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THE EFFECT OF FEAR OF MISSING OUT (FoMo), HEDONIC SHOPPING, AND ONLINE SHOPPING ANXIETY ON PURCHASING DECISIONS

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Abstract: The purpose of this study was to determine 1) the extent to which Fear of Missing Out (FoMO) influences purchasing decisions at TiktokShop, 2) the extent to which Hedonic Shopping influences purchasing decisions at TiktokShop, and 3) the extent to which Online Shopping Anxiety influences purchasing decisions at TiktokShop. 4) the extent to which Fear of Missing Out (FoMO), Hedonic Shopping, Online Shopping Anxiety influence purchasing decisions at TiktokShop. In this study, the number of samples used as samples using Google Form was 180 people. A statement scale questionnaire was used to collect data in this study. The results of the T-test (partial) study showed that Fear of Missing Out was indicated by a significance value of 0.000 <0.05), Hedonic Shopping significance value of 0.002 <0.05, Online Shopping Anxiety significance value of 0.000 <0.005. This study shows that Fear of Missing Out (FoMO), Hedonic Shopping, Online Shopping Anxiety have a significant influence on the purchasing decisions of Narotama students at TikTok Shop, with an impact value of 64%.

Keywords: Fear of Missing Out (FoMO), Hedonic Shopping, Online Shopping Anxiety, Purchase decisions

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1. Introduction

The Covid 19 pandemic has passed, but there is one habit that is still left behind and is still carried out by the Indonesian people, namely online shopping. This is supported by several E-commerce that have emerged by offering many promotions that have made the Indonesian people switch to online shopping compared to offline shopping, for example, Tiktok Shop. Since 2020, e-commerce in Indonesia has continued to increase. In 2023, the increase in e-commerce in Indonesia will reach 21.56%. This is estimated to continue to increase to 34.84% in 2029. (Central Statistics Agency, 2023). Household and Fashion Products are the most popular commodities. Throughout Semester I 2023, Bank Indonesia recorded that the realization in 2023 reached 3.49 billion (Bank Indonesia, 2023)

TikTok is currently a popular social media not only among Indonesian people but also throughout the world. Various interesting features provided by the TikTok application make TikTok a social media that is widely used not only in Indonesia but throughout the world. It is certain that in 2023, there will be 99.1 million TikTok users in Indonesia, making Indonesia the second country in the world with the most TikTok users (source wearesocial.com). According to Adawiyah from Hellen Juliana (2023), the TikTok application has won an award as one of the entertainment applications on the Playstore. One of the features or services provided by TikTok is TikTok Shop.

The appeal of FoMO can increase the likelihood of making a purchase, and as a result individuals expect positive emotions to arise after individuals reduce anxiety associated with FoMO, and this can increase pleasure in purchasing (Mandel & Nowles, in Goode & Hyman, 2021). According to research conducted by Yaputri et al., (2022), the higher the level of FoMO

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felt by a person, the higher the consumer behavior carried out by the individual. FoMO is a form of emotion that affects everyday life, and we unconsciously feel it on various occasions. For example, when we scroll through the Tiktok application we see interesting items and when we see a yellow basket there is a discount, and the fear of missing out on discounted items is one form of FoMO. From this, researchers are interested in conducting research on the effect of fear of missing out on consumer behavior among female students who make discounted purchases on the Tiktok Shop application.

From the existence of the Tiktok application there are severalan interesting phenomenon, namely a new trend that causes fear of being left behind x information or trends. Przybylski et al., (2013) defines Fear of Missing Out (FoMO) as anxiety that occurs due to fear of being left behind when other people experience various things such as impressive experiences while an individual does not feel it which then arises the desire to always be connected or follow what happens on social media. The urge to always be connected to anyone, especially friends and other people in any way is a characteristic of this Fear of Missing Out (FoMO). The desire to feel, follow, and always be updated with various things on social media makes someone can be indicated as experiencing Fear of Missing Out. The factors that cause someone to experience Fear of Missing Out according to JWT Intelligence in Sianipar & Kaloeti, (2019) are the openness of information on social media.

Apart from Fear of Missing Out (FoMO) there is also a trendHedonic Shopping can influence the decision to purchase goods because consumers have certain motives that influence their actions. Some people shop because it is fun, and they believe that shopping is interesting. Consumer purchasing activities may reflect emotional values, such as elements of satisfaction and pleasure. There are many reasons why someone tends to make hedonic purchases, especially because their previous needs have not been met. After these needs are met, new needs arise, which are sometimes higher than previous needs. Hedonic shopping motives also occur when someone has a desire to shop that is easily influenced by the latest trends or promotions and discounts for a limited time. Therefore, individuals often make impulsive purchases because they are driven by satisfaction and pleasure when shopping and are motivated by the opportunity to receive facilities and special offers from products.

However, many people feel anxious when shopping online. Consumer anxiety when buying products online makes e-commerce parties have to develop strategies to minimize consumer anxiety when buying products through e-commerce. This method is intended to facilitate the implementation of various e-commerce functions. Consumers do not need to waste time learning e-commerce, thereby increasing their intention to buy products online (Istanti, 2017). This is inseparable from the advantages of e-commerce itself, such as saving time, energy, and significant costs in finding the desired product. The greater the benefits felt by consumers, the greater their desire to shop online (Khairunnisa et al., 2018). Based on the above phenomenon, researchers want to further examine the InfluenceFear of Missing Out (FoMO),Hedonic Shopping, AndOnline Shopping Anxiety on Purchasing Decisions.

2. Literature Review

FoMO (Fear of Missing Out)

Zhang (2020) defines FoMo as a feeling of discomfort that arises due to missing something that then makes someone feel left behind. Meanwhile, if viewed from a broad meaning, FoMO (Fear of Missing Out), is defined as "understanding a broad area where someone might experience someone's absence. Thus, FoMO can refer to the discomfort felt when seeing other people looking happier so that they feel greater satisfaction (Afdal et al., 2018). FoMO is often characterized by a desire to stay connected with what others are doing, especially through social networking sites (SNS) (Beyens et al., 2016). 2018) stated that FoMO is a widespread concern due to the fear of experiencing positive big stories and events that others cannot follow, it It is recommended to monitor social media so that similar incidents do not happen again.

Hedonic Shopping

Hedonic shopping behavior is consumer behavior that is influenced by various factors and indicates purchasing behavior for hedonic purposes. In addition, there are other factors that trigger purchasing behavior to fill free time, search for products, and fulfill fantasies (Utami, 2017:60). Gultekin & Ozer 2016 (Syafri & Besra, 2019) found that in consumer behavior, consumers are motivated to shop because they feel happy when they get the products they want. According to Pasariu's research in 2015 (Purnamasari et al., 2021)). Hedonic shopping motives are consumer shopping behavior driven by hedonic motives, influenced by factors such as imagination, economy, and developments in fashion trends. Various trends that continue to develop in society have the potential to influence the continuation of consumer purchases.

Online Shopping Anxiety

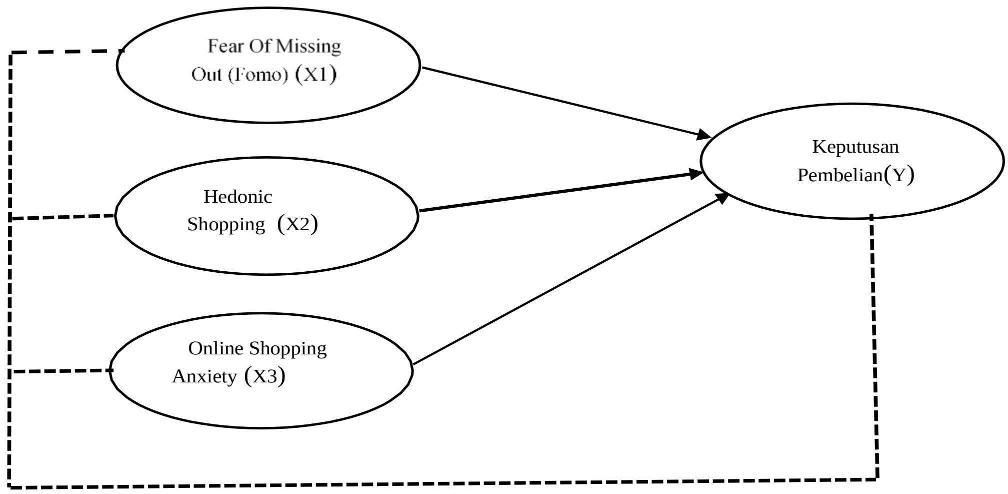
Research conducted by Silaban (2022) defines anxiety as a feeling of worry experienced by someone when experiencing things that they consider to be obstacles or facing difficult situations. Srinivasan (2015) in Dewi et al. (2020) explains that online shopping anxiety is part of the negative feelings experienced when shopping online. Meanwhile, Nagar (2016) explains that if consumers are afraid of not receiving products purchased online, it will cause anxiety. Furthermore, according to Celik (2016), online shopping anxiety refers to the extent to which consumers experience anxiety when shopping online. Consumers feel more anxious about online shopping transactions and it is possible that some consumers try to refrain from shopping online because they experience difficulties in logging in, shipping problems, payment procedures, and incomplete product information (Nagar & Gandotra, 2016; Vijayasarathy, 2004) . This is in line with Dewi et al. (2020) that anxiety refers to consumers' fear of the products they buy because some consumers do not understand the characteristics of e-commerce.

Buying decision

Astutik et al. (2022) define purchasing decisions as a choice between two or more alternatives. This means that before making a purchase, a person has several choices and must choose one of them. According to Kotler (2016), purchasing decisions are part of consumer behavior, and consumer behavior is defined as how individuals, groups, and organizations choose, buy, and use products, services, and ideas, concerning how experiences satisfy needs and wants.

Purchasing decisions are a stage in the decision-making process where consumers actually make purchases (Setyawati et al., 2021).

Framework of Thinking



Hypothesis

H1: There is an InfluenceFear Of Missing Out (FoMo) On Purchasing Decisions

H2 :There is InfluenceHedonic Shopping on Purchasing Decisions

H3 :There is InfluenceOnline Shopping Anxiety on Purchasing Decisions

H4 :There is InfluenceFear Of Missing Out (FoMo), Hedonic Shopping, Online Shopping Anxiety on Purchasing Decisions.

3. Method

The research approach used by the researcher is a quantitative approach. The purpose of quantitative research is to determine the relationship between variables in a population. There are two types of quantitative research designs, namely descriptive and experimental. Descriptive quantitative research only takes measurements once. Quantitative data is in the form of questionnaire data from respondents. According to Sugiyono (2014), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples. Sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing previously established hypotheses. Data collection in this study was through the distribution of questionnaires. Primary data was collected specifically by researchers to obtain answers to questionnaires distributed to selected respondents.

The population in this study were Narotama students who had shopped at Tiktok Shop. The determination of the number of samples in this study used the quota sampling technique which is a type of purposive sampling. Quota sampling is a technique for taking samples with an unknown population size with certain criteria until the desired quota is met according to the specified strata (Kriyantono, 2010). According to Hair et al (2017) in (Triandewo & Yustine, 2020). the determination of the minimum number of samples that should be used is 10 times the total number of latent variables arrows in the path model or 10 times the number of indicators. Based on these guidelines, it can be calculated: Minimum sample = 10 x 18 = 180 respondents. The minimum sample used was 180 respondents.

4. Conclusions

Table 1 Normality Test

Variables	Sig
FoMo	0.000
Hedonic Shopping	0.000
Online Shopping Anxiety	0.000
Purchase Decision	0.079

The results of the normality test show that the asymp. Sig. (2-tailed) or probability value is 0.079. This shows that the significance value produced is greater than 0.05 (0.079 > 0.05) as required. So it can be concluded that the data in this study are normally distributed.

Table 2 Multilinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
	Hedonic Shopping	,433	2,309
1	Online Shopping Anxiety	,553	1,808
	FoMo	,695	1,439

a. Dependent Variable: Purchase Decision

The results of the analysis test showed that there were no symptoms of multicollinearity between Fear of Missing Out, as indicated by a tolerance value of 0.433.Hedonic Shoppingindicated by a tolerance value of 0.553, and Online Shopping Anxiety of 0.695 > 0.100 and Fear of Missing Out has a VIF value of 2.309 < 10.00,Hedonic ShoppingHas a VIF value of 1.808 < 10.00and Online Shopping Anxiety Has a VIF value of 1.439 < 10.00.

Table 3 Linearity Test

			F	Sig
		(combined)	17.399	0.000
Decision Making	Between Groups	Linearity	144.397	0.000
		Deviation From Lineartiy		0.152

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Based on the results of the linearity test, the Sig. Deviation from linearity value is 0.152 > 0.05. This means that the significance value is more than 0.05, so it can be concluded that there is a linear relationship between the FoMo variables,Hedonic Shopping, AndOnline Shopping Anxiety.

Table 4 Results of the Determination Coefficient Test (R2)

Model Summaryb

R	R Square	Adjusted R Square
,804a	,646	,640

a. Predictors: (Constant), FoMo, Online Shopping Anxiety, Hedonic Shopping

b. Dependent Variable: Purchase Decision

Based on the results of the determination coefficient test adjusted to the value (r square) for the FoMo variable,Hedonic Shopping, AndOnline Shopping Anxiety.produces a value of 0.646. This shows that these two independent variables contribute 64% of the variance in the dependent variable. While the remaining 36% is influenced by other variables outside the model or those not examined in this study.

.Table 5 F Test Results (Simultaneous)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1132,120	3	377,373	106,447	,000b
	Residual	620,405	175	3,545		
	Total	1752,525	178			

The F-test table shows a significance level of 0.000 <0.05. It can be interpreted that the significance value is less than 0.05. Therefore, it is known that the independent variable has a significant effect on the dependent variable simultaneously. So it can be concluded that female students who have shopped at Tiktok Shop have purchasing decisions because they are influenced by FoMo,Hedonic Shopping, AndOnline Shopping Anxiety.

Table 6 Partial Test Results

Model		t	Sig.
1	(Constant)	3,715	,000
	Hedonic Shopping	3,215	,002
	Online Shopping Anxiety	6,098	,000
	FoMo	5,738	,000

In the T-test table, the significance value of the FoMO variable is 0.000 <0.05. It can be interpreted that the significance value is less than 0.05, which indicates that the FoMO variable has a significant effect on the TikTok shop shopping satisfaction variable. Meanwhile, the Hedonic Shopping variable produces a significant value of 0.002 <0.05. This means that the significance value is less than 0.05, so the Hedonic Shopping variable has a significant effect on the TikTok Shop shopping satisfaction variable. Finally, the online shopping anxiety variable produces a significant value of 0.000 <0.05. This means that the significance value is less than 0.05, so the online shopping anxiety variable has a significant effect on the TikTok shop shopping satisfaction variable. It can be concluded that each variable influences individual purchasing decisions. The results of the T-test (partial) conducted on the Fear of Loss (FOMO) data hypothesis testing resulted in impulsive purchases with a significant value (p 0.000). Based on these data, Narotama students are more likely to make impulsive purchases at TikTok Shop. Anxiety caused by the fear that one will be left behind by trends and lose the benefits of the experiences of their predecessors has been shown to cause people to become FoMO and prone to making unplanned purchases.

The results of this study are in line with the research of Wirasukessa & Gede (2023) which shows that FoMO has a positive and significant influence on Purchasing Decisions. The fear felt when not following the ongoing trend can be described as Fear of Missing Out (FoMO). In line with research conducted by Yabutri et al. (2022) which found a significant relationship between the FoMO phenomenon and Purchasing Decisions, the results of the study show that there is a positive relationship between the FoMO phenomenon and consumption behavior, and a higher level. indicates a more positive relationship. In addition, this study is in line with research conducted by (Myrilla & Iriani Roesmala Dewi, 2022) which states that Fear of Missing Out has a significant effect on adjusting Purchasing Decisions. This means that the greater the fear of missing out, the greater the suitability of the Purchasing Decision.

According to research conducted by (Siti Mujianah et al., 2024), Hedonic Shopping has a significant influence on Purchasing Decisions.Feeling pleasure and judging that shopping has its own appeal. Sometimes, shopping activities taken by consumers reflect emotional values such as satisfaction and pleasure factors.. As a result, consumers will continue to make purchases to satisfy their sense of joy for successfully purchasing and using items that are currently viral. Research (Cindy,et al., 2022) showed that Online Shopping Anxiety has a significant influence on purchasing decisions. People who suffer from anxiety automatically understand information and act impulsively. This impulsive motive is caused by the emotional drive of individuals who buy certain products not because of need, but to try to prevent bad things from happening and try to control the situation according to their expectations. Ideally, everyone shops according to their needs, but in reality many people shop not based on needs, but on desires that can arise suddenly without planning (Anita, 2022).

Conclusion

Based on the findings and discussion regarding the influence of Fear of Missing Out (FoMO),Hedonic Shopping, AndOnline Shopping Anxietyregarding the purchasing decisions of Narotama Students at TikTok Shop, the following conclusions can be drawn.

1. There is a significant influence of Fear of Missing Out (FoMO) on purchasing decisions on TikTok shop among Narotama students.
2. There is a significant influenceHedonic Shopping on purchasing decisions on TikTok shop among Narotama students.

3. There is a significant influenceOnline Shopping Anxietyon purchasing decisions on TikTok shop among Narotama students.
4. There is InfluenceFear Of Missing Out (FoMo), Hedonic Shopping, Online Shopping Anxiety on Purchasing Decisions.

Therefore, this research is expected to develop by adding broader topics and using more samples so that it can be used by researchers for further research. More representative and extensive data. The results of the study are presented conceptually, not concisely, narratively, and in bullet points. Need to state the impact of the study.

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