

Impulse Buying Among Generation Z on Shopee: The Effects of FoMO, PayLater, Social Media, and Scarcity Marketing

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Article Information

Abstract

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Research aim: The purpose of this study is to empirically investigate the determinants of impulsive purchasing behavior among Generation Z users on the Shopee app.

Design/Method/Approach: This research employs a correlational design within a quantitative framework. The study population consists of Generation Z users who have previously used the Shopee app for shopping. These samples comprised 50 participants, and were selected using a purposive sampling technique. All data were collected through an online survey using a Likert-scale questionnaire via Google Forms. To test the simultaneous and partial effects of each variable, multiple linear regression analysis was applied using IBM SPSS version 27.

Research Finding: The findings indicate that, partially, FoMO, PayLater usage, and social media engagement don't have a substantial effect on impulsive buying. In contrast, scarcity marketing emerges as the primary driver of this behavior. Simultaneously, however, these three variables collectively have a significant impact on Generation Z's impulsive buying decisions on Shopee.

Theoretical contribution/Originality: This study contributes to the existing body of research on impulsive buying behavior by examining the influence of psychological factors, digital payment methods, and marketing stimuli on Generation Z consumers in Indonesia. The analysis is carried out within the Stimulus Organism Response (SOR) framework, which serves as its theoretical foundation.

Practitionel/Policy implication: These findings provide valuable insights for e-commerce platforms and digital marketers to design more effective, targeted, and accountable promotional strategies, particularly in leveraging scarcity-based marketing without encouraging excessive impulse buying. Additionally, the results offer implications for regulators in developing PayLater policies and reinforcing consumer protections for young consumers in the digital marketplace.

Research limitation: This study is limited to Generation Z consumers on a single e-commerce platform (Shopee), with a relatively small sample size, and relies on self-reported questionnaire data, which may not fully reflect actual consumer behavior.

Keywords : Impulse buying, Fear of Missing Out, PayLater, social media engagement, scarcity marketing, Generation Z, e-commerce.

1. Introduction

Digitalization has radically transformed consumer behavior, transitioning from conventional models to digital platform-based transactions that emphasize efficiency and accessibility. The magnitude of this shift is evidenced by the global e-commerce transaction value, projected to reach USD 6.3 trillion by 2024. This trend is expected to continue growing, with projections indicating an increase of up to 22.6% of total retail sales by 2027[1]. This illustrates that the current consumer landscape has moved into a massive digital era.

In Indonesia, this phenomenon is reinforced by data from PS Market showing that Shopee dominates the Indonesian market with a 53.22% market share, surpassing competitors such as TikTok Shop (27.37%), Tokopedia (9.57%), and Lazada (9.09%)[2]. Dominance is inseparable from aggressive marketing strategies such as the *PayLater* feature, live streaming, flash sales, and twin-date campaigns that systematically target the young consumer segment, especially Generation Z.

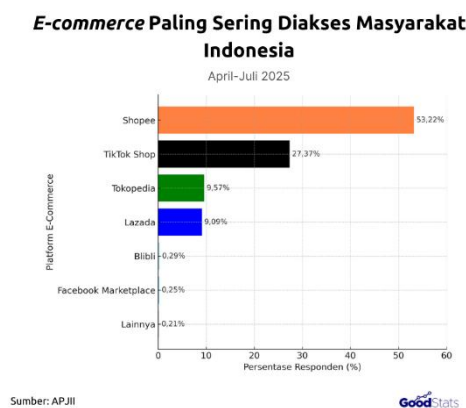


Figure 1. 1 Shopee is the most accessed e-commerce in 2025
Source: GoodStats, 2025

As digital natives, Generation Z has a high level of exposure to technology and social media, structurally amplifying the tendency toward impulse buying. This behavior is no longer merely a spontaneous phenomenon but the result of a complex interaction between digital stimuli and consumers' emotional responses. Impulse buying is defined as unplanned purchases driven by emotion and is increasingly stimulated within the e-commerce environment[3]. This is due to platform designs that systematically encourage accelerated decisions through visuals, promotions, and transaction convenience[4].

From a theoretical perspective, this phenomenon can be explained through the combination of psychological factors and digital marketing stimuli, such as Fear of Missing Out (FoMO), the use of PayLater, social media engagement, and scarcity marketing. FoMO generates psychological pressure in the form of the fear of missing out on opportunities, and has been empirically proven to increase the tendency toward impulse buying[5][6]. Furthermore, PayLater operates as a financial enabler that reduces transaction barriers and reinforces spontaneous consumption behavior[7]. Social media engagement also acts as an

accelerator through intense and persuasive exposure to commercial content[8][9].

In terms of marketing, scarcity marketing amplifies these dynamics by creating perceptions of scarcity and urgency, significantly encouraging impulsive purchasing decisions[10]. When combined with FoMO, this effect becomes even stronger, resulting in reactive consumption driven by minimal rational consideration[11]. Consequently, impulse buying behavior in e-commerce cannot be understood in a partial manner but rather as the result of the integration of various psychological factors and digital stimuli within a mutually reinforcing ecosystem.

Nevertheless, previous studies have tended to examine these variables in partial or limited combinations. This has resulted in the dynamics of impulse buying behavior remaining unexamined in its entirety, notably among Generation Z users of Shopee in Indonesia. This situation indicates a research gap regarding the need for an integrative model that simultaneously tests the influence of FoMO, PayLater usage, social media engagement, and scarcity marketing within a single analytical framework. Given these conditions, this study fills that gap by analyzing how the interaction between psychological factors and digital stimuli triggers impulsive purchasing decisions among Generation Z.

Based on the explanation above, this research aims to analyze the influence of these four variables on impulse buying, both partially and simultaneously among Generation Z Shopee users in Indonesia. This study is expected not only to enhance the literature on digital marketing and consumer behavior but also to provide strategic implications for the development of more ethical and responsible marketing practices in the e-commerce era.

1.1 Statement of Problem

This study seeks to ascertain whether Generation Z consumers on Shopee exhibit a heightened propensity for impulsive buying when influenced by Fear of Missing Out (FoMO), PayLater utilization, social media engagement, and scarcity-driven marketing strategies.

1.2 Research Objectives

This study endeavors to critically examine the influence of Fear of Missing Out (FoMO) on impulsive buying behavior among Generation Z consumers on Shopee, while concurrently evaluating the effect of PayLater utilization on their propensity for unplanned purchasing. Moreover, it seeks to scrutinize the extent to which social media engagement shapes impulsive consumption patterns, as well as to quantify the impact of temporally constrained or scarcity-driven marketing strategies on purchasing decisions within this demographic. In a more integrative framework, the study further investigates the collective and simultaneous effects of multiple determinants namely the ramifications of the COVID-19 pandemic, PayLater usage, social media engagement, and scarcity-based marketing on the impulsive buying behavior of Generation Z Shopee users.

2. Method

This study adopts a correlational research design grounded in a quantitative paradigm to systematically explore the underlying determinants and relational dynamics between the dependent and independent variables. Within this analytical framework, impulsive buying behavior is operationalized as the dependent variable, whereas Fear of Missing Out (FoMO), PayLater utilization, social media engagement, and scarcity-driven marketing strategies are conceptualized as the independent variables that are hypothesized to exert varying degrees of influence. The population consists of Generation Z customers who have previously shopped on the Shopee platform. The sample comprises 50 Generation Z Shopee users, selected through non-probability purposive sampling. Data were collected via an online structured questionnaire using a Likert-type scale, constructed based on the indicators derived from the study's theoretical framework. Data analysis was performed utilizing multiple linear regression techniques through IBM SPSS version 27, wherein the regression model was employed to simultaneously and partially evaluate the collective as well as individual contributions of the independent variables in predicting variations in impulsive buying behavior. Descriptive statistics were used to present respondent characteristics, while data quality assessment and classical assumption tests were performed beforehand to ensure the appropriateness of the analytical model prior to hypothesis testing.

2.1 Validity Testing

All measurement items across the variables of Fear of Missing Out, PayLater utilization, social media engagement, scarcity marketing, and impulsive buying demonstrated $R_{\text{-table}}$ values exceeding the critical $r_{\text{-table}}$ threshold of 0.279. This shows that each statement item is able to measure the construct in question precisely and has an adequate correlation with the total score of the variable. Thus, all research instruments are deemed valid and appropriate for use as measurement tools in data collection.

Table 1. Validity Testing

Variable	Statement Items	<i>R-Hitung</i>	<i>R-Table</i>	Remarks
FoMO (X ₁)	X1.1	0,829	0,279	Valid
	X1.2	0,854		Valid
	X1.3	0,882		Valid
	X1.4	0,759		Valid
	X1.5	0,866		Valid
	X1.6	0,880		Valid
	X1.7	0,767		Valid
	X1.8	0,705		Valid
	X1.9	0,838		Valid
Use of Paylater (X ₂)	P2.1	0,902	0,279	Valid
	P2.2	0,882		Valid
	P2.3	0,890		Valid
	P2.4	0,889		Valid
	P2.5	0,912		Valid
	P2.6	0,929		Valid
	P2.7	0,923		Valid
	P2.8	0,926		Valid
	P2.9	0,927		Valid
Social Media Engagement (X ₃)	KMS3.1	0,338	0,279	Valid
	KMS3.2	0,830		Valid
	KMS3.3	0,815		Valid
	KMS3.4	0,842		Valid
	KMS3.5	0,821		Valid
	KMS3.6	0,797		Valid
Scarcity Marketing (X ₄)	SC4.1	0,886	0,279	Valid
	SC4.2	0,830		Valid
	SC4.3	0,907		Valid
	SC4.4	0,880		Valid
	SC4.5	0,920		Valid
	SC4.6	0,856		Valid
	SC4.7	0,893		Valid
	SC4.8	0,873		Valid
	SC4.9	0,890		Valid
Impulse Buying (Y)	IP1.1	0,881	0,279	Valid
	IP1.2	0,826		Valid
	IP1.3	0,923		Valid
	IP1.4	0,937		Valid
	IP1.5	0,926		Valid
	IP1.6	0,900		Valid

Source: Data processed by the researchers in 2025

2.2 Reliability Testing

Table 2. Reliability Testing

Variable	Cronbach's Alpha Values	Value Criteria	Remarks
FoMO (x_1)	0,787	0,7	Reliable
Usage of Paylater (x_2)	0,796		
Social Media Engagement (x_3)	0,790		
Scarcity Marketing (x_4)	0,794		
Impulse Buying (Y)	0,815		

Source: Data processed by the researchers in 2025

All constructs satisfied the established reliability threshold, as evidenced by Cronbach's Alpha coefficients exceeding 0.70, albeit with varying degrees of internal consistency across variables. The impulsive buying construct exhibited the highest reliability coefficient (0.815), denoting a very high level of internal coherence among its indicators, followed by scarcity marketing (0.794) and social media participation (0.790), both of which reflect robust and dependable measurement properties. In contrast, fear of missing out (FoMO) and PayLater usage, while comparatively lower, still surpassed the minimum acceptable criterion, indicating satisfactory consistency within their respective item sets. Collectively, these results underscore that, notwithstanding minor disparities in reliability magnitude, all measurement instruments demonstrate sufficient psychometric soundness to justify their utilization in subsequent analytical procedures.

3. Results and Discussion

This study surveyed 50 respondents active users of the Shopee app who had previously made purchases. The majority of respondents were female, while the rest were male. Most respondents were in the younger age group, particularly those aged 21–25, showing that most of them were members of Generation Z who are active e-commerce users.

Based on their employment background, most respondents were students, with relatively limited income. These conditions reflect that the respondents are active digital users and likely to be responsive to various marketing stimuli, such as promotions, the PayLater feature, and social media content, that could potentially influence impulse buying behavior.

3.1 Classic Assumption Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal <u>Parameters^{a,b}</u>	Mean	.0000000
	Std. Deviation	2.71714846
Most Extreme Differences	Absolute	.101
	Positive	.086
	Negative	-.101
Test Statistic		.101
<u>Asymp. Sig. (2-tailed)^c</u>		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.225
	99% Confidence Interval Lower Bound	.214
	Upper Bound	.235

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data processed by the researchers in 2025

Normality testing was carried out using a combination of visual and statistical tools. The graphical analysis shows that the points on the Normal P-P plot are evenly scattered along the diagonal line, indicating a normally distributed pattern of residuals. The one-sample Kolmogorov–Smirnov test result indicates that the residuals are normally distributed, with a Monte Carlo Sig. value of 0.200, an Asymp. Sig. (2-tailed) of 0.200, and another 2-tailed value of 0.225. Since all significance values are greater than $\alpha = 0.05$, the residuals satisfy the normality assumption in the regression model.

Table 4. Multicollinearity Test

Variabel	Tolerance	VIF	Explanation
Fear of Missing Out	.132	7.570	No indication of multicollinearity
PayLater	.115	8.675	No indication of multicollinearity
Social Media Engagement	.244	4.106	No indication of multicollinearity
Scarcity Marketing	.142	7.053	No indication of multicollinearity

a. Dependent Variable: Impulse Buying

Source: Data processed by the researchers in 2025

Table 4 confirms the absence of multicollinearity, as all predictors exhibit Variance Inflation Factor (VIF) values below 10.00 and tolerance levels above 0.10, thereby indicating that no substantial linear interdependence exists among the predictors. Such statistical evidence reinforces the robustness of the analytical framework, affirming that impulsive buying is appropriately specified as the dependent variable, while each independent variable exerts a distinct and non-redundant contribution to its variation.

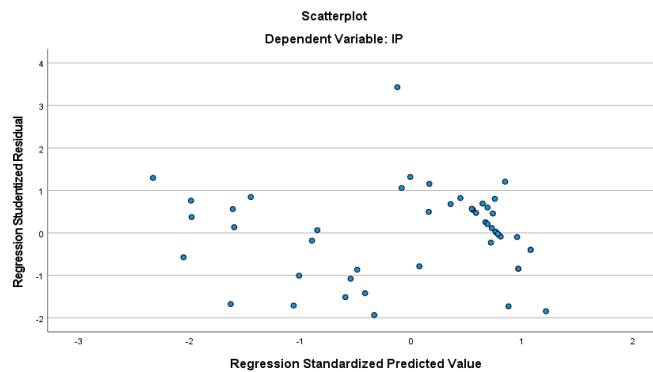


Figure 1. Heteroscedasticity Test

Source: Primary data processed by researchers in 2025

The scatter plot resulting from the heteroskedasticity test indicates that the residuals are distributed both above and below the zero line without any regular pattern, such as wave-like or funnel-shaped clustering. The residual spread remains relatively stable across the entire range of predicted values, as reflected by a random scattering pattern. In other words, the condition of homoscedasticity is satisfied because the error variance is constant. Consequently, the assumption of no heteroskedasticity is fulfilled, and the regression model is not heteroskedastic.

3.2 Regression equations

Table 5. Regression Test

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error		Beta		
1						
(Constant)	1.434	2.078			.690	.493
X	-.052	.111		-.071	-.471	.640
P	.124	.106		.189	1.175	.246
K	-.160	.170		-.104	-.943	.351
SC	.657	.105		.911	6.276	.000

a. Dependent Variable: IP

Source: Data processed by the researchers in 2025

Referring to the results of regression analysis presented in the table, obtained multiple linear regression equation as follows:

$$Y = 1.434 Y + -.052 X_1 + 0.124 X_2 + -.160 X_3 + 0.657 X_4$$

1. Constant (1.434): The constant value of 1.434 indicates the level of Impulse Buying (Y) when all independent variables in the model are assumed to be zero. This represents the

- magnitude of impulsive buying behavior that occurs without the contribution of the four predictor variables tested.
2. FoMO Coefficient (-0.052): The regression coefficient for FoMO (X) is -0.052, indicating that a one-unit increase in FoMO is associated with a 0.052-unit decrease in impulse buying, keeping the other variables constant. However, this negative association was not statistically significant, suggesting that FoMO had no meaningful influence on impulsive buying behavior in this model.
 3. Paylater Usage Coefficient (+0.124): The Paylater Usage variable has a positive coefficient of 0.124. Theoretically, a one-unit increase in paylater usage will be followed by an increase in Impulse Buying of 0.124 units. Although it shows a similar direction of relationship, the effect of this variable is not statistically significant.
 4. Social Media Engagement Coefficient (-0.160): Social Media Engagement has a negative coefficient of 0.160. This indicates that an increase in the intensity of social media engagement tends to decrease Impulse Buying by 0.160 units. However, as with the previous variable, this negative effect is not statistically significant.
 5. Scarcity Marketing Coefficient (+0.657): In contrast, scarcity marketing (X) showed a positive and statistically significant coefficient of 0.657, representing the greatest influence among all independent variables. These findings suggest that a one-unit increase in scarcity marketing leads to a substantial increase in Impulse Buying. Therefore, scarcity marketing can be identified as the most dominant predictor influencing impulsive buying behavior in this study.

3.3 Hypothesis Test

Table 6. F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2331.458	4	582.865	72.503	.000 ^b
	Residual	361.762	45	8.039		
	Total	2693.220	49			

a. Dependent Variable: IP

b. Predictors: (Constant), SC, X, K, P

Source: Data processed by the researchers in 2025

The F-test results in Table 6 indicate an F-value of 72.503, substantially exceeding the critical value of 2.579, with a significance level of 0.000 (<0.05). These findings provide a statistical basis for rejecting H_0 and accepting H_1 , which confirms that simultaneously (together), the FoMO variable (X_1), Paylater usage (X_2), Social Media Engagement (X_3), and Scarcity Marketing (X_4), simultaneously (together) have a significant effect on Impulse Buying (Y). Methodologically, these results prove that the proposed regression model has a high level of model suitability (goodness of fit) and has strong validity for predicting the dependent variable in this study.

This test conducted to assess the partial effect of each independent variable on Impulse Buying. The T_{table} value used as a reference in this study is 2.014.

Table 7. T-Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.434	2.078	.690	.493
	X	-.052	.111	-.071	.640
	P	.124	.106	.189	.246
	K	-.160	.170	-.104	.351
	SC	.657	.105	.911	.000

a. Dependent Variable: IP

Source: Data processed by the researchers in 2025

Referring to the coefficient data in Table 7, the FoMO variable shows a non-significant negative effect on impulse buying ($B = -0.052$; $t = -0.471$; $p = 0.640 > 0.05$), implying that FoMO does not affect impulse buying in any significant way. Meanwhile, PayLater usage is positively correlated but insignificant ($B = 0.124$; $t = 1.175$; $p = 0.246 > 0.05$), indicating that access to digital credit is not yet strong enough to statistically encourage impulse buying. The same was found for social media engagement, which had a negative and insignificant effect ($B = -0.160$; $t = -0.943$; $p = 0.351 > 0.05$). Contrary to this, scarcity marketing proved to be the only significant positive predictor ($B = 0.657$; $t = 6.276$; $p = 0.000 < 0.05$), reinforcing its role as the dominant factor in triggering impulsive transactions compared to other variables in this model.

3.4 Coefficient Determination Test

Table 8. Coefficient Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.930 ^a	.866	.854	2.835

a. Predictors: (Constant), SC, X, K, P

b. Dependent Variable: IP

Source: Data processed by the researchers in 2025

The coefficient of determination analysis reveals a strong association between the independent factors and impulsive buying among Indonesian millennial and Generation Z consumers, with an R value of 0.930. The four factors Fear of Missing Out (FoMO), PayLater usage, social media engagement, and scarcity marketing together account for 86.6% of the variation in impulsive buying behavior, as indicated by an R-square value of 0.866. In addition, the model is still able to explain 85.4% of the variance in impulsive buying, as shown by the adjusted R-square value of 0.854, which has been corrected for the number of variables and sample size. These results confirm the robustness and very good explanatory power of the model employed. The remaining 13.4% of unexplained variation reflects the influence of variables outside the model and opens opportunities for further research.

4. Discussion

This study investigates the factors encouraging impulsive buying among Gen Z Shopee users, highlighting the variables of FoMO, PayLater, social media engagement, and scarcity marketing. Data were processed using multiple linear regression. The analysis was performed comprehensively, including partial tests (t-tests) for each factor and simultaneous tests (F-tests) to examine the correlation between all aspects collectively.

4.1 The Effect of Fear of Missing Out on Impulse Buying

The T-test found that FoMO does not have a significant impact on *impulse buying* behavior ($B = -0.052$; $t = -0.471$; $p = 0.640 > 0.05$). This implies that for Generation Z, the urge to keep up with digital trends does not necessarily lead to spontaneous purchasing. It supports claims made by Nasr and Lutfiyah that FoMO's influence is highly contextual and dependent on the individual profile[6][12]. As shown in this study, FoMO is more likely to play a supporting psychological role rather than serving as the primary driver of impulsive behavior.

4.2 The Effect of PayLater Use on Impulse Buying

Research data reveals that the PayLater feature has a positive but insignificant effect on impulsive purchasing ($B = 0.124$; $t = 1.175$; $p = 0.246 > 0.05$). This phenomenon demonstrates that instant credit access does not necessarily undermine consumer self-control. This finding aligns with the observations of Prastiwi & Fitria, emphasizing that the effectiveness of PayLater is influenced by user rationality[13]. PayLater is used as a tool for planned financial management and does not directly trigger impulsive buying.

4.3 The Effect of Social Media Engagement on Impulse Buying

T-test results demonstrate that social media engagement has a positive but insignificant influence on impulse buying ($B = -0.160$; $t = -0.943$; $p = 0.351 > 0.05$). Despite being digital natives, Gen Z's social media activity is mostly used to search for information and product references instead of triggering spontaneous transactions. This aligns with previous research findings[9][14].

4.4 The Effect of Scarcity Marketing on Impulse Buying

Contrary to other variables, scarcity marketing was found to have a positive and significant effect on impulse buying ($B = 0.657$; $t = 6.276$; $p = 0.000 < 0.05$). Strategies relying on scarcity have proven effective in building psychological urgency, encouraging consumers to make instant transactions without careful consideration. These results strengthen previous literature which states that scarcity marketing can boost a customer's subjective perception of

a product's value and appeal. However, these findings also confirm that scarcity messaging on the Shopee platform is a main determinant driving Generation Z's impulsive buying behavior.

4.5 The Simultaneous Effect of Fear of Missing Out, PayLater Usage, Social Media Engagement, and Scarcity Marketing on Impulse Buying

F-tests revealed that all independent variable collectively have a significant effect on impulse buying ($F = 72.503$; $p = 0.000 < 0.05$). Despite the fact that some factors are not dominant individually, the combination of psychological aspects, payment technologies, and marketing tactics continues to create multidimensional consumer behavior. This signifies that the research framework is valid and adequately explains the phenomenon of impulse buying. Consistent with prior studies, the results highlight that the combination of psychological elements such as FoMO, with the convenience of digital transactions and aggressive marketing strategies simultaneously enhances the tendency for consumers to make unplanned purchases[15]. Therefore, this study support the notion that promotional and digital psychological dimensions are the key drivers of the current impulsive economy.

5. Conclusion

The study found that scarcity marketing has a positive and significant impact on impulsive buying among Generation Z consumers on the Shopee e-commerce platform, while Fear of Missing Out (FoMO), PayLater usage, and social media engagement do not show a statistically significant effect when assessed individually. However, collectively, these four variables exert a significant influence on impulsive purchasing, with an R-square value of 85.4% (adjusted $R^2 = 0.854$). The study contributes by enhancing the model of impulsive buying behavior through the integration of psychological factors, digital payment systems, and digital marketing stimuli in the e-commerce setting. Practically, the findings suggest that e-commerce platforms and related stakeholders should exercise caution when designing scarcity-based promotions, given their demonstrated potential to trigger unplanned purchases. This research is limited to a single e-commerce platform and a relatively small sample of 50 respondents. Future studies are recommended to broaden the research scope, incorporate additional variables such as self-control and financial literacy, and consider mixed-method approaches to achieve a more comprehensive understanding of the factors influencing impulsive buying among Generation Z consumers.

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