

## **DAFTAR TABEL**

Tabel 1. Characteristics Respondents.....	90
Tabel 2. Measurement Model Results.....	91
Tabel 3. Goodness of Fit Index.....	91
Tabel 4. Hypothesis Testing.....	92
Tabel 5. Sobel Test – Significance of Medication.....	93

## DAFTAR GAMBAR

Fig 1. Research Model.....	89
Fig 2. Full Model Structural Test.....	92

## DAFTAR LAMPIRAN

Lampiran I Sk Dekan.....	1
Lampiran II LOA.....	10
Lampiran III Dokumen informasi artikel.....	13
Lampiran IV Kuesioner.....	15
Lampiran V Data.....	22
Lampiran VI Output Olahan Data.....	31



## Fear of Missing Out in Centennials: How Social Media Contents Affects Online Impulse Buying in E-Commerce?

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**Abstract:** Today, internet and technology have become an inseparable part of daily life. People who are afraid to be left behind from the experiences and products offered by e-commerce seem to suffer FOMO. Besides, the influences from the contents provided by e-commerce tend to make consumers afraid to be left behind from the information or the products offered causing impulsive actions. Therefore, this research aimed to discover the effects of social media content on impulse buying tendencies mediated by FOMO and to see the effects of social media content on online impulse buying through intervening impulse buying tendencies. This study is novel because it involves e-commerce companies providing information and practicality to consumers and also includes the factor of centennials generations who are familiar with the technology. The data collection method employed an online questionnaire with a purposive sampling technique consisting of 202 people as the respondent. This study used Structural Equation Modelling (SEM) with the aid of AMOS 26 software, which showed that SMC positively and significantly could make individuals felt FOMO which led to impulsive online buying.

**Keywords:** FOMO, social media content, impulse buying tendency, online impulse buying behaviour, e-commerce, centennials.

### INTRODUCTION

Fear of Missing Out (FOMO) is a sort of fear or anxiety toward other individuals who have more enjoyable experiences than oneself (Przybylski, 2013). Individuals who continue to fear being left behind based on the content of other people's experiences are said to have FOMO. Thus,

numerous things can come from the desire to be a part of this group, such as an impulse to make impulsive purchases. According to Youn and Faber (2000), personality determines impulsive purchasing behavior. Because sometimes, the choice to purchase a product is not prompted by necessity but rather by social media trends.

Generation Z, or Centennial, consists of individuals born between 1997 and 2012. (Anggarini, 2022). They have been thoroughly involved in the digital and communication world from birth. They are better-informed consumers who can evaluate the relative merits of traditional and internet merchants (Kawahandala et al, 2020). In actuality, however, the centennial generation has the highest degree of consumerism and materialism (Flurry & Swimberghe, 2015), and centennial consumers are powerful consumers who value rapid results. With all the benefits of this information, they are a generation susceptible to impulsive buying behavior, especially those mediated by the convenience of online shopping and the influence of social media use.

Due to the easiness of shopping today, consumers with FOMO feeling must adjust their purchase intention to be positive in order to control their anxiety better when purchasing an item. Particularly generation Z who are most immersed in information technology, such as social media. In this FOMO phenomenon, this anxiety might potentially be the appropriate product if it is properly processed and generates substantial value (Hodkinson, 2019). Even though it is sometimes characterized as a negative phenomenon, the FOMO phenomenon has several advantages and disadvantages. Researchers have found that social media promotes FOMO in a variety of ways. Utilizing additional knowledge and information about the lives of others enhances social chances and self-esteem (Gonzales and Hancock, 2011). On the negative side, social media use reduces face-to-face interaction and increases feelings of loneliness and sadness (Kraut et al, 1998).

In this increasingly fast-paced and information-rich digital age, we cannot avoid the information we receive. Social media was created so that we could be aware of and make the most of its use to obtain existing information so that a fear of being left behind by information should not be a big issue. The centennial generation is predisposed to make impulsive