

The Role of Fear of Missing Out in Mediating the Effect of Social Media Addiction on Impulse Buying in Fashion Products

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Abstract: The development of digital technology and the massive penetration of social media have transformed consumption patterns, particularly among younger generations. Excessive use of social media may lead to addictive behavior, which has the potential to trigger psychological anxiety such as fear of missing out, and ultimately encourage impulse buying behavior. Denpasar City, as a center of urbanization and consumption in Bali, serves as an appropriate location to examine this phenomenon, as its community tends to be consumptive and highly active in social media use. The purpose of this study is to explain the role of fear of missing out in mediating the effect of social media addiction on impulse buying. This study employs Uses and Gratifications (U&G) theory as the theoretical foundation, with a sample of 130 respondents selected using purposive sampling. Data collection was conducted through a questionnaire method. The study applied descriptive and inferential techniques, including Path Analysis, Classical Assumption Test, and Sobel Test. The findings reveal that fear of missing out mediates the effect of social media addiction on impulse buying. This study strengthens the understanding that social media not only influences social interaction but also shapes impulsive consumption behavior as a result of psychological pressure and exposure to digital content.

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1. INTRODUCTION

The development of information and communication technology has brought significant changes in various aspects of life. Technology can influence both consumer and producer behavior, thereby transforming business styles, transaction methods, shopping patterns, and promotional approaches. One of the most significant changes is the shift in consumer preferences from offline to online shopping. This transformation is not only driven by technological innovation but also by social, economic, and cultural factors that encourage consumers to feel more comfortable using digital platforms to meet their needs.



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According to Kotler and Keller (2016:157), consumer behavior is the study of how individuals, groups, or organizations select, purchase, and use goods, services, ideas, or experiences to satisfy their needs and wants. Furthermore, research by Laudon and Traver (2020) indicates that factors such as digital promotion, customer reviews, and the convenience of electronic payment systems are key drivers of this shift. The presence of technologies such as mobile applications, social media, and digital payment systems has provided consumers with a more personalized and efficient shopping experience.

The implementation of social restrictions during the Covid-19 pandemic in 2020–2023 accelerated the shift in consumer behavior from conventional (offline) shopping to online platforms. When social restrictions were enforced and face-to-face interactions were limited, digitalization became the primary solution to sustain economic activities and fulfill society's needs. Hossain et al. (2020) point out that many consumers who were previously accustomed to shopping in physical stores switched to online shopping for both essential and non-essential products. Consumers also indicated that digital payment systems, such as e-wallets and QR code payments, became the preferred choice due to their practicality and safety during the pandemic.

Sundar et al. (2020) further add that social media played a major role in supporting mental health during the pandemic. Applications such as Facebook, Instagram, TikTok, and Twitter provided space for individuals to stay connected, share experiences, and discuss feelings to reduce loneliness and anxiety caused by social restrictions. Figure 1 presents the ranking of social media users worldwide in 2024.

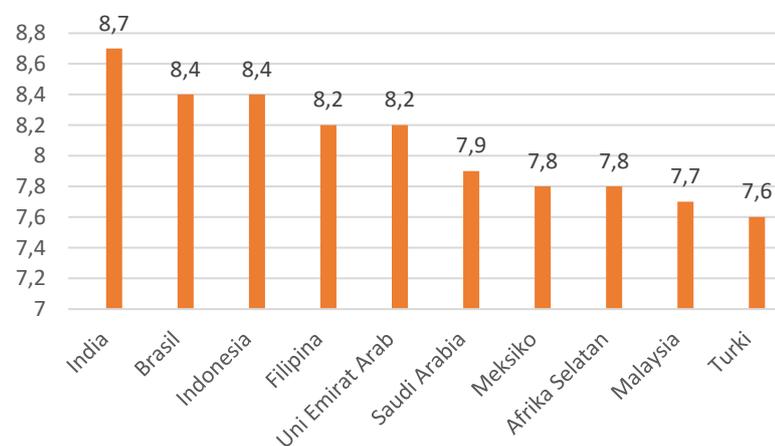


Figure 1. Ranking of Social Media Users Worldwide 2024.

Source: GoodStats (2024).

The figure shows the ranking of countries with the largest number of social media users worldwide in 2024, where Indonesia ranks third. The high use of social media in Indonesia is driven by factors such as its large population and widespread internet access. The increasing availability of the internet facilitates access to social media platforms such as WhatsApp, Facebook, Instagram, TikTok, and Twitter. In addition to serving as a means of interaction, social media is also widely utilized for e-commerce, branding, and supporting the growth of the creative industry. Figure 2 illustrates the number of social media users in Indonesia in 2024

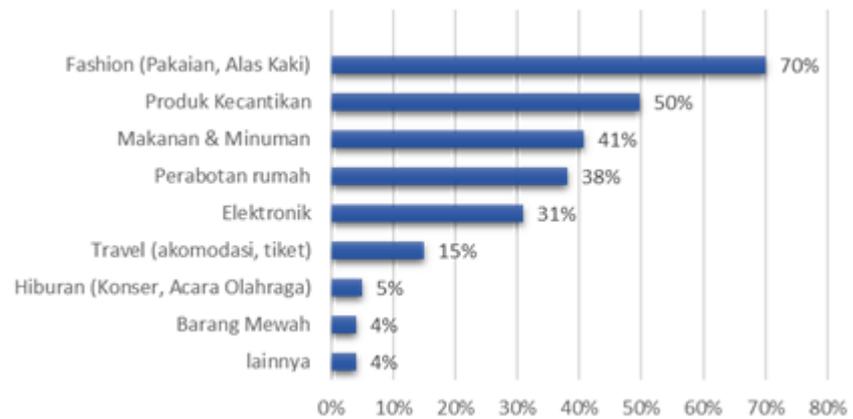


Figure 2. Online Shopping Preferences of Indonesian Consumers 2023.

Source: GoodStats (2023).

The figure shows that the most preferred category is fashion (70%), followed by beauty products (50%) and food & beverages (41%). Household furniture and electronics also rank relatively high, at 38% and 31% respectively. Meanwhile, spending on travel, entertainment, and luxury goods remains relatively low, under 15%. This phenomenon indicates that Indonesian consumers prefer purchasing fashion items online, as fashion is a basic necessity that continues to evolve with trends, lifestyle, and personal needs to appear attractive in various contexts. Figure 3 presents the reasons why Indonesian consumers use social media.

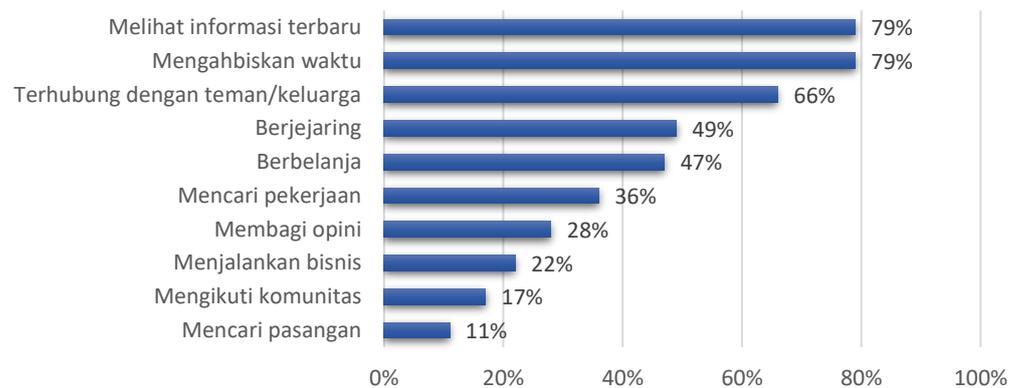


Figure 3. Reasons for Using Social Media 2022.

Source: GoodStats (2022).

The main reasons for accessing social media include spending leisure time and keeping up with the latest information (79% of respondents). In addition, 66% of respondents reported that they need social media to stay connected with friends. Other reasons include networking (49%), shopping (47%), and job searching (36%). Furthermore, 28% of respondents viewed social media as a space to share opinions, while 22% considered it a platform for business activities. Additionally, 17% of respondents saw social media as a place to join communities, and 11% used it to find partners.

A survey conducted by idnTimes.com (2023) revealed that Generation Z (Gen Z) spends more time on social media compared to other generations. As a mobile-first generation, Gen Z leads in terms of average weekly hours spent on social media. Gen Z dedicates significantly more time to social media usage than other generations. Figure 4 presents the daily social media screen time of Gen Z in Indonesia in 2022.

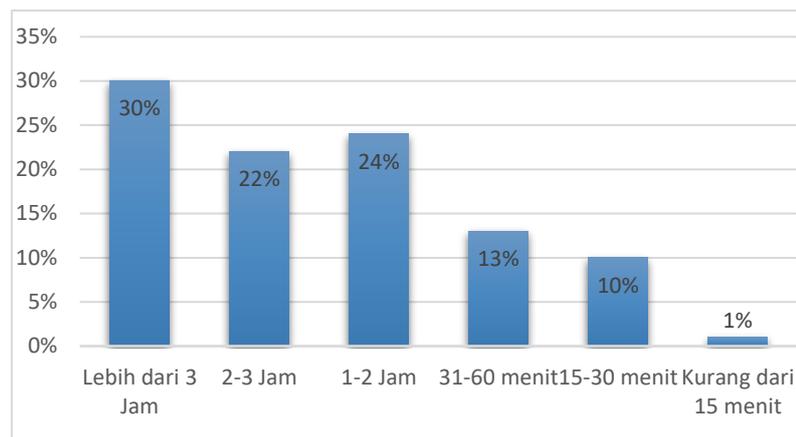


Figure 1. Social Media Screen Time of Gen Z in Indonesia 2023.

Source: GoodStats (2022).

The data show that the majority (more than 50%) of Gen Z in Indonesia spend more than three hours per day on social media, with 30% spending 2–3 hours daily. This indicates that social media has become an essential part of Gen Z's daily life, whether for communication, information, entertainment, or other needs. Figure 5 presents social media usage among Gen Z in Indonesia in 2024.

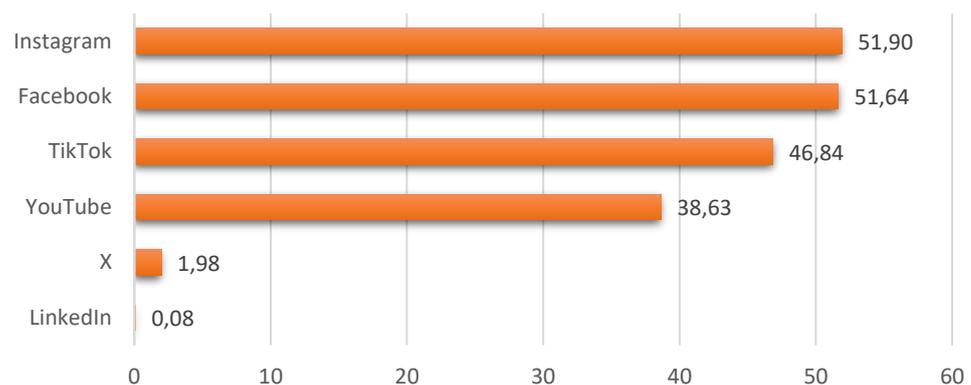


Figure 2. Social Media Usage of Gen Z in Indonesia 2024.

Source: DataBox (2024)

The figure shows the social media platforms most frequently accessed by Gen Z in Indonesia as of January 2024. According to the data, Instagram is the most widely used platform, followed by Facebook, TikTok, and YouTube. Although Facebook is generally more popular among earlier generations, it still retains a significant number of Gen Z users due to features such as groups, marketplace, and social interaction that remain relevant.

Social media platforms such as Instagram, Facebook, and TikTok are not only used for sharing videos but also as business platforms. Many successful influencers have emerged through creative videos on these platforms, fostering emotional connections with consumers. As a business medium, social media provides new opportunities for entrepreneurship and job creation, strengthening the emotional bond with consumers. According to Yuniarti et al. (2021), when consumers form an emotional attachment, they are more likely to engage in unplanned purchases, known as Impulse Buying.

Various local studies confirm that social media functions not only as a communication channel but also as a strong trigger for unplanned purchasing behavior. Research conducted at KKV Trans Studio Mall Bali demonstrates that hedonic value and positive emotions reinforced by social media promotions significantly influence Impulse Buying (Suryani, 2023). Another study at Matahari Duta Plaza Denpasar shows that Instagram-based discount campaigns increase spontaneous buying among young consumers (Putra & Dewi, 2022). These findings align with the national trend, where 44% of Gen Z and 45% of millennials are driven to shop due to online discount offers (Wartakini, 2024).

With Bali's Consumer Confidence Index consistently above 130 (Bank Indonesia, 2024), purchasing power remains relatively stable. The combination of stable purchasing power, high social media usage, and aggressive digital promotions creates ideal conditions for impulsive purchasing among Gen Z in Denpasar. Exposure to flash sales, shopping hauls, and influencer marketing encourages spontaneous purchasing decisions without deep rational consideration.

According to Rook (1987:189), Impulse Buying refers to purchases made spontaneously, without prior planning, and often driven by strong emotional impulses. Such actions are usually followed by immediate satisfaction after purchase, as consumers tend not to consider the rational consequences of their decisions. Impulse Buying occurs when someone approaches a store or browses online catalogs or offers without any prior purchasing intention (Pratiwi et al., 2024). Deborah et al. (2022) and Supriyadi & Fadli (2020) note that impulsive behavior is influenced by various psychological and situational factors, making it important to review how social media contributes to such behavior. High levels of social media use can significantly affect impulsive purchasing behavior.

Social media addiction refers to a behavioral pattern where individuals excessively use social media due to strong motivational drives, resulting in substantial time consumption that interferes with daily activities (Ames et al., 2006). Key aspects of social media addiction include mood modification, conflict, salience, relapse, tolerance, and withdrawal symptoms (Andreassen, 2015). According to Griffiths (2017) and Kuss et al. (2013), such addiction reflects a situation in which social media users lose full control over their lives due to excessive usage. Consumers addicted to social media may neglect daily responsibilities, such as work, personal relationships, or essential activities.

Referring to previous research conducted by Saibaba (2022), social media addiction has a positive and significant effect on impulse buying. It is known that the ease with which consumers access product information increases the likelihood of Impulse Buying. This finding can be leveraged by online sellers on social media to provide simpler product information and facilitate easy purchasing methods. In line with Saibaba (2022), Chen et al. (2022) and Deborah et al. (2022) also found that high social media usage increases adolescents' desire to own unnecessary items, thereby triggering excessive impulsive behavior.

In contrast, Hajati et al. (2024) found that social media does not have a significant effect on Impulse Buying. These differences in previous findings indicate that certain variables may influence the relationship between social media addiction and impulse buying. This opens up opportunities for

further research by introducing mediating variables that may affect the relationship between social media addiction and impulse buying. Studies specifically examining the effect of social media addiction on impulse buying remain limited, as most focus on internet addiction more broadly. Therefore, further research is needed to specifically investigate the relationship between social media addiction and impulse buying to achieve a more comprehensive understanding.

Jamal (2023) found that fear of missing out is a factor influencing impulse buying behavior. Fear of missing out, introduced by Przybylski et al. (2013), is a psychological phenomenon in which individuals suffer from anxiety symptoms related to being preoccupied with current events. This concept has been applied in marketing strategies to stimulate compulsive purchasing behavior by exerting pressure on consumers' decision-making processes (Santoso, 2021).

According to Azizah and Baharudin (2021), social media addiction has a positive and significant effect on fear of missing out. Astuti and Pratiwi (2024) found that fear of missing out has a positive and significant effect on impulsive buying. Similarly, Dewanata and Sidanti (2024) also confirmed that fear of missing out positively and significantly affects impulse buying. Fear of missing out serves as an important mediator in this relationship, as social media users often feel anxious about missing important moments, particularly those related to limited-time promotions or influencer lifestyles. This creates urgency to purchase, especially among Gen Z and millennials. Based on the previous studies described above, this research aims to examine the role of fear of missing out in mediating the relationship between social media addiction and impulse buying.

2. METHOD

This study employs a quantitative approach with an associative-causal design aimed at examining the cause-and-effect relationship between the variables of social media addiction, fear of missing out (FoMO), and impulse buying. The research location was selected in Denpasar City due to its high consumption characteristics, making it relevant for studying consumer behavior. The population in this study consists of Denpasar residents who actively use social media on a daily basis, while the sample was determined using purposive sampling with the following criteria: Generation Z aged 18–28 years, with a minimum education level of senior high school or equivalent, domiciled in Denpasar City, and having prior experience with impulse buying through social media (Sugiyono, 2022).

The research variables consist of social media addiction (X) as the independent variable, fear of missing out (M) as the mediating variable, and impulse buying (Y) as the dependent variable. The operational definitions refer to indicators validated in previous studies, such as Griffiths (2005) for social media addiction, Przybylski et al. (2013) for FoMO, and Rook and Fisher (1995) for impulse buying. The research instrument was a questionnaire using a Likert scale of 1–5, distributed both online and offline. The validity test using Pearson Product Moment indicated that all items were valid, while the reliability test using Cronbach's Alpha resulted in values above 0.70, indicating that the instrument was consistent and suitable for data collection (Ghozali, 2021).

Data analysis was conducted through path analysis using SPSS 25 to examine both the direct and indirect effects among variables. Classical assumption tests were carried out to ensure that the regression model met the requirements, including tests for normality, multicollinearity, and heteroscedasticity. Furthermore, t-test, F-test, coefficient of determination (R^2), and Sobel test were conducted to assess the mediating effect of FoMO. Through this method, it is expected to obtain an empirical overview of the effect of social media addiction on impulse buying, both directly and through the mediating role of FoMO (Utama, 2016)).

3. RESULTS AND DISCUSSION

Classical Assumption Test Results

Normality Test

The normality test aims to determine whether the residuals of the regression model are normally distributed or not. One method that can be used is the Kolmogorov-Smirnov test. If the Asymp. Sig. (2-tailed) value is greater than 0.05, then the residuals are considered normally distributed. The results of the normality test in this study are presented in the following section.

Table 1. Normality Test Results.

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructural 1	0.200
Substructural 2	0.200

Source: Processed primary data, 2025.

Table 1 shows that the Asymp. Sig. (2-tailed) value of the Kolmogorov-Smirnov test for both substructural model 1 and substructural model 2 is 0.200. Since all values are greater than the significance level of 0.05, it can be concluded that the residual data of both models are normally distributed.

Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a correlation among the independent variables in the regression model. Indications of multicollinearity can be observed through the tolerance and Variance Inflation Factor (VIF) values. If the tolerance value exceeds 0.10 or the VIF is below 10, the model is considered free from multicollinearity symptoms. The results of the multicollinearity test in this study are presented in Table 2.

Table 2. Multicollinearity Test Results Structural Model 1.

Variables	Tolerance	VIF
Social media addiction	1,000	1,000

Source: Processed primary data, 2025.

Table 2 shows that the VIF and tolerance values for the variable social media addiction in the regression model of structural model 1 are 1.000 each. The VIF value is below the threshold of 10 ($1.000 < 10$), and the tolerance value is higher than 0.10 ($1.000 > 0.10$). Thus, it can be concluded that the regression model does not contain multicollinearity symptoms.

Table 3. Multicollinearity Test Results Structural Model 2.

Variables	Tolerance	VIF
Social media addiction	0.314	3,183
Fear of missing out	0.314	3,183

Source: Processed primary data, 2025

Table 3 indicates that the VIF and tolerance values for the variables social media addiction and fear of missing out in the regression model of structural model 2 are 3.183 for VIF and 0.314 for tolerance, respectively. The VIF values are below the threshold of 10 ($3.183 < 10$), and the tolerance values are higher than 0.10 ($0.314 > 0.10$). Based on these results, it can be concluded that there are no multicollinearity symptoms in the regression model of structural model 2.

Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether there are differences in the variance of residuals across observations in the regression model. This test employed the Glejser method. If the significance value is greater than 0.05, the regression model is considered free from heteroscedasticity problems.

Table 4. Heteroscedasticity Test Results.

Equality	Model	Sig.
Substructural 1	Social media addiction	0.375
Substructural 2	Social media addiction	0.482
	Fear of missing out	0.562

Source: Processed primary data, 2025.

Table 4 shows that each regression model has significance values of 0.375, 0.482, and 0.562. All of these values exceed the significance threshold of 0.05, indicating that there is no significant effect of the independent variables on the absolute residual values. Thus, it can be concluded that the regression model in this study does not experience heteroscedasticity symptoms.

Model Fit Test

The model fit test was conducted using the coefficient of determination (R^2). The coefficient of determination aims to measure the extent to which the model is able to explain the variance of the dependent variable. The results of the coefficient of determination for substructural model 1 and substructural model 2 in this study are presented in Table 5 below.

Table 5. Coefficient of Determination Results.

Substructural 1	Substructural 2
0.686	0.837

Source: Processed primary data, 2025.

Based on Table 5, the R^2 value in substructural model 1 is 0.686, indicating that social media addiction explains 68.6 percent of the variance in fear of missing out. In substructural model 2, the R^2 value is 0.837, meaning that the combination of social media addiction and fear of missing out together explains 83.7 percent of the variance in impulse buying, while the remaining 16.3 percent is influenced by other variables outside the model. To observe the total contribution between direct and indirect paths, the total coefficient of determination was calculated using the following formula:

$$\begin{aligned}
 R_m^2 &= 1 - e_2^2 \times e_3^2 \\
 &= 1 - (0,560)^2 (0,404)^2 \\
 &= 1 - 0,314 \times 0,163 \\
 &= 1 - 0,0512 \\
 &= 0,949
 \end{aligned}$$

The total determination value of 0.949 indicates that 94.9 percent of the variation in variable Y is influenced by the variations of variables X and Z. Meanwhile, the remaining 5.1 percent is explained by other variables not included in this research model.

Sobel test

The Sobel test calculation was conducted using a specific formula and completed with the assistance of Microsoft Excel. If the calculated z-value exceeds 1.96 at the 95 percent confidence level, the mediating variable is considered to play a significant role in bridging the relationship between the independent and dependent variables. The standard error of the indirect effect (Sab) can be calculated using the following formula:

$$\begin{aligned} Sab &= \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2} \\ Sab &= \sqrt{(0,528^2 \cdot 0,026^2) + (0,439^2 \cdot 0,084^2) + (0,026^2 \cdot 0,084^2)} \\ Sab &= \sqrt{0,000188 + 0,001632 + 0,000005} \\ &= \sqrt{0,001555} \\ Sab &= 0,0394 \end{aligned}$$

To test the significance of the indirect effect, the Z value of the ab coefficient is calculated using the following formula:

$$\begin{aligned} Z &= \frac{ab}{Sab} \\ Z &= \frac{0,439 \times 0,528}{0,0394} = \frac{0,2319}{0,0394} = 5,557 \end{aligned}$$

Based on the Sobel test results, the calculated Z value is 5.557, which is greater than the Z-table value of (+/-) 1.96, with a significance level of $0.000 < 0.05$. These results indicate that the mediating variable, namely fear of missing out, positively and significantly mediates the effect of social media addiction on impulse buying. Thus, it can be concluded that fear of missing out acts as a mediator that strengthens the relationship between social media addiction and impulse buying.

Hypothesis Testing

The t-test was used to measure the extent to which each independent variable partially affects the dependent variable. The results of the t-test are presented in Table 6.

Table 6. Hypothesis Testing.

Influence Variables	Standardized Coefficient	Sig.
X → Y	0.553	0,000
X → M	0.828	0,000
M → Y	0.403	0,000

Source: Processed primary data, 2025.

Based on the SPSS output in Table 6, hypothesis testing was carried out using the following criteria.

- a. If the significance value is greater than 0.05 (sig. > 0.05), then H0 is accepted and H1 is rejected.
- b. If the significance value is less than 0.05 (sig. < 0.05), then H0 is rejected and H1 is accepted.
 - 1) The effect of social media addiction on impulse buying
 - H0: Social media addiction does not have a positive and significant effect on impulse buying
 - H1: Social media addiction has a positive and significant effect on impulse buying

Based on the SPSS results, the significance value of the t-test is 0.000, which is smaller than the significance level of 0.05. In addition, the beta value in the standardized coefficients is 0.553, indicating a positive relationship. These results show that H0 is rejected and H1 is accepted, thus it can be concluded that social media addiction has a positive and significant effect on impulse buying.
 - 2) The effect of social media addiction on fear of missing out
 - H0: Social media addiction does not have a positive and significant effect on fear of missing out
 - H2: Social media addiction has a positive and significant effect on fear of missing out

Based on the SPSS results, the significance value of the t-test is 0.000, which is smaller than the significance level of 0.05. The beta value in the standardized coefficients is 0.828, indicating a positive relationship. This finding suggests that H0 is rejected and H2 is accepted, thus it can be concluded that social media addiction has a positive and significant effect on fear of missing out.

3) The effect of fear of missing out on impulse buying

H0: Fear of missing out does not have a positive and significant effect on impulse buying

H3: Fear of missing out has a positive and significant effect on impulse buying

Based on the SPSS results, the significance value of the t-test is 0.000, which is smaller than the significance level of 0.05. The beta value in the standardized coefficients is 0.403, indicating a positive relationship. These results suggest that H0 is rejected and H3 is accepted, thus it can be concluded that fear of missing out has a positive and significant effect on impulse buying.

Discussion and Results

The Effect of Social Media Addiction on Impulse buying

The hypothesis testing in this study shows that social media addiction has a positive and significant effect on impulse buying. This finding confirms that the higher the level of an individual's dependence on social media, the greater the tendency of that individual to engage in impulsive buying. Individuals experiencing social media addiction tend to spend a long time accessing social media, have a strong urge to stay connected, and are less able to control their exposure to various digital promotional content, whether from advertisements, influencers, or product reviews.

This dependence on social media makes users more emotionally triggered when they encounter attractive offers, limited-time promotions, or viral product trends, thereby driving unplanned purchases. In the context of the Uses and Gratifications (U&G) theory, social media addiction is understood as the result of individuals' efforts to fulfill their needs for entertainment, information, self-existence, or social connection through social media. However, when such gratification is sought excessively, individuals become more vulnerable to emotional influence and social pressure, which ultimately drives them to engage in impulsive purchases as a form of psychological release or compensation.

This finding is in line with previous studies conducted by Saibaba (2022), which found that social media addiction has a positive and significant effect on impulse buying. Similar research by Chen et al. (2022) and Deborah et al. (2022) also stated that high social media usage intensity encourages consumers, especially young generations, to engage more frequently in purchases without rational consideration. Continuous exposure to persuasive and instant content triggers an increase in emotional impulses, which are characteristic of impulse buying behavior.

Thus, it can be concluded that social media addiction is one of the important factors that can drive consumerist behavior, particularly impulse buying, because social media functions not only as a communication tool but also as a highly effective promotional channel in shaping spontaneous purchasing decisions.

The Effect of Social Media Addiction on Fear of Missing out

The hypothesis testing in this study shows that social media addiction has a positive and significant effect on fear of missing out. This means that the higher the level of an individual's addiction to social media, the greater the tendency to experience fear of missing out.

Individuals addicted to social media tend to have a strong urge to remain connected to others' online activities, which triggers fear of missing out on information, trends, or social experiences. In the context of the Uses and Gratifications (U&G) theory, social media addiction occurs when individuals actively use social media to fulfill their needs for social interaction, information, or self-existence. When those needs are not fully satisfied, a psychological condition in the form of fear of missing out emerges as a consequence of unfulfilled gratification-seeking.

This result is consistent with studies conducted by Islami (2022), Pratiwi and Fazriani (2023), and Purwanto (2024), which state that social media addiction significantly increases individuals' anxiety and worry due to falling behind on what happens on social media.

The Effect of Fear of Missing Out on Impulse buying

The hypothesis testing in this study shows that fear of missing out has a positive and significant effect on impulse buying. This means that the higher the level of fear of missing out experienced by individuals, the greater their tendency to make impulsive purchases. Fear of missing out creates psychological pressure on individuals due to the fear of losing social experiences, information, or trending products. When individuals feel anxious about being left behind by what is happening in their social environment, they are driven to buy something immediately without mature rational consideration.

In the context of Indonesian Gen Z, who are active social media users, they are highly vulnerable to fear of missing out, especially when exposed to limited-time promotions, fashion trends, or lifestyle displays by influencers. From the perspective of the Uses and Gratifications (U&G) theory, fear of missing out emerges as a psychological consequence of unmet social and informational gratification. When individuals do not obtain validation or real-time information from social media, emotional impulses arise that trigger spontaneous consumption as a form of compensation or psychological fulfillment. This situation strengthens emotional urges and drives individuals to make unplanned purchases to avoid feeling left behind.

This result is consistent with previous studies conducted by Shofaranti et al. (2024), Dewanta & Sidanti (2023), Irza (2024), and Kurniawan (2021), which state that fear of missing out has a positive and significant effect on impulse buying. These studies emphasize that when individuals feel anxious about missing out on trends or social experiences, they are driven to make spontaneous purchases to gain emotional satisfaction and social recognition.

The Role of Fear of Missing Out in Mediating the Effect of Social Media Addiction on Impulse buying

The hypothesis testing in this study shows that fear of missing out positively and significantly mediates the relationship between social media addiction and impulse buying. This result indicates that excessive social media use (social media addiction) not only directly affects impulsive behavior but also

indirectly through the increased level of fear of missing out experienced by individuals. In other words, the higher the level of social media addiction, the greater the potential for individuals to experience fear of missing out, which in turn drives impulse buying.

In this context, social media presents a highly dynamic environment filled with rapidly changing trends, limited promotions, and lifestyle content from influencers that make users feel left behind if they do not immediately respond. Within the framework of the Uses and Gratifications (U&G) theory, this condition reflects how the pursuit of social and informational gratification through social media can create dependency. When such needs are not optimally met, individuals experience psychological pressure in the form of fear of missing out. Fear of missing out then manifests as dissatisfaction with gratification, which subsequently drives impulsive actions as a form of emotional compensation. These emotional impulses, in turn, lead individuals to engage in impulsive purchases without proper planning, in order to reduce anxiety or discomfort caused by missing out on trends.

This finding is supported by studies conducted by Wahyuni (2024) and Ghinarahima & Idulfilastri (2024), which state that fear of missing out significantly mediates the relationship between social media addiction and impulse buying. Both studies concluded that in a fast-paced and competitive digital environment, fear of missing out serves as a psychological bridge connecting addictive digital habits with irrational consumption decisions.

4. CONCLUSION

Based on the results of the analysis in the previous chapter, the conclusions of this study are as follows: Social media addiction has a positive and significant effect on impulse buying: The higher an individual's level of addiction to social media, the greater their tendency to engage in impulsive buying. This indicates that intensive exposure to social media can stimulate spontaneous consumer behavior. Social media addiction has a positive and significant effect on fear of missing out: Individuals addicted to social media tend to have a greater fear of losing access to information, trends, or social experiences. The more frequently individuals use social media, the higher their perceived level of fear of missing out. Fear of missing out has a positive and significant effect on impulse buying: Fear of missing out drives individuals to make purchases immediately in order to keep up with trends or to avoid feeling left behind by others. The higher the level of fear of missing out, the greater the individual's tendency to engage in impulsive buying. Fear of missing out partially mediates the effect of social media addiction on impulse buying: This indicates that fear of missing out serves as a partial mediator in the relationship between social media addiction and impulsive buying behavior. In other words, the effect of social media addiction on impulse buying occurs not only directly but also indirectly through the increase in fear of missing out.

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