

The Dual Influence: How Flash Sales and Fear of Missing Out (FOMO) Create a Synergistic Effect on Online Impulse Buying in TikTok Shop (A Study of Generation Z in Indonesia)

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Abstract: The development of digital marketing strategies has driven changes in consumer behavior, particularly in the context of impulse buying on e-commerce platforms. The purpose of this study is to examine the influence of Flash Sales and Fear of Missing Out (FOMO) on impulse buying of fashion products on TikTok Shop among Generation Z in Jombang City. This study employs a quantitative approach with a sample of 100 respondents who are TikTok Shop users and have previously purchased fashion products online. Data analysis was conducted using multiple linear regression with the assistance of the SPSS application as the analytical tool. The results of the study indicate that Flash Sales have a positive and significant effect on Impulse Buying. In addition, FOMO also has a positive and significant effect on Impulse Buying. Thus, it can be concluded that these two variables are the main drivers of impulsive buying behavior among Generation Z in purchasing fashion products on TikTok Shop.

Key Words: Flash Sale; FOMO; Impulse Buying; TikTok Shop; Generasi Z

Introduction

The development of digital technology in the past decade has triggered a major change in people's consumption behavior. The shift towards a digital ecosystem is driven by the internet, mobile devices, and social media which makes the purchase of fashion products more accessible through online platforms. The fashion industry in Indonesia is a creative subsector with an important contribution to the national economy, contributing more than 18% of the value of the creative economy with a total of Rp220 trillion (Ministry of Trade of the Republic of Indonesia, 2024). The trend of the fashion industry is not only increasing in terms of volume, but also innovation, sustainability, and production ethics. In line with digitalization, e-commerce platforms provide ample opportunities for businesses to expand the market and reach young consumers who are responsive to changing trends.

The shift in digital consumption is getting stronger with the increasing use of social commerce. The Anchanto (2024) report shows that fashion accounts for 16.3% of total online transactions, while Periscope (2025) recorded an increase in transactions of up to 82% during major promotional periods. Generation Z is becoming the dominant user, strengthened by the findings of Populix (2022) that TikTok Shop is used by 46% of respondents, especially women aged 18–25 years. Flash sale strategies, limited-time discounts, and real-time notifications within the platform fuel the urgency of purchases, while the Fear of Missing Out (FoMO) phenomenon reinforces the tendency to buy impulsively through viral content and live streaming interactions.

The phenomenon of Flash Sale and Fear of Missing Out (FoMO) are important factors that affect the impulse buying behavior of digital consumers. Flash sales create a perception of scarcity, time pressure, and urgency that can encourage consumers to buy without careful planning. On the other hand, FoMO triggers anxiety not to miss trends or opportunities, as stated (Truong Hong-Ngoc., 2023) that FoMO is a strong trigger for the emergence of impulsive buying in the digital environment. On TikTok Shop, FoMO is strengthened by promo notifications, low stock, real-time number of buyers, viral content, and live interaction through live streaming that presents instant social proof. These digital stimuli further increase the tendency to impulse buying that is emotional and unplanned (Faliha Utama et al., 2024).

Previous studies have shown that flash sales have a significant effect on impulse purchases (Gumilang et al., 2024; Jodi, 2024), and individuals with high FoMO levels are more prone to spontaneous purchases (Widodo, 2024). However, studies that combine flash sales, FoMO, and impulse buying simultaneously in the context of TikTok Shop are still limited. The novelty of this research lies in the integration of digital promotion factors (flash sales) and psychological factors (FoMO) in influencing impulse buying in the context of TikTok Shop social commerce with a focus on Generation Z in Jombang Regency.

Method

This study uses a survey method to test the proposed theoretical model. The online snowball sampling technique was used in the selection of research samples, with the following respondent criteria: (1) aged 13-28 years old and domiciled in Jombang, (2) having purchased fashion products through TikTok Shop. The number of samples used in this study was 100 respondents. To measure the variables of Flash Sale, Fear of Missing Out (FoMO), and Impulse Buying, a survey instrument was developed based on the identification of relevant indicators from a comprehensive literature review, as presented in Table 1.

Table 1. Measurements

Variable	Items
Flash Sale (FS) (Ernestivita et.al, 2023)	<p>FS1. The amount of discounts or discounts given during the flash sale promo.</p> <p>FS2. The frequency of flash sale promos that are often carried out on TikTok Shop.</p> <p>FS3. The duration of the flash sale promo time that lasts for a certain period.</p> <p>FS4. Availability of the number of products during the flash sale promo.</p> <p>FS5. The level of attractiveness of flash sale promos in attracting consumer interest to buy.</p>
FOMO (Fear of Missing Out) (FM) (Putri et al., 2019)	<p>FM1. Fear that arises when feeling disconnected from others.</p> <p>FM2. Anxiety when you don't have more opportunities to interact with others.</p> <p>FM3. Anxiety when unable to blend in and follow the styles or trends of others.</p>

Impulse Buying (IB) (Fitryani et al, 2021)	IB1. Spontaneity in making purchases. IB2. Compulsions and intensity of the desire to act quickly in buying, IB3. A feeling of excitement or emotional stimulation that appears suddenly. IB4. Ignoring the consequences of buying because the temptation to buy is hard to resist.
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The primary research instrument was a structured online questionnaire, developed based on validated indicators from prior studies: impulse buying (Fitryani et al., 2021), flash sale (Ernestivita et al., 2023), and FOMO (Putri et al., 2019). Responses were measured using a five-point Likert scale. The questionnaire was distributed digitally via social media and Google Forms, leveraging snowball sampling where initial respondents helped disseminate the survey to other eligible individuals. Data analysis was performed using SPSS software. The analytical process commenced with descriptive statistics and tests for instrument validity and reliability (Cronbach's Alpha > 0.60). Subsequently, classical assumption tests—including normality (Kolmogorov-Smirnov), multicollinearity (VIF and tolerance), and heteroscedasticity (Glejser test)—were conducted. Finally, multiple linear regression analysis was applied to test the research hypotheses, examining both the simultaneous and partial effects of flash sale and FOMO on online impulse buying.

Results and Discussion

Hypothesis testing in this study was carried out using multiple linear regression analysis through SPSS software. This test aims to determine the direct influence of Flash Sale and FOMO variables on Impulse Buying. The significance value of the relationship between variables was determined based on the results of the *t-test* and the F-test. In the *t-test*, a regression coefficient is said to be significant if the t-value is calculated $> t$ -table (1.96) or the Sig. value < 0.05 , which indicates that the independent variable has a significant influence on the dependent variable partially (Sugiyono, 2019). Meanwhile, the *F* test is used to see if Flash Sale and FOMO simultaneously have a significant effect on Impulse Buying.

Tabel 2. *T*- test

Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	7.868	1.036		7.596	0.000
flash sale (X1)	0.241	0.036	0.508	6.738	0.000
fomo (X2)	0.371	0.078	0.359	4.759	0.000

a. Dependent Variable: impulsive buying (Y)

Based on table 2, the flash sale variable has a calculated t-value of 6.738 with a significance value of 0.000. Since t is larger than t table ($6,738 > 1,982$) and Sig. < 0.05 , it can be concluded that *flash sales* have a positive and significant effect on *impulsive* buying. The FOMO variable has a calculated t-value of 4.759 with a significance value of 0.000. Since t count is greater than t

table ($4.759 > 1.982$) and $\text{Sig.} < 0.05$, it can be concluded that *FOMO* has a positive and significant effect on *impulsive buying*.

Tabel 3. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.202	2	76.101	52.284	.000 ^b
	Residual	141.188	97	1.456		
	Total	293.390	99			

a. Dependent Variable: impulsive buying (Y)
b. Predictors: (Constant), fomo (X2), flash sale (X1)

Based on the results of the ANOVA test, an F value of 52.284 was obtained with a significance value of 0.000. With a total of 100 respondents, the degrees of freedom for the model are $df_1 = 2$ and $df_2 = 97$, so the F value of the table at the significance level of 0.05 is about 3.09. Since the F count is much larger than the F table ($52.284 > 3.09$) and the Sig. value < 0.05 , it can be concluded that the regression model is simultaneously significant. This means that *the flash sale* (X1) and *FOMO* (X2) variables together have a significant effect on impulsive buying (Y). Thus, the regression model is feasible to use and H3 is accepted.

Discussion

Flash sales are one of the effective promotional strategies in triggering impulsive buying behavior. The results of the study show that flash sales have a positive and significant effect on impulse buying. The coefficient value of 0.508 and the p-value of 0.000 confirm that the higher the intensity of flash sale promotions, the greater the tendency of consumers to make spontaneous purchases. These findings are in line with (Cahyaning Utami et al., 2024; Gumlilang et al., 2024; Jodi, 2024) which suggests that flash sales can encourage impulse purchases due to time constraints and massive price reductions that are emotionally appealing to customers. In many cases, consumers who initially do not intend to buy a product may often be persuaded to buy it through temporary promotions. Indicators such as "almost sold out" or "high number of buyers" often combined with flash sales, further confirm the idea that the product is in high demand. Thus, the results of statistics and previous literature both show that flash sales are the dominant factor in triggering online impulse buying on TikTok Shop.

Furthermore, this study also found that FOMO (Fear of Missing Out) has a positive and significant effect on impulse buying. This means that the higher the fear of being left behind, the more likely consumers are to make spontaneous purchases. According to a study (Asyida & Ahmadi, 2025), impulse buying is strongly influenced by FOMO or the fear of missing out. Individuals who experience high levels of FOMO are usually always up-to-date with the latest developments and trends. The greater the intensity of a person's FOMO (Fear of Missing Out), the greater the anxiety about trend developments and the stronger the urge to make a

purchase immediately without careful consideration. In line with the results of the study (Widodo, 2024), individuals with high levels of FOMO are more prone to spontaneous purchases in response to the fear of missing out on trends.

In addition to having separate effects, the phenomenon of flash sales and FOMO also reinforce each other. Simultaneous tests showed that Flash Sale and FOMO together had a significant effect on impulse buying ($F = 52,284$; $p = 0.000$). These two variables complement each other in creating impulsive impulses. Flash sales create urgency from external factors, while FOMO increases internal pressure to not fall behind the trend. The combination of the two forms a digital environment that is very conducive to impulse buying behavior, especially in Generation Z who actively use TikTok and have high sensitivity to trends (Fatika, 2024; Safitri & Sukmana, 2023). Thus, the findings of this study reinforce various previous studies and confirm that urgency-based promotion strategies and psychological factors of FOMO play an important role in increasing online impulse buying of fashion products on TikTok Shop.

Conclusion

This study concludes that Flash Sale and FOMO are the main factors that affect Impulse Buying in Generation Z consumers in purchasing fashion products on TikTok Shop. Flash Sale has been proven to have a positive and significant influence, which shows that limited-time promotions, large discounts, and urgency are able to increase the impulse to spontaneous purchases. FOMO also has a positive and significant effect, signaling that the fear of falling behind trends, exposure to viral content, and real-time social interaction encourages consumers to buy without planning.

Simultaneously, these two variables contribute significantly to the formation of impulse buying behavior. These findings confirm that social commerce-based marketing strategies that combine aggressive promotion and psychological triggers can effectively encourage consumptive behavior in the younger generation. Researchers are then advised to add variables such as live streaming persuasion, social proof, or trust to sellers to expand understanding of impulse buying behavior on digital platforms.

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