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The Effect Of Fear Of Missing Out (FOMO) And Flash Sale Programs On Impulsive Online Buying Decisions For Local Perfumes (A Case Study On Generation Z In Bekasi City)

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Abstract

The development of digital technology and e-commerce platforms has driven changes in people's consumption patterns, especially among Generation Z, who are highly engaged with social media and online trends. This condition has triggered the emergence of impulsive buying behavior driven by Fear of Missing Out (FOMO) and flash sale programs, including in the local perfume product category which has experienced significant market growth in Indonesia. This study aims to analyze the influence of Fear of Missing Out (FOMO) and flash sale programs on the tendency of impulsive online buying of local perfumes among Generation Z in Bekasi City, both partially and simultaneously. This study uses a quantitative approach with a survey method through an online questionnaire distributed to Generation Z domiciled in Bekasi City who have purchased local perfumes through e-commerce platforms, using a purposive sampling technique. Data analysis was carried out using SPSS including validity tests, reliability tests, and multiple linear regression analysis. The results show that Fear of Missing Out (FOMO) and flash sale programs each have a positive and significant effect on impulsive buying, both partially and simultaneously. These findings confirm that the higher the level of FOMO felt by consumers and the stronger the attraction of flash sale programs, the greater the tendency of Generation Z in Bekasi City to make impulsive purchases of local perfumes without planning.

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Keywords: Fear of Missing Out, Flash Sale, Impulsive Buying, Local Perfume, Generation Z

INTRODUCTION

The development of digital technology has drastically changed people's consumption patterns. This is driven by the emergence of e-commerce platforms that offer fast and convenient transactions. This phenomenon is most felt by Generation Z, a group that is highly attached to technology and social media and tends to be responsive to online trends and instant digital marketing strategies. According to Arum et al. (2023) Generation Z tends to be responsive to online trends and digital marketing strategies that are emotional and instant. As a result, impulsive buying behavior is increasingly common. Generation Z is often caught between spontaneous buying decisions and those made without rational consideration.

One aspect that drives impulsive behavior is the Fear of Missing Out (FOMO). Ferdinand et al. (2025) stated that Fear of Missing Out (FOMO) can be understood as a psychological condition in which individuals feel anxious or worried because they assume that others are having more enjoyable or valuable experiences than they are. FOMO is often triggered by exposure to social media that displays other people's achievements or happy moments, so individuals are encouraged to stay involved to avoid feeling left behind in their social environment.

The increasing prevalence of social media in today's era has made Generation Z anxious about missing out on opportunities to make purchases so they don't feel left behind (Wijaningsih et al., 2024). Research by Wijaningsih et al. (2024) shows that FOMO mediates the influence of promotional events on impulsive buying tendencies among Generation Z Shopee users in Bandar Lampung. These findings confirm that digital social pressure and the urgency of online promotions can trigger spontaneous and unplanned purchasing decisions.

Ferdinand et al.'s (2025) research found that flash sales and FOMO significantly influence impulsive buying behavior among Generation Z e-commerce users. These results align with research by Sutanto, Widyaningrum, and Basory (2025) which confirmed that the FOMO strategy implemented during flash sales on Shopee can create psychological pressure on consumers, thereby increasing the tendency to make impulse purchases. This suggests that the synergy between psychological factors and digital marketing strategies can create a powerful effect on impulsive consumption behavior.

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This tendency is also evident in research by Sahabuddin et al. (2025), which shows that FOMO has a dominant influence on the consumer behavior of students in Makassar compared to other variables such as impulsivity and flash sales. Therefore, it can be said that social pressure and time urgency are strong drivers of unplanned consumer behavior among Generation Z.

Bekasi is one of the cities with the largest Generation Z population in Indonesia. According to Bekasi City Statistics Agency (BPS), by 2024, the Gen Z population in Bekasi City is estimated to reach 30.49% of the total population. Meanwhile, children (0–14 years) comprise approximately 22.22%, while the elderly (>60 years) account for approximately 10.62% (BPS Bekasi City, 2024). The presence of Generation Z in a more dominant number makes Bekasi City a relevant location for studying digital consumption behavior and impulses.

Regarding consumer behavior in the digital age, local perfume products are one of the products currently experiencing significant popularity growth in Indonesia. This is evident in market data, which shows that the beauty and personal care sector is a major contributor to the fast-moving consumer goods (FMCG) industry.

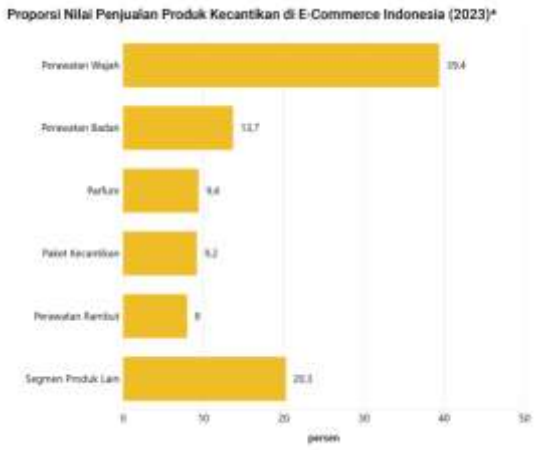


Figure 1. Proportion of Beauty Product Sales Value in Indonesian E-Commerce
Source: databoks.katadata (2023)

In 2023, perfume products made a significant contribution, accounting for approximately 9%, or IDR 2.6 trillion, of the total transaction value growth in the beauty

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and care category (Databoks Katadata, 2023). This contribution is inseparable from the intensive digital marketing strategies implemented through social media and e-commerce platforms. However, behind this market growth, questions arise about the extent to which Generation Z's decisions to purchase local perfumes are driven by real needs or by impulsive behavior due to exposure to FOMO and flash sales.

Although several previous studies have highlighted the influence of Fear of Missing Out (FOMO) and flash sales on impulsive buying behavior, most of these studies have focused on the general context of digital products or specific platforms such as Shopee, TikTok Shop, and Lazada. Some studies have shown that both FOMO and flash sales influence consumer purchasing decisions or behavior. For example, Agustina (2024) showed that flash sales are one factor that can influence purchasing decisions for Onix perfume products on the e-commerce platform Shopee. In the context of Generation Z, Risalah et al. (2026) also found that FOMO had a positive and significant effect on impulsive buying of products offered through flash sales on Lazada. However, research specifically examining the influence of FOMO and flash sales on impulsive buying of local perfume products, focusing on Generation Z in Bekasi City, is still limited. Therefore, this study was conducted to analyze the influence of Fear of Missing Out (FOMO) and flash sale programs on impulsive online buying decisions for local perfumes among Generation Z in Bekasi City. This study is expected to provide theoretical contributions in broadening understanding of the dynamics of digital consumer behavior, particularly regarding impulsive purchases of local perfume products among Generation Z in urban areas.

THEORETICAL BASIS

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a psychological condition in which a person fears being left behind in experiences or opportunities enjoyed by others, due to anxiety that others are gaining more valuable experiences (Ferdinand et al., 2025). Exposure to social media that displays moments of happiness or success of others creates an emotional urge to participate in order not to be left behind socially. Nurhaliza (2024) found that FOMO is positively related to impulsive buying among college students because digital social pressure triggers the need to immediately acquire trending products, in line with Ghaniyah's (2024) findings on 260 Shopee consumers that FOMO significantly influenced impulsive buying during the Twin Date promotional event. In this study, FOMO is understood with reference to the theoretical framework of Andrade et

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al. (2025) and Zafar et al. (2022), which includes fear of missing promotional opportunities, the urge to buy impulsively due to this anxiety, and the tendency to compare oneself with others who receive better deals. These three dimensions confirm that FOMO is not only emotional but also drives unplanned purchasing behavior.

Flash Sale Program

Flash sales are a marketing strategy based on price promotions for a limited time and stock, utilizing the principles of scarcity and urgency to encourage consumers to make quick decisions (Ariska et al., 2022). Besides benefiting buyers through economical offers, this strategy also accelerates product turnover for sellers. Ferdinand et al. (2025) and Sahabuddin et al. (2025) stated that flash sales have a significant effect on impulsive buying because time pressure makes consumers feel the need to buy immediately before running out, especially when accompanied by FOMO.

From a consumer behavior theory perspective, flash sales activate the loss aversion mechanism (Hwang, 2024), thus not only increasing sales but also strengthening the sense of urgency and fear of missing out on a purchase opportunity (Hamizar & Karnudu, 2024). Anggraini et al. (2026) and Widyariini et al. (2025) operationalized flash sales through the elements of limited time, limited quantity, price discount, and free shipping, which significantly influenced perceived arousal and impulsive buying among e-commerce consumers (Lamis et al., 2022; Widyariini et al., 2025). Referring to research by Andrade et al. (2025) and Zafar et al. (2022), Flash Sale variables are grouped into three dimensions: time pressure, consumer engagement, and promotional attractiveness. These three dimensions indicate that flash sales work through a combination of time pressure and economic appeal that encourages quick purchases.

Impulsive Buying

Impulsive online buying occurs when individuals purchase due to the influence of online promotions, attractive product displays, or digital social pressure. Nurhaliza (2024) and Wijaningsih et al. (2024) found that FOMO and promotional stimuli such as flash sales significantly influence impulsive buying tendencies, especially among Generation Z. According to Ngo et al. (2024), the convenience of the digital shopping environment also accelerates the purchasing process so that impulsive behavior occurs more frequently than traditional shopping, which indicates that impulsive online buying

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stems from both momentary emotions and the design of e-commerce systems that encourage quick purchases.

Based on the theory of Zafar et al. (2022), impulsive buying in this study is reflected in spontaneous purchases, unplanned purchases, and emotional impulses due to fear of missing out on a bargain. These three aspects confirm that impulsive buying is triggered by a combination of external stimuli in the form of promotions and internal emotional impulses from consumers.

Relationship between variables

Based on various previous studies, there is a positive relationship between FOMO, flash sales, and impulsive online buying. FOMO creates social and emotional pressure that makes individuals feel compelled to act immediately, while flash sales add an element of time urgency that strengthens the impulse to buy spontaneously. When these two factors are present together, they produce a psychological effect that increases consumers' tendency to make purchases without careful consideration.

Research Hypotheses

Several previous studies have consistently found a positive and significant relationship between FOMO and impulsive buying on e-commerce platforms. Ghaniyah (2024) found that FOMO significantly influenced impulsive buying among 260 Shopee consumers during the Twin Date promotion; the fear of missing out on a bargain drove consumers to make spontaneous purchases. Similar findings were presented by Annisa et al. (2025), who stated that FOMO triggers a strong emotional impulse, so individuals with a greater fear of missing out on social trends are more likely to make unplanned purchasing decisions.

In the context of Generation Z, Deliana et al. (2024) conducted a study of 205 Shopee users, proving that FOMO has a positive and significant effect on online impulsive buying. The higher the perceived FOMO, the higher the tendency to make impulsive purchases. This finding aligns with the findings of Damayanti and Sagoro (2024) on 348 college students, which showed FOMO has a positive and significant effect on impulsive buying.

H1: The influence of Fear of Missing Out (FOMO) on impulsive online buying

Flash sales are a marketing strategy in which products are offered at heavily discounted prices for a very limited period of time, and previous research has shown that this strategy is effective in encouraging spontaneous purchases. Hermawan and

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Rofiq (2024) on Shopee users in Malang City proved that flash sales have a positive and significant effect on impulsive buying, where large discounts and short time limits create a sense of rush so that consumers are encouraged to buy without planning. This finding is in line with the results of Nguyen-Van et al. (2024) on Generation Z consumers in Vietnam, which showed that flash sales increase impulsive buying behavior through psychological factors such as attitudes toward flash sales, pleasure, and emotional drive (arousal); limited time and product quantity trigger fear of running out as well as feelings of joy and enthusiasm for shopping.

A study by Al Jonet et al. (2024) on 108 Shopee consumers in Surabaya who were aware of the flash sale program and had watched live streaming also strengthened these findings, with the result that flash sales had a positive and significant effect on impulsive buying — the stronger the flash sale stimulus received by consumers, the greater their tendency to make impulsive purchases.

H2: The effect of flash sales on impulsive online buying

Based on the description that has been presented previously, the framework of this research can be shown as follows:

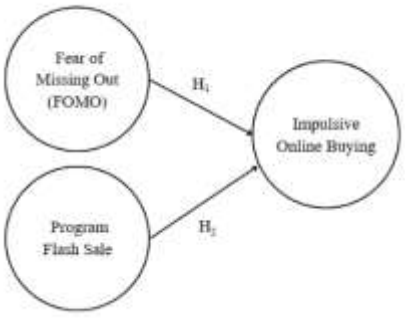


Figure 2. Research Framework
Source: processed by researchers (2026).

RESEARCH METHODS

This study uses a quantitative approach to examine the relationship and influence between Fear of Missing Out (FOMO), flash sale programs, and impulsive online buying tendencies for local perfume products. The population in this study is Generation Z who live in Bekasi City and have purchased local perfume through e-commerce platforms. This population was chosen because Generation Z is the most active group in using the

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internet, social media, and online shopping platforms. The research sample was determined using the Slovin formula with a 10% error rate. The number of samples required in this study was 100 respondents. The sampling technique used was purposive sampling. This technique determines the research sample based on certain criteria relevant to the research objectives. The inclusion criteria for respondents included: (1) being part of Generation Z, (2) having purchased local perfume through e-commerce platforms such as Shopee, Tokopedia, or TikTok Shop, and (3) having participated in or been exposed to flash sale programs or other digital promotions. The research data was obtained through an online questionnaire distributed using Google Forms. The questionnaire was structured in the form of closed questions using a Likert scale of 1–5 which included the response option of strongly disagree, disagree, neutral, agree and strongly agree.

The data analysis technique in this study was conducted using the Statistical Package for the Social Sciences (SPSS) approach. This technique was chosen because it is able to systematically process and analyze data to examine the relationships between variables in the study. Data analysis was carried out through several stages, namely descriptive statistical analysis, instrument quality testing including validity and reliability tests, and hypothesis testing using multiple linear regression analysis. Validity and reliability tests aim to ensure that the research instrument is able to measure variables accurately and consistently. Next, multiple linear regression analysis was used to determine the magnitude of the influence of the variables Fear of Missing Out (FOMO) and flash sale programs on impulsive online buying, both partially and simultaneously.

Table 1. Research Construct

Variables	Indicator	References
FOMO (Fear of Missing Out)	FM1: I feel left behind when the discount program is running FM2: I bought impulsively because I was afraid of missing out on a discount program.	Andrade et al. (2025) Zafar et al. (2022)

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	FM3: I regularly check for discount offers because I'm afraid of missing out. FM4: I'm afraid someone else will get a better deal. FM5: I feel scared when my friends get better and cheaper items during discounts. FM6: I feel it is important to enter the limited time promotion FM7: I felt compelled to buy right away for fear that the opportunity would not come again.	
Flash Sale	FS1: Limited-time discounts increase the desire to shop online FS2: I often participate in flash sale programs FS3: I feel that flash sale promotions give me less time to decide on a purchase. FS4: The limited time during flash sales means I have to be quick in deciding on a purchase.	Andrade et al. (2025) Zafar et al. (2022)
Impulsive Buying	IB1: I bought spontaneously when the discount was on IB2: I often buy things outside of my original plan.	Zafar et al. (2022)

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	IB3: I decide to buy quickly when I see a discount. IB4: I'm worried about missing out on a deal if I don't buy right away. IB5: I was tempted to buy it immediately without thinking about its use at the start IB6: I buy because I want to, not because I need to.	

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Based on the statistical analysis results, this study used 100 respondents. The Fear of Missing Out (FOMO) variable has a minimum value of 10, a maximum value of 35, an average value (mean) of 24.6800, and a standard deviation of 6.60560. This indicates that the respondents' FOMO level is at a relatively high level. The standard deviation of 6.60560 indicates a variation in FOMO levels among respondents, where some respondents have a lower FOMO tendency and others have a higher FOMO level.

The Flash Sale Program (PFS) variable has a minimum value of 4, a maximum value of 20, a mean value of 15.1400, and a standard deviation of 3.69553. These results indicate that respondents have a fairly positive perception of the offered flash sale program. The standard deviation value indicates that there are differences in response levels among respondents in assessing the influence of the flash sale program on purchasing decisions.

Furthermore, the Impulsive Buying variable has a minimum value of 11, a maximum value of 29, a mean value of 21.4100, and a standard deviation of 3.82204. This indicates that respondents' impulsive buying tendencies are at a relatively high level. The standard deviation value indicates variations in impulsive buying behavior among respondents, although the data distribution is still relatively controlled.

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Table 2. Statistical Analysis

	Minimum	Maximum	Mean	Standard Deviation
Fear of Missing Out	10.00	35.00	24.6800	6.60560
Flash Sale Program	4.00	20.00	15.1400	3.69553
Impulsive Buying	11.00	29.00	21.4100	3.82204

Source: Primary Data Processed in 2026

Respondent Characteristics

Table 3. Respondent Characteristics: Gender, Age, and Domicile

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Man	26	26.00	26.00	26.0
	Woman	74	74.00	74.00	100.0
Age	15-20 Years	1	1.0	1.0	1.0
	21-30 Years	88	88.0	88.0	89.0
	31-40 Years	11	11.0	11.0	100.0
Domicile	Bekasi	56	56.0	56.0	56.0
	Cikarang	6	6.0	6.0	62.0
	Jakarta	25	25.0	25.0	87.0
	Depok	4	4.0	4.0	91.0
	South Tangerang	6	6.0	6.0	97.0
	Central Java	1	1.0	1.0	98.0
	Bogor	1	1.0	1.0	99.0
	Semarang	1	1.0	1.0	100.0
Total		100	100.0	100.0	

Source: Primary Data Processed in 2026

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Based on gender characteristics of the 100 respondents, the majority were female (74 respondents) and male (26 respondents). This indicates that the study was dominated by female respondents. This condition indicates that female respondents constitute a larger proportion in research on local perfume purchasing behavior.

Based on the respondents' age, the majority of respondents were in the 21–30 age group (88 people). Furthermore, 11 respondents were aged 31–40 (11%), and 1 respondent was aged 15–20 (1%). This age group is relatively active in using social media and is potentially exposed to digital trends and promotions that can influence purchasing behavior.

Based on domicile, the majority of respondents came from Bekasi (56 people). Furthermore, respondents came from Jakarta (25 people), Cikarang (6 people), South Tangerang (6 people), Depok (4 people), and Central Java, Bogor, and Semarang (1 person each). This indicates that the majority of respondents came from Bekasi and its surrounding areas, with the largest proportion coming from Bekasi. This condition is in accordance with the characteristics of the study that focuses on Generation Z in Bekasi City.

Table 4. Respondent Characteristics: Last Education, Occupation, Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Last education	High School/Equivalent	11	11.0	11.0	11.0
	Diploma	30	30.0	30.0	41.0
	Bachelor	54	54.0	54.0	95.0
	Postgraduate	4	4.0	4.0	99.0
	Profession	1	1.0	1.0	100.0
Work	1	8	8.0	8.0	8.0
	2	83	83.0	83.0	91.0
	3	5	5.0	5.0	96.0
	4	2	2.0	2.0	98.0
	5	2	2.0	2.0	100.0

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Monthly Income	<3 Million	9	9.0	9.0	9.0
	3-5 Million	11	11.0	11.0	20.0
	5-10 Million	67	67.0	67.0	87.0
	10-20 Million	10	10.0	10.0	97.0
	>20 Million	3	3.0	3.0	100.0
Total		100	100.0	100.0	

Source: Primary Data Processed in 2026

Based on their highest level of education, the majority of respondents (54 respondents) had a bachelor's degree. Furthermore, 30 respondents (30%) had a diploma, 11 respondents (11%), 4 respondents (4%), and 1 respondent (1%). These results indicate that the majority of respondents had a higher level of education. This indicates that respondents in the study had the ability to understand the research questions and provide assessments of the variables studied.

Based on occupation, the majority of respondents were in job category code 2 (employee) with 83 people (83%). Furthermore, job category code 1 (student) with 8 people (8%), code 3 (entrepreneur) with 5 people (5%), code 5 (civil servant) with 2 people (2%), and code 4 (pharmacist) with 2 people (2%).

Based on personal monthly income, the majority of respondents had an income of Rp5,000,000–Rp10,000,000 (67 people). Furthermore, respondents with an income of Rp3,000,000–Rp5,000,000 were 11 people (11%) and Rp10,000,000–Rp20,000,000 were 10 people (10%), with an income below Rp3,000,000 were 9 people (9%), and with an income above Rp20,000,000 were 3 people (3%).

Table 5. Respondent Characteristics Number of Perfumes and Shopping Platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Number of Perfumes	1	16	16.0	16.0	16.0
	2-3	74	74.0	74.0	90.0
	>3	10	10.0	10.0	100.0

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Shopping Platform	Shopee	76	76.0	76.0	76.0
	Tokopedia	4	4.0	4.0	80.0
	TikTok Shop	20	20.0	20.0	100.0
Total		100	100.0	100.0	

Source: Primary Data Processed in 2026

Based on the number of local perfumes owned, the majority of respondents (74 respondents) owned 2–3 local perfumes. Furthermore, 16 respondents (16.0%) owned 1 local perfume, while 10 respondents (10.0%) owned more than 3 local perfumes. This indicates that the majority of respondents had experience using local perfumes and were interested in local perfume products.

Based on the online shopping platform most frequently used to purchase local perfume, the majority of respondents (76 people) used Shopee. Furthermore, 20 people (20%) used TikTok Shop, and 4 people (4%) used Tokopedia. These results indicate that Shopee is the online shopping platform most frequently used by respondents to purchase local perfume. This suggests that ease of access, product variety, and promotional programs on the platform are likely factors that attract consumers to make purchases.

Validity Test

Table 6. Validity Test Results Table

Variables	Item	r count	r table	Sig.	Information
Fear of Missing Out (FOMO)	FOMO1	0.839	0.1966	<0.001	Valid
	FOMO2	0.843	0.1966	<0.001	Valid
	FOMO3	0.879	0.1966	<0.001	Valid
	FOMO4	0.880	0.1966	<0.001	Valid
	FOMO5	0.841	0.1966	<0.001	Valid
	FOMO6	0.890	0.1966	<0.001	Valid
	FOMO7	0.737	0.1966	<0.001	Valid

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Flash Sale Program (PFS)	PFS1	0.866	0.1966	<0.001	Valid
	PFS2	0.863	0.1966	<0.001	Valid
	PFS3	0.898	0.1966	<0.001	Valid
	PFS4	0.709	0.1966	<0.001	Valid
Impulsive Buying (IB)	IB1	0.709	0.1966	<0.001	Valid
	IB2	0.774	0.1966	<0.001	Valid
	IB3	0.712	0.1966	<0.001	Valid
	IB4	0.773	0.1966	<0.001	Valid
	IB5	0.794	0.1966	<0.001	Valid
	IB6	0.067	0.1966	0.510	Invalid

Source: Primary Data Processed in 2026

The Validity test results show that items in the Fear of Missing Out (FOMO) and Flash Sale Program (PFS) variables are declared valid because they have a calculated r value greater than the r table of 0.1966 and a significance value <0.05. In the Impulsive Buying variable, five items, namely IB1 to IB5, are declared valid with calculated r values between 0.709 and 0.794. Meanwhile, item IB6 is declared invalid because it has a calculated r value of 0.067 <0.1966 and a significance value of 0.510 > 0.05. Thus, of the total 17 statement items tested, 16 items are declared valid and 1 item, namely IB6, is declared invalid. The results of this validity test indicate that the instrument used to measure Fear of Missing Out (FOMO) and flash sales is suitable as a basis for testing the first hypothesis H1, namely the influence of Fear of Missing Out (FOMO) on impulsive online buying, and the second hypothesis H2, namely the influence of flash sales on impulsive online buying.

Reliability Test

Table 7. Reliability Test Results

Variables	Cronbach's Alpha	Number of Items	N	Information
Fear of Missing Out (X1)	0.889	7	100	Reliable
Flash Sale (X2)	0.833	4	100	Reliable

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Impulsive Buying (Y)	0.7777	6	100	Reliable

Source: Primary Data Processed in 2026

Based on the results of the reliability test of all variables studied, the Cronbach's Alpha value were for 0.889 for Fear of Missing Out (FOMO), 0.833 for the Flash Sale Program (PFS), and for the Impulsive Buying 0.7777. These values have exceeded the reliability criteria limit of 0.70. Thus, all instruments used in the study can be considered reliable because they have a good level of internal consistency, so they are able to measure each research construct consistently. This good level of reliability also strengthens the feasibility of the instrument in testing the first hypothesis H1, namely the effect of Fear of Missing Out (FOMO) on impulsive online buying, and the second hypothesis H2, namely the effect of flash sales on impulsive online buying, because the consistency of measurement ensures stable results on both variables.

Multiple Linear Regression Test

Table 8. Multiple Linear Regression Results

Variables	B	Std. Error	Beta Coefficients	t	Sig
Constant	7.759	1.187	-	6.535	<0.001
Fear of Missing Out	0.352	0.039	0.608	8.932	<0.001
Flash Sale Program	0.328	0.070	0.317	4.661	<0.001

Source: Primary Data Processed in 2026

Based on the results of the multiple linear regression analysis in Table 8, the regression equation is Y = 7.759 + 0.352 X1 + 0.328 X2, where Y is Impulsive Buying, X1 is Fear of Missing Out, and X2 is the Flash Sale Program. The constant value of 7.759 indicates a value of zero or no change, so Impulsive Buying will remain at 7.759. So this value can reflect the basis of Impulsive Buying before being influenced by independent variables.

Based on the results of the partial multiple linear regression test, the Fear of Missing Out (FOMO) variable has a regression coefficient value of 0.352, with a

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significance value <0.001 and a t-value of 8.932. Because the significance value is smaller than 0.05, it can be concluded that Fear of Missing Out has a positive and significant effect on Impulsive Buying. This means that the higher the level of concumer's level of Fear of Missing Out, the higher the consumer's tendency to make impulsive purchases. A positive coefficient value indicates that every increase in FOMO will increase impulsive buying behavior, assuming other variables are held constant.

Furthermore, the Flash Sale Program (PFS) variable obtained a regression coefficient value of 0.328, with a significance value <0.001 and a t-value of 4.661. These results indicate that the Flash Sale Program has a positive and significant effect on Impulsive Buying because the significance value is smaller than 0.05. This means that the higher the consumer perception of the flash sale program, the greater the tendency of consumers to make impulsive purchases. Thus, increasing promotional programs in the form of flash sales can encourage increased impulsive buying behavior. The two partial test results form the basis for testing the research hypothesis, namely H1 regarding the effect of Fear of Missing Out (FOMO) on impulsive online buying and H2 regarding the effect of flash sales on impulsive online buying, which will be discussed further through the following partial test results (T-test).

Partial Results (T-Test)

Table 9. Partial Results (T-Test)

Variables	B	Std. Error	Beta Coefficients	t	Sig
Constant	7.759	1.187	-	6.535	<0.001
Fear of Missing Out	0.352	0.039	0.608	8.932	<0.001
Flash Sale Program	0.328	0.070	0.317	4.661	<0.001

Source: Primary Data Processed in 2026

Based on the results of the analysis of the partial test (T test), it can be described as follows:

1. Results of Hypothesis 1 (H1)

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The Fear of Missing Out (FOMO) variable has a significance value of <0.001, which is smaller than 0.05. With a t-value of 8.932, it can be concluded that H1 is supported, Fear of Missing Out (FOMO) has a positive and significant effect on Impulsive Online Buying. This finding indicates that, the higher the level of Fear of Missing Out (FOMO) felt by consumers, the higher the tendency of consumers to make impulsive purchases. This result is in line with research from Ghaniyah (2024), Deliana et al. (2024), and Damayanti and Sagoro (2024) who also found a positive relationship between FOMO and Impulsive Buying in Generation Z. The higher the FOMO felt by consumers, the greater the tendency to make Impulsive Online Buying.

2. Results of Hypothesis 2 (H2)

The Flash Sale Program variable obtained a significance value of <0.001, which is smaller than 0.05. With a t-value of 4.661, it can be concluded that H2, the Flash Sale Program has a positive and significant effect on Impulsive Online Buying. This finding can be interpreted as, the more attractive the Flash Sale Program offered to consumers, the higher the tendency of consumers to make impulsive purchases. This result is in line with research by Hermawan and Rofiq (2024), Nguyen-Van et al. (2024), and Al Jonet et al. (2024) which shows that flash sales consistently encourage impulsive buying behavior in consumers, especially Generation Z. Thus, the results of this study strengthen the evidence that the Flash Sale program is one of the factors that can increase the tendency of Impulsive Online Buying, especially when consumers are faced with attractive offers and have a time limit.

Simultaneous Results (F Test)

Table 10. Simultaneous Test Results (F Test)

	Sum of Square	df	Mean Square	F	Sig
Regression	876.849	2	438.424	74.695	<0.001b
Residual	569.341	97	5.869		
Total	1446.19	99			

Source: Primary Data Processed in 2026

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Based on the results of the simultaneous test (F test), the calculated F value was 74.695 with a significance level of <0.001. This significance value is smaller than 0.05, so it can be concluded that the variables Fear of Missing Out (FOMO) and Flash Sale Program (PFS) together (simultaneously) have a significant effect on Impulsive Buying. This means that both independent variables are simultaneously able to explain changes that occur in consumer impulsive buying behavior. Thus, the regression model used in this study is declared appropriate to explain the effect of FOMO and Flash Sale Program on Impulsive Buying. These results strengthen the findings in the previous partial test, where Fear of Missing Out (FOMO) and Flash Sale Program, which are variables in H1 and H2 respectively, are also proven to have a significant effect on Impulsive Buying, thus supporting the acceptance of both hypotheses simultaneously.

Coefficient of Determination (R2)

Table 11. Results of the Coefficient of Determination (R2) Test

	R	R Square	Adjusted R Square	Std. Error
1	0.779a	0.606	0.598	2.42270

Source: Primary Data Processed in 2026

Based on the results of the determination coefficient test, the R2 value was obtained at 0.606 and the Adjusted R2 was at 0.598. This indicates that the Fear of Missing Out (FOMO) and Flash Sale Program (PFS) variables are able to explain variations in changes in Impulsive Buying by 60.6%, while the remaining 39.4% is influenced by other factors outside this research model. The R value of 0.779 indicates that the relationship between the independent variables (FOMO and PFS) and the dependent variable (Impulsive Buying) is in the strong relationship category. Thus, FOMO and Flash Sale Program have a significant contribution in explaining consumer impulsive buying behavior. The magnitude of this contribution confirms that the influence of Fear of Missing Out (FOMO) on impulsive online buying, as stated in H1, and the influence of flash sale on impulsive online buying, as stated in H2, has a fairly dominant role compared to other factors not examined in this study.

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CONCLUSION

This study aims to determine the effect of Fear of Missing Out (FOMO) and Flash Sale Program on Impulsive Buying tendencies in purchasing local perfume by Generation Z in Bekasi City. The results of hypothesis testing show that H1 is accepted, namely FOMO has a positive and significant effect on Impulsive Buying (coefficient 0.352; significance <0.001), which means the higher the FOMO felt by consumers, the higher their tendency to make impulsive purchases. H2 is also accepted, namely Flash Sale Program has a positive and significant effect on Impulsive Buying (coefficient 0.328; significance <0.001), which means the more attractive consumers perceive flash sales, the greater their tendency to buy impulsively. Simultaneously, both variables are also proven to have a significant effect on Impulsive Buying and are able to explain most of the variations in this behavior in Generation Z, while the rest is influenced by other factors outside this research model, such as product quality, price, consumer reviews, or other social influences not examined in this study.

Thus, it can be concluded that the higher consumers fear of missing out (FOMO) and the stronger the attractiveness of flash sales promotions offered, the greater the tendency of Generation Z in Bekasi City to purchase local perfumes spontaneously and without careful planning. These findings contribute to business actors, especially in the local perfume industry, to utilize psychological strategies such as time urgency and digital social pressure in designing more effective marketing campaigns, without ignoring the importance of educating consumers about wise shopping behavior.

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