping through e-commerce is an attractive option, so that many of them are more interested in shopping through e-commerce websites (Dani et al., 2024).

Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is a feeling of fear that arises due to feeling "left behind" because you cannot participate in certain activities. This is a feeling of anxiety accompanied by fear felt by certain individuals because they feel left behind with the latest information, trends, or news. This fear of being left behind is related to the perception that other people are having fun living a better life. If this feeling of FOMO is left unchecked, it can have negative impacts that can affect a person's level of satisfaction with their life. This feeling can also feel that what someone has achieved is never enough (Anggareni, 2021). This feeling of FOMO is seen as one of the consequences of technological advances, which is related to addiction to social media. This makes certain individuals try to always follow the latest trends on social media which in the end can have positive or negative impacts (Panggabean & Brahmana, 2021).

Fear of Missing Out (FoMO) is a term that describes feelings of anxiety or fear experienced by someone due to the belief that they are missing out on experiences, trends, or opportunities that are considered important and enjoyed by others (Ahmad Musadik & Abdul Ghani Azmi, 2019). FOMO usually occurs when someone feels that other people are living more enjoyable, successful, or fulfilling lives, while they themselves are left behind. This term first became popular among social media users, where people often see posts about

achievements, vacations, or special moments experienced by other people, which triggers a feeling of dissatisfaction with their own lives. In this context, FOMO creates a drive to continue monitoring what other people are doing so as not to feel left behind, which ultimately strengthens addiction to social media (Dewi & Gorda, 2022).

Shopee App

Shopee is one of the leading marketplaces in Southeast Asia to Taiwan, headquartered in Singapore. Shopee was first launched in 2015 under the SEA Group with Forest Li as one of its founders. Shopee aims to provide a platform that can connect buyers with sellers in one community. Shopee is one of the fintech products that is currently popular with the public for shopping or selling. Shopee as an e-commerce platform, provides various types of goods for daily needs. Shopee's main target is teenagers who are generally accustomed to using this platform for shopping. Therefore, Shopee is designed in a mobile format, so that its use becomes easier and faster just by using a smartphone (Widodo & Prasetyani, 2022). Shopee provides a feature that allows users to sort by lowest price or best-selling products. After that, users can also see reviews from other buyers regarding the product to be purchased to consider making a decision before making a transaction (Asih, 2024).

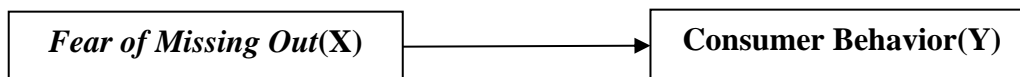
METHOD

This study was conducted using a quantitative method that aims to examine the research hypothesis from data obtained from a population. This study uses a consumer behavior measurement tool using a measuring tool adapted from the consumer behavior measurement tool by Fromm (1995) which has been translated and adapted by Adriani (2023). This measuring tool consists of 15 items and consists of 3 dimensions, namely, impulsive buying, wasteful buying, and non-rational buying. The scale used in this measuring tool is Likert 1-4 which contains "very inappropriate", "inappropriate", "appropriate" and "very appropriate". Some of the items from the consumer behavior measurement tool are "I don't care how much money I spend to buy my idol's merchandise" and "I will immediately buy an album without consideration". The second variable uses the fear of missing out (FoMO) measuring tool by Przybylski, Murayama, DeHann, and Gladwell in 2013 which was then translated and adapted by Putrianda (2023). This measuring instrument is unidimensional, consists of 10 items, and uses a Likert scale of 1-5, namely, "very inappropriate", "inappropriate", "appropriate", and "very appropriate". Some statements from the fear of missing out (FoMO) measuring instrument include "I feel worried when I find out my friends are having fun without me" and "I feel worried when I find out my friends are having fun without me".

The participants in the study were individuals who had used the Shopee application for the past year, aged 14 to 18 years, and had made purchases of products on Shopee. The number of participants needed in this study was based on the Walpole formula (2012) with a confidence level of 90% and a tolerance of 10%, namely a minimum of 68 participants. The researchers managed to collect 169 respondents, but after further examination, only 156



respondents matched the characteristics of the participants in this study. The data obtained were then processed using the JASP version 19 application. The research model can be seen in the image below:



The normality test using the Kolmogorov-Smirnov test can be seen in the table below:

	<i>Test</i>	<i>p</i>	Caption
Consumer Behavior	<i>Kolmogorov-Smirnov</i>	0.266	Normal
<i>Fear Of Missing Out</i>	<i>Kolmogorov-Smirnov</i>	0.124	Normal

From the table above, it can be seen that the results of the research data have a significant number > 0.05 for the consumer behavior variable of 0.266 and fear of missing out of 0.124, which means that the data in this study is normally distributed data.

Model		Unstandardized	Standard Error	Standardized	t	p
H ₀	(Intercept)	70,337	0.541		130,064	$< .001$
H ₁	(Intercept)	7,743	3,692		2,097	0.037
	FoMO	0.886	0.052	0.190	17,022	$< .001$

Based on the data obtained, the correlation value of 0.190 with a P value < 0.05 can be interpreted that there is an influence of Fear of Missing Out (FoMO) on consumer behavior in adolescent Shopee users in Jakarta. The results of the test state that there is a positive influence between fear of missing out and consumer behavior. The influence of the fear of missing out variable on consumer behavior in adolescent Shopee users in Jakarta is 59.6% and the rest is influenced by other variables not examined in this study.

Consumptive behavior caused by Fear of Missing Out (FoMO) is becoming increasingly common among individuals, especially in the context of purchasing less useful items (Aydin, 2020). FoMO encourages individuals to feel that they must buy a product or follow a certain trend so as not to miss out or miss the opportunity to be part of something bigger. When someone sees their friends or influencers posting about new items, unique experiences, or interesting lifestyles, they often feel pressured to do the same, even though the item or experience may not meet their real needs. As a result, consumption decisions are often driven by emotions and social pressure, rather than by needs or rational considerations (Rahmah, Fitriani, Nopitasari, & Sania, 2024).

This creates a close relationship between FOMO and irrational consumer behavior, where individuals tend to spend money on useless items, just to meet social expectations and maintain their self-image in the eyes of others (Santoso, Widyasari, & Soliha, Scientific Journal of Asian Business and Economics). In many cases, these purchases are impulsive and driven by the desire to immediately feel the happiness or recognition that others seem to have. This behavior can lead to waste, debt, and greater dissatisfaction, as individuals often feel disappointed after realizing that the purchased items do not bring the satisfaction they expected. Thus, FOMO not only affects how people shop, but also changes the way they view the value and meaning of consumption, making it a means to achieve social recognition rather than a tool to meet basic needs or improve quality of life.

The results of this study are in line with previous research conducted by Wirasukessa & Gede (2023) which showed that FoMO has a positive and significant influence on consumer behavior. The fear that individuals have when they are unable to follow the ongoing trend can be said to be a fear of missing out (FoMO) behavior. In line with research conducted by (Yaputri et al., (2022) found that there was a significant correlation between FoMO and consumer behavior, the results of the study showed that the FoMO phenomenon and consumer behavior have a positive relationship where the higher the level of FoMO, the higher the consumer behavior in the individual and vice versa.

In addition, this study is in line with research conducted by (Myrilla & Iriani Roesmala Dewi, 2022) which states that fear of missing out significantly affects conformity consumption behavior, which means that the higher the fear of missing out, the higher the conformity consumption behavior and vice versa. According to research conducted by (Celik et al., 2019), it shows that there is a significant influence of FoMO on impulsive buying and has a partial effect on post-purchase regret, and post-purchase regret is influenced by impulsive buying.

Fear of missing out is a psychological aspect which shows a sense of worry, with this worry making individuals avoid this feeling by making consumptive or excessive purchases (Wirasukessa & Gede, 2023). This causes consumers to try to continue making purchases so as not to miss the ongoing discounts. Research results (Siddik et al., 2020) show that FoMO creates a perception where individuals become worried about being out of date and will be looked down upon by others. This happens because the individual has not owned or bought a certain product, so psychologically FoMO encourages the individual to make a purchase even though it is not what they need. The results of the categorization in this study can be seen that the Fear of missing out (FoMO) in female students who buy discounted goods is in the very low category. Then when viewed from the Fear of missing out (FoMO) dimension, the most dominant number of subjects is in the low category. This is also supported by the results of the empirical and hypothetical averages, where the empirical mean is smaller than the hypothetical mean, this means that the subjects in this study have a very low Fear of missing out. In the dimensions of anxiety, need to belong, addiction, need for popularity where the results of the empirical mean score are smaller than the hypothetical mean, which means that the subjects in this study have anxiety, need to belong, need for popularity tend to be very low. It is concluded that the subjects in this study tend to have



very low fear of missing out (FoMO) when they make discounted purchases on the Shopee application.

According to research conducted by (Pergiwati, 2016) shows that consumer behavior if not controlled will have an impact on female students themselves, such as being wasteful, the emergence of unproductive traits, lying, excessive work patterns, to using instant methods such as recklessly diving into the nightlife. So that in the end this consumer behavior not only has an impact on the economy but also has an impact on the psychology and social of the individual. In addition, according to research conducted by (Faristiana, 2022), that consumer behavior carried out by students is due to maintaining their appearance so as not to be out of date or wanting to follow current fashion, and being tempted by discounts offered by the marketplace.

The results of the categorization in this study can be seen that the consumer behavior of female students who buy discounted goods is in the low category. Then when viewed from consumer behavior indicators of the most dominant number of subjects are in the low category. This is also supported by the results of the empirical and hypothetical averages, where the empirical mean is smaller than the hypothetical mean, this means that the subjects in this study have low consumer behavior. In the consumer behavior indicator where the results of the empirical mean score are smaller than the hypothetical mean, which means that the subjects in this study have low consumer behavior in each indicator. It is concluded that the subjects in this study tend to be low in consumer behavior when they make purchases of discounted goods on the Shopee application.

CONCLUSION

This study demonstrates that Fear of Missing Out (FoMO) has a significant impact on consumer behavior, particularly among adolescent Shopee users in Jakarta. The results suggest that FoMO can encourage impulsive buying, where individuals make purchases based not on necessity but on the fear of missing out on limited-time offers, discounts, or trending products. This behavior reflects a broader trend where psychological influences, such as social anxiety or the desire to belong to certain social groups, push consumers to engage in consumption that is not necessarily aligned with their actual needs.

The findings of this research align with previous studies indicating that FoMO increases impulsive and irrational consumer behavior. Adolescents, being more susceptible to social pressures and peer influence, are particularly vulnerable to FoMO, especially when it is fueled by online platforms like Shopee, which constantly promote flash sales and exclusive deals. The study revealed that as FoMO levels rise, so does the frequency of impulsive buying behaviors, leading to the purchase of items that may not provide long-term satisfaction or value.

Furthermore, this research highlights the role of e-commerce platforms, such as Shopee, in exacerbating FoMO. By providing a user-friendly interface, frequent promotions, and personalized offers, Shopee capitalizes on the fear of missing out, encouraging users to act quickly without rational consideration. The correlation between FoMO and consumer

behavior observed in this study underscores the need for greater awareness and education on responsible online shopping practices, particularly for young consumers.

In conclusion, FoMO is a powerful psychological factor that significantly influences consumer behavior in the digital age. It drives individuals to make impulsive, emotional purchases, which can result in wasteful spending. Understanding this dynamic is crucial for both consumers and businesses, as it can lead to better strategies for managing consumer behavior and promoting more responsible consumption in the age of e-commerce.

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