

The Influence of FOMO (Fear of Missing Out) and TikTok Influencer Endorsement on Impulse Buying (Case Study on Teenagers in Bandung City)

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ABSTRACT

This study aims to identify the influence of FOMO (Fear of Missing Out) and influencer endorsement on impulse buying behaviour among adolescents in Bandung City. The development of the digital economy and social media, particularly TikTok, has increased teenagers' exposure to product offerings that lead to impulse purchases. The method used was a survey with an online questionnaire to 100 respondents, using non-probability sampling and purposive sampling techniques. Data analysis was conducted with multiple linear regression tests using IBM SPSS 30. The results showed that FOMO has a positive and significant influence on impulse buying, while influencer endorsement has no significant effect on impulse buying in adolescents. These findings can provide marketers insight into the factors that influence teenagers' consumption behaviour in the digital era.

Keywords: FOMO (Fear of Missing Out), Influencer Endorsement, Impulsive Buying, Digital Economy.

1. INTRODUCTION

Since Covid-19, the trend of online shopping has become an activity that is often carried out by Indonesians so that it can hamper offline or conventional sales (Kompas, 2023). The increase in this trend is due to the rapid growth of the internet and increasingly sophisticated technology that makes Indonesians increasingly lazy to shop offline, so online shopping is the right choice (Okezone, 2023)

The rapid of technology development and digitalization has become a major impact on the presence of the digital economy which is characterized by the increasing development of technology-based business and trade transactions (Abdillah, 2024). According to the We Are Social report in January 2024, around 56.1% of the internet worldwide does online shopping every week. This statement is supported by data stating that Indonesia ranks 9th, with the proportion of internet users who shop online weekly reaching 59.3% (databoks, 2024) . People's behaviour in online shopping is also affected by social media that continues to grow (Suprianto. K, 2024) .

Social media is widely favoured by people today, especially people in urban areas such as in the city of Bandung (Kotler & Armstrong, 2020) . They use social media intensively in various activities such as expressing themselves, getting information and knowledge, entertainment and fun and purchasing goods (Kats & Steuk, 2017) . Quoted from We Are Social (2024), TikTok is the fourth most widely used social media in Indonesia, namely 73.5% of all internet users in Indonesia (We Are Social, 2025) . In addition, in 2021 the largest TikTok users in Indonesia were on average in the age range of 18 until 24 years with 40% total of percentage (Ginee, 2021). This age range can be classified as teenager as according to WHO (World Health Organization) is 12-24 years old and enters Generation Z or abbreviated as Gen Z (Rustianingsih, 2025) . Gen Z is a generation born in 1997 through 2012. Gen Z is also referred to as "post-millennials", "ingeneration" or "net-generation" because this generation grew up during the development of advanced computers, where *mobile phones*, *games*, and the internet became commonplace (Nasr, 2023) .

Tik-Tok was originally a social media application that contains entertainment. However, along with its development in 2021 TikTok obtained an official license from the government to run a business in the field of social media and *e-commerce* under the name Tik-Tok Shop which provides *live-streaming* sales features, displays interesting and interactive content such as product reviews, *unboxing* videos, and displays ongoing product discount any promos (Widodo, 2024) . The existence of Tik-Tok Shop makes it easy for users, especially teenagers, to make online purchases easily without consideration (Pojoknulis, 2023) . The number of active TikTok users has caused many brands to carry out their marketing strategies on TikTok to reach a large number of potential customers. Thus, providing a good

opportunity to increase sales (Suarabogor, 2021) . From the development of social media, it has an impact on presenting a phenomenon known as Fear of Missing Out (FOMO).

Fear of Missing Out (FOMO) is a fear that comes suddenly when a rare moment is when a person is not involved in existing events and can be seen when an individual often *updates* what others are doing on social media and the internet (Andrew K. Przybylski, 2013) . FOMO is built due to the lack of knowledge about psychology when using social media. FOMO is also defined as a person's urge to always be curious to know other individuals' latest news, and to make comparisons through other individuals' lives (Kats & Steuk, 2017) . The impact of the FOMO phenomenon by business people is used as a marketing strategy by involving influencers in marketing their products to increase sales.

Influencer is someone in flatform social media who has many followers and what they say on social media can influence the behaviour of their followers (Haryanti, 2018) . Endorsement is a form of promotion carried out by business owners by working with well-known individuals who have many followers. (Soesatyo, 2013) . So that from these two definitions it can be concluded that influencer endorsement is a form of promotion by someone who has a great influence on social media to his followers

A person's indicator to determine the feasibility of influencers in promoting a product can use the VisCAP (Visibility, Credibility, Attraction, Power) model adopted from Percy & Rossiter'(Setiawan, 2018)s theory. The use of influencer endorsement in promoting products has its own appeal, in addition to the benefits of publicity and the power of getting attention from consumers. Influencers can also be used as a tool to persuade consumers and influence them with their fame. Research conducted by Solomonn & Barmossy (2017) shows that 70% of consumers trust recommendations from influencers more than traditional advertising (Solomon & Barmossy, 2017) . Therefore, influencers can influence consumer behaviour through the content they share on social media, especially TikTok. So, they play an important role in influencing consumer behaviour such as in adolescents. That is because teenagers tend to have high consumptive behaviour and are prone to purchasing products that are less relevant or even not needed by them (Arda, 2019) . So, they buy a product spontaneously without considering carefully whether they need the product or not. This is known as impulse buying (Nurkholidah, 2022) .

According to Azmi (2023) impulse buying is an urge in the heart spontaneously with full force, and is not planned to buy something directly, without much attention to future consequences (Azmi, 2023) . Previous research on the effect of FOMO on impulsive buying has been conducted by (Widodo, 2024) that FOMO has a significant influence on impulse buying for someone with a high level of fear of missing trends. Furthermore, the influence of influencer endorsement has been studied by (Azzahra & Nursholehah, 2022) under influencer endorsement has a positive influence on impulsive buying behaviour consumers. In contrast to research conducted by (Astuti & Pratiwi, 2024) which revealed that FOMO has not significant influence on impulse buying and research was conducted by (Rosdiana & Abdurrahman, 2023) revealed that Influencer Endorser do not significant influence on Impulse Buying. Based on the phenomena, problems and inconsistencies in the results of these researches, therefore, the researchers motivated in conducting research with the title "The Effect of FOMO (Fear of Missing Out) and Influencer Endorsement on Impulse Buying: Case Study on Teenagers in Bandung City".

2. RESEARCH METHODS

The method of this research used a quantitative approach. Data collection in this research was carried out using tools in the form of research instruments. The instrument includes all the variables used in this study, namely FOMO (Fear of Missing out), Influencer Endorsement, and Impulse Buying.

The sampling technique in this research uses non-probability sampling with purposive sampling, which is a sampling technique on condition that it meets certain criteria. The specific criteria that will be taken in this study are: (1) residents of the city of Bandung or who are currently living in the city Bandung, (2) residents with a teenage age range, namely ages 12-24 years, and (3) teenagers who actively use TikTok social media and online shopping platforms. The sample of this study amounted to 100 people. According to Ding, Velicer, and Harlow in Supranto (2004) explain that the appropriate number of samples in research using paths is a minimum of 100 people. Based on this research, the number of samples used in this study was 100 respondents in order to fulfil representative considerations and analytical research.

The data collection method in this research uses an online questionnaire using an ordinal scale of 1-5. The questionnaire was distributed online using google forms to respondents who fit the sample criteria. To test the hypothesis in this research, a normality test, linearity test, and then multiple linear regression test statistical analysis with the help of IBM SPSS 30.

3. RESULTS AND DISCUSSIONS

3.1. Validity Test

Table 1. The Validity Test Results

		N	%
Cases	Valid	48	100.0
	Excluded ^a	0	.0
	Total	48	100.0
a. Listwise deletion based on all variables in the procedure.			

The validity test in this research was carried out with the application of IBM SPSS 30 program. The sample for this research trial was 48 people. The results of the validity test on this research instrument show that each question item from each variable contained in the questionnaire is valid with a significant value < 0.05 and the value of r count $> r$ table. This means stating that all question items distributed to respondents are understandable.

3.2. Reliability Test

Table 2. The Reliability Test Results

Variabel	Cronbach Alpha	Number of Questions
Fear of Missing Out (FOMO)	0.921	11
Endorsement Influencer	0.902	14
Impulse Buying	0.942	18

The results of the Reliability test show that the Cronbach Alpha value is 0.921 on the FOMO variable with 11 question items. In the *Influencer Endorsement* variable with 14 question items of 0.902. As well as 0.942 on the Impulse Buying variable with 18 question items. All Cronbach Alpha in all variables show greater than 0.60, meaning that all variables are reliable or reliable.

3.3. Normality Test

Table 3. Normality Test Results

Variable		Asymp. Sig. (2-tailed)
FOMO (X1)	Independent	0.194
Endorsement Influencer (X2)	Independent	0.053
Impulse Buying (Y)	Dependent	0.200 ^e

The result of the K-S (Kolmogorov Smirnov) normality test is known that the *Asymp. Sig. (2-tailed)* variable X1 $0.194 > 0.05$, variable X2 $0.053 > 0.05$, and variable Y $0.200 > 0.05$. It can be concluded that the X1 X2 and Y variables are normally distributed.

3.4. Linearity Test

Table 4. Linearity Test Results

Variabel		Sig	Conclusion
Independent	Dependent		
FOMO (X1)	Impulse Buying (Y)	0.533	Linear
Endorsement Influencer (X2)	Impulse Buying (Y)	0.058	Linear

Based on the table above, it shows that the significance value between the FOMO variable (X1), Influencer Endorsement (X2) on Impulse Buying (Y) is interconnected with each variable having a significance value > 0.05 so it can be concluded that all variables in this study have a linear relationship.

3.5. Multiple Regression Test

3.5.1. T-test

Table 5. The Variable Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.903	8.306		2.517	.013
	FOMO	.964	.140	.580	6.882	<.001
	Endorsement Influencer	.086	.157	.046	.548	.585

a. Dependent Variable: Impulse Buying

In the three variables, the T table is obtained at 1.98472. These results are obtained from the formula $t_{table} = (\alpha/2; n-k-1)$. Researchers use a confidence level (α) of 0.05. Then $t_{table} = (0.025; 97)$, and when viewed from the t table value distribution table, the degree of freedom number 97 has a value of 1.98472. Furthermore, according to the interpretation of the test results in the Variable Coefficient table, the research hypothesis obtained is as follows:

H1 is accepted because the significance value of the influence of FOMO (X1) on impulse buying (Y) is $0.001 < 0.005$ and the value of $t_{(count)} 6.882 > 1.98472 t_{table}$ which means that FOMO has a significant influence on impulse buying.

H2 is rejected because the significance value of the influence of Endorsement Influencer (X2) on impulse buying (Y) is $0.585 > 0.005$ and the $t_{(count)}$ value is $0.548 < 1.98472 t_{table}$ which means that Endorsement Influencer has no significant influence on impulse buying.

3.5.2 F-test

Table 6. F Calculated Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6191.141	2	3095.571	26.263	<.001 ^b
	Residual	11433.219	97	117.868		
	Total	17624.360	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Endorsement Influencer, FOMO

In the F test this study obtained an F table of 3.09. These results are obtained from the formula $t_{table} = (k; n-k)$. Researchers use 2 independent variables. Then $F_{table} = (2; 98)$, and when viewed from the distribution table of F table values, the degree of freedom number 98 has a value of 3.09.

Based on the table 6, the F_{count} value is 26.263 with a significance value of 0.001. The value of $F_{count} > F_{(table)}$ ($26.263 > 3.09$) and a significant value smaller than 0.05 ($0.001 < 0.05$) then H_{a3} is accepted and H_{o3} is rejected. So, it can be understood that there is a significant positive influence between independent variables (FOMO and Influencer Endorsement) simultaneously on *impulse buying* in teenagers in Bandung.

3.5.3 Coefficient of Determination

Table 7. R-Square Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	.351	.338	10.857

a. Predictors: (Constant), Endorsement Influencer, FOMO

The table 7 shows that the result of the coefficient of determination (R square) is 0.351. The magnitude of this figure is equal to 35.1% and is included in the moderate R-Square value category, meaning that the capability of all independent variables, namely FOMO and Influencer Endorsement, to influence the dependent variable Impulsive Buying by 35.1% while the remaining 64.9% is influenced by other variables not examined in this research.

3.6. Discussion

The results of this research indicate that FOMO (Fear of Missing Out) positively and significantly influences impulsive purchases among teenagers in Bandung City. The FOMO phenomenon triggered by exposure to offers and

trends spread through social media, especially TikTok, encourages teenagers to make purchases without careful consideration. This is related with previous research stating that FOMO can influence adolescents in impulse purchases (Widodo, 2024). On the other hand, the findings of this research indicate that influencer endorsements do not significantly affect impulse purchases among adolescents in Bandung City. Although influencers have an important role in influencing product preferences, it seems that the FOMO factor is more dominant in encouraging teenagers in the city of Bandung to make impulsive purchases. This may be due to the high dependency on social media and the need to stay connected with their social groups. This study highlights the importance of understanding the psychological factors that drive impulse buying behaviour among adolescents, especially in the era of an ever-evolving digital economy.

4. CONCLUSION

Based on the data of the research that collected testing, the following inferences can be drawn: FOMO (Fear of Missing Out) contributes positively and significantly to impulse buying teenagers in Bandung. This is known from the t value of $6.882 > t_{table} 1.98472$ with a significant value of $0.001 < 0.05$ and the coefficient value has a positive value of 0.964 . Therefore, it can be concluded that impulse buying by teenagers in Bandung is caused by *Fear of Missing Out* (FOMO) which tends to attract consumers to shop impulsively. Influencer endorsement does not contribute positively and significantly to impulse buying teenagers in the city of Bandung. This is known from the calculated t value of $0.548 < t_{table} 1.98472$ with a significant value of $0.585 > 0.005$ and the regression coefficient value has a positive value of 0.086 . Therefore, it can also be concluded that *Impulse Buying* by teenagers in the city of Bandung is not caused by endorsement influencers so that it does not attract teenagers to shop impulsively.

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