



Drivers of Impulsive Buying Behavior for Jiniso Brand Consumers

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ABSTRACT

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Jiniso is a local jeans brand that has experienced sales growth over the past six years, as evidenced by its sales data. Shopee is one of the promotional marketplaces used by Jiniso in offering various promotions. Jiniso's promotions through Shopee that utilize changing trends often trigger impulsive buying, so it is important to understand the factors that influence impulsive buying behavior. This study aims to examine and analyze the partial effects of Fear of Missing Out (FOMO), Shopping Lifestyle, and Fashion Involvement on impulsive buying behavior toward the Jiniso brand on the Shopee marketplace. The sample used was 100 respondents with a purposive sampling method. The data analysis technique used quantitative with multiple linear regression tests and SPSS 20 software. The results showed that the variables of FOMO, Shopping Lifestyle, and Fashion Involvement partially have a positive and significant effect on impulsive buying, with a contribution of 71,7%

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INTRODUCTION

The development of digital technology has facilitated various aspects of daily life, particularly the growing tendency to shop online. This phenomenon is reinforced by the latest report from We Are Social in January 2024, which stated that around 56,1% of internet users worldwide shop online every week (Astuti & Pratiwi, 2024). Online shopping is now frequently conducted through marketplaces, which are often more affordable than offline stores. According to the Top Brand Index (2025), Shopee is one of the companies that has occupied the highest position in the marketplace for the past five years.

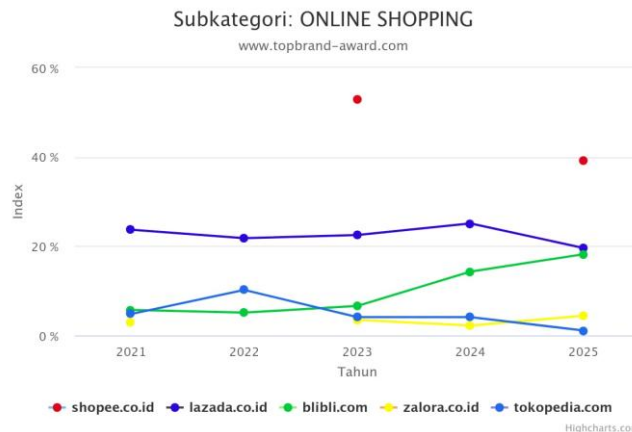


Figure 1. Comparison of Top Brand Index of E-Commerce Indonesia

One brand that uses Shopee as a promotional and sales medium is Jiniso. Jiniso is a local fashion brand that focuses on apparel, with jeans as its flagship product, founded by Dian Fiona in 2018 (Safitri, Pakarti, Farida, Sartika, 2025). Jiniso often offers various forms of online promotions, such as discounts, flash sales, live streaming, discount vouchers, and free shipping. Jiniso has become a leading brand in Indonesia. Local fashion is in high demand, especially for women, and consistently experiences increasing sales each year. This statement is evidenced by Jiniso sales data, which shows an increase from 5.665 units in 2019 to 7.884 units in 2020, and reached 8.418 units in 2021 (Lestari & Widjanarko, 2023). Jiniso's consistent focus on fashion and quality makes it a brand that encourages young people to make impulsive purchases (Safitri et al., 2025).

Mainun & Azizah (2024) stated that the phenomenon of impulsive buying is very common and often occurs among consumers, especially marketplace consumers. In this case, people who are exposure to attractive advertisements on marketplaces can trigger unplanned purchasing decisions, influenced by the emotional urge to obtain an item immediately or by social environmental factors. The concept of impulsive buying has been analyzed by various experts, such as Engel, Blackwell, Miniard (2008:25) who emphasize that impulsive buying occurs without prior consideration (Aulia & Zaini, 2023). Impulsive buying behavior is a puzzle in the world of marketing because consumers can buy a product without any prior plans and needs (Soelton et al., 2021). According to Djamhari et al. (2024), there are factors that influence impulsive buying, namely Fear Of Missing Out. In addition, impulsive buying is influenced by shopping lifestyle and fashion involvement. (Yulinda et al., 2022).

Fear of Missing Out (FOMO) is a behavior characterized by an obsession with specific events that are currently happening, resulting in anxiety about missing out on new things (Abdika et al., 2024). The increasing phenomenon of online purchasing is influenced by the presence of interesting content on social media, especially content that displays links to product visits on Shopee. The content displayed usually adopts promotional concepts, such as discounts, limited stock, promos, flash sales, and so on. According to Irza, Hasman, Yunita, & Alfifto (2024), the FOMO strategy exploits a fundamental human fear: the fear of missing out on experiences or opportunities. Li et al. (2021) revealed that based on data collected from 638 teenagers in Indonesia, it shows that 64,6% or 412 teenagers of the population experience FOMO on social media. This means that FOMO behavior is believed to encourage the potential for unplanned sales and purchases or impulsive buying by consumers online. (Mainun & Azizah, 2024).

Shopping lifestyle refers to how individuals allocate their time, money, and energy on shopping activities (Amanda et al., 2024). The concept of shopping lifestyle reflects values, priorities, and becomes an arena to prove their social status (Aulia & Zaini, 2023). According to Maidah & Sari (2022), business actors often use consumer shopping lifestyle behavior as a guideline in marketing. This means that business actors conduct analysis related to the shopping lifestyle of the consumers they target so that their marketing is targeted. Shopping lifestyle not only influences someone in making purchasing decisions offline, but also online, thus leading to impulsive buying. Furthermore, Khoiriyah & Supriyanto, (2022) stated that the marketplace provides a variety of goods that are suitable to meet one's lifestyle needs due to the information from sellers, both product details and reviews. According to Yulinda, et al., (2022), shopping lifestyle behavior is believed to encourage impulsive buying. This condition occurs because the

stronger the consumer's desire to fulfill needs that have become a shopping lifestyle without leaving the house, the higher the impulsive buying behavior of a consumer when shopping online.

Fashion involvement reflects an individual's needs, interests, and values associated with fashion products (Pramestya & Widagda, 2020). According to Khoiriyah & Supriyanto, (2022) Fashion involvement encompasses affective aspects related to product evaluation and cognitive aspects related to knowledge and goals of product attributes. Therefore, when fashion involvement is high, a person will have strong emotions and feelings about fashion products. Based on data obtained from Databoks, regarding online fashion purchases, clothing, shoes, and accessories account for 76% of the top-selling categories (Utama, Alif, & Rahayu, 2021). Fashion products are seen as a way to express oneself, appearing more confident and following the latest fashions and trends. Consumers with a strong interest in fashion, such as Jiniso, tend to be more easily influenced by new products and promotional offers, leading to more frequent impulsive buying, even without any initial intention (Safitri et al., 2025).

This research is very interesting to conduct because there are still inconsistencies in the results between the influence of the FOMO variable on impulsive buying. Astuti & Pratiwi (2024) found different results from research conducted by Aziz et al. (2025), which stated that Fear Of Missing Out (FOMO) does not have a positive and significant effect on impulsive buying. This condition occurs because when FOMO can be controlled, FOMO is unable to predict impulsive buying behavior. Furthermore, inconsistencies in the results also exist in the influence of shopping lifestyle on impulsive buying. Amanda et al. (2024) found different results from the research of Yulinda et al. (2022) who stated that shopping lifestyle does not have a positive and significant effect on impulsive buying. This condition occurs because shopping lifestyle only reflects a person's shopping habits and preferences so that even people with a highly planned shopping lifestyle can still be tempted to make impulsive purchases, especially if there is an emotional urge. Then, inconsistencies in the results also exist in the influence of fashion involvement on impulsive buying. (Kumaat et al., 2024) found different results from Utama et al. (2021) research, which stated that fashion involvement did not have a positive and significant effect on impulsive buying. This condition occurs because the customer's emotional experience regarding fashion, such as feelings of joy or happiness when seeing a product, becomes a consideration in making impulsive purchases.

The purpose of this research is to test and partially analyze the influence of Fear Of Missing Out (FOMO), Shopping Lifestyle, and Fashion Involvement on impulsive buying.

LITERATURE REVIEW

Consumer Behavior Theory

According to Kotler & Keller (2016:179), Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs and desires. Tjiptono, (2015:46) defines consumer behavior from two main perspectives, namely human thoughts and actions, and fields of study or a collection of collected knowledge. This means that consumer behavior is a series of activities carried out by consumers to find solutions to consumer needs and desires. It can be concluded that consumer behavior is the study of consumer actions in carrying out the process of purchasing goods or services based on rational purchasing motives and influenced by emotional factors, influence, awareness, and behavior.

Kotler & Keller (2016:179-187) revealed that consumer behavior is influenced by four factors as follows: (1) Cultural factors; (2) Social factors; (3) Personal factors; (4) Psychological factors. The FOMO variable is closely related to psychological factors, especially in the realm of motivation triggered by anxiety about missing the opportunity to make quick and impulsive purchases and the realm of perception triggered by the urgency and value of a product that is reinforced by the fear of missing out on valuable offers (Pane, Luthfi, Napitupulu, Situmorang, & Sembiring, 2024). The shopping lifestyle variable is in accordance with social factors because shopping behavior can be triggered by the influence of the social environment, such as friends, family, society, and the desire to maintain social status (Astuti & Pratiwi, 2024). Meanwhile, fashion involvement according to Urmila (2022) associated with personal factors because the high level of fashion involvement reflects personal characteristics, such as interests, needs, product values, gender, and age of individuals who always follow current fashion trends.

Fear of Missing Out (FOMO)

Przybylski, Murayama, & Gladwell, (2013) defines fear of missing out (FOMO) as a feeling of fear or anxiety an individual feels when they are about to miss out on moments they cannot attend or participate in on their surroundings or social media. According to Dewanata & Sidanti (2024), FOMO arises from feelings of anxiety due to a feeling of being left behind due to a lack of updated information. Anxiety and fear arise from individuals due to the lack of new information, such as news, trending topics, and several other things. Djamhari et al. (2024) stated that FOMO occurs because someone feels they are missing out on something valuable or enjoyable that someone else is experiencing. This condition results in a constant feeling of anxiety and suspicion that impacts daily life, including financial problems. In the case of the Jiniso brand on the Shopee marketplace, FOMO arises because someone is afraid of missing out on new jeans trends released, promotions offered, and the user experience felt by other users. Kotler & Keller (2016:187) revealed that FOMO is part of the psychological factors that influence consumer behavior. FOMO is an emotional response to the fear of missing out on certain opportunities or experiences that trigger the urge to make unplanned purchases or impulsive buying. This means that FOMO influences individuals to engage in impulsive buying behavior due to increased emotions. According to Przybylski et al. (2013), furthermore, fear of missing out can be measured using the following indicators: (1) Fear; (2) Worry; (3) Anxiety.

Shopping Lifestyle

Kotler & Keller (2016:181-186) explain that lifestyle is a person's style of life in social circles, as seen from their activities, attention, perspectives, and interests in viewing goods, and increases the tendency to make impulsive purchases. Lifestyle is a style that is seen from the activities, attention, and interests of each individual in viewing goods, and increases the tendency to make impulsive purchases. In this case, shopping lifestyle is an expression of an individual's lifestyle in the world through their activities, interests, and opinions. Shopping lifestyle is part of the social factors that influence consumer behavior. Furthermore, Amanda et al. (2024) revealed that shopping lifestyle is a way for consumers to connect with others through socializing similar shopping patterns between individuals. This means that individuals who share the same shopping lifestyle will tend to exchange ideas or socialize. According to Yulinda et al. (2022), the concept of shopping lifestyle in consumers is caused by the shopping patterns of social environments that

know or have purchased certain products, such as from family, friends, or the community, so consumers tend to follow these impulses. From the explanation outlined previously, it can be concluded that Shopping lifestyle is an individual's perspective in allocating the resources they have, namely money, time, and effort to fulfill their shopping lifestyle so that it influences their lifestyle. Shopping lifestyle is influenced by six factors according to Utami, (2018:59) as follows: (1) Adventure shopping; (2) Social shopping; (3) Gratification shopping; (4) Idea shopping; (5) Role shopping; and (6) Value shopping. According to Kotler & Keller (2016:186), shopping lifestyle can be measured through the development of a lifestyle concept with the following dimensions: (1) Activities; (2) Interest; (3) Opinions.

Fashion Involvement

According to Kotler & Keller (2016:202), involvement is one of the factors besides the breadth of product variety searches that consumers use in decision-making related to the extent to which individuals feel interested, concerned, and committed to a particular product or brand. Yustated that fashion involvement is a feeling of enthusiasm and interest in fashion products that can make consumers feel more attached to certain products so that they have knowledge about product attributes that interest them. Kotler & Keller (2016:202) explain that involvement is one of the factors used by consumers in making decisions about a particular product or brand. Involvement is an important concept that refers to the level of personal interest felt and the interest generated by a product for consumers. In the case of the Jiniso brand, consumers feel interested in knowing more about the product through the Shopee marketplace. Based on the explanations that have been described previously, it can be concluded that fashion involvement is the level of individual involvement regarding feelings of enthusiasm and interest in fashion products so that they have a cognitive curiosity and make purchases. Kim (2005) in Yulinda et al. (2022) explain that there are factors that influence fashion involvement, namely personal factors related to people or the surrounding community, object factors related to desired product features, and situational factors related to events in the surrounding area. According to Kim (2005) in Yulinda et al. (2022) Fashion involvement can be measured using the following indicators: (1) Latest models; (2) Fashion is important; (3) Different from others; (4) Clothes show characteristics; (5) Knowing people; (6) People see me; (7) Trying first; (8) Knowing the latest fashion.

Impulsive Buying

Kotler & Keller (2016:192) implicitly define impulsive buying through consumer behavior theory, namely purchasing decisions that occur spontaneously and without careful consideration and are often triggered by emotions and environmental stimuli. According to Utami (2018:61) Impulsive buying is defined as a response made without prior planning. In this case, consumers shop because they are motivated by hedonic desires such as pleasure, fantasy, and social or emotional satisfaction. Engel, Blackwell, & Miniard (2008) define impulsive buying as an emotional and spontaneous purchasing decision filled with a strong urge to buy a product immediately. This means that consumers want to get the product immediately and make a purchase without prior planning. Furthermore, Irza et al. (2024) state that impulsive buying is a condition where consumers tend to buy spontaneously, reflectively, immediately, and without thinking long beforehand. In this case, the consumer's desire to buy is strong. Spontaneous buying

encourages consumers to buy products simultaneously without considering the benefits they receive (Djamhari et al., 2024). From the explanation that has been outlined, it can be concluded that impulsive buying is a spontaneous and unplanned purchasing decision without prior careful consideration that is triggered by emotions and stimuli from the surrounding environment. According to Ernestivita, Gesty & Suhermin, (2023:63) there are three factors that influence impulsive buying as follows: (1) Situational and sociodemographic factors; (2) Psychological factors; (3) Environmental factors. According to Utami, (2018:62) Impulsive buying can be measured using the following four indicators: (1) Pure impulsive buying; (2) Reminder impulsive buying ; (3) Suggestion impulsive buying; (4) Planned impulsive buying.

Conceptual Framework

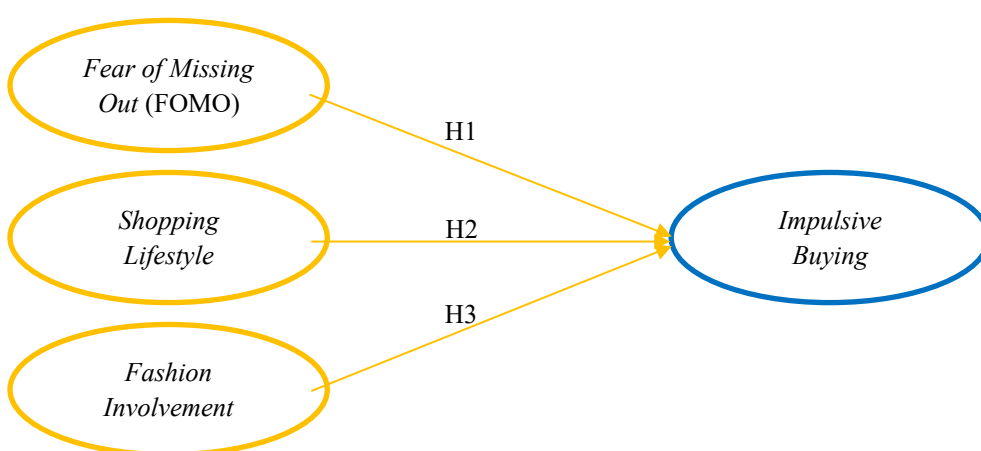


Figure 2. Conceptual Framework

Research Hypothesis

H₁ : *Fear of Missing Out (FOMO)* has a significant positive effect on *impulsive buying*.

H₂ : *Shopping lifestyle* has a significant positive effect on *impulsive buying*.

H₃ : *Fashion involvement* has a significant positive effect on *impulsive buying*.

METHOD

This study uses a quantitative approach with a descriptive method for data collection using numbers (Sugiyono, 2023:9). Primary data was obtained using a purposive sampling method. The sample was selected based on predetermined criteria (Sugiyono, 2023:289). The number of samples in this study was 100 respondents. The criteria for selecting respondents were individuals aged 18 years and above, consumers who had or were currently purchasing Jiniso products on the Shopee marketplace via live streaming, Shopee Live Video, flash sales, and active users of the Shopee feature on Shopee at least once in the last six months. Data were collected by distributing questionnaires to respondents via Google Forms. The assessment in this study was carried out using a Likert scale which has a score range of 1 to 5, a value of 1 indicates strongly disagree and a value of 5 indicates strongly agree. (Sugiyono, 2023:206). Data analysis was carried out using the linear regression analysis method. multiple with SPSS software version 20. The following is an explanation of the variables, dimensions and indicators of statements in this study:

Table 1 Operational Variables

| Variables | Dimensions | Indicator | Item |
|---|------------------------------|--|------|
| Fear of Missing Out (Aziz et al., 2025) | Afraid | I'm afraid I won't have the same experience of shopping for Jiniso products on the Shopee marketplace as | F1 |
| | | more experience shopping for Jiniso products on the Shopee marketplace than I do. | F2 |
| | Anxiety | I am worried that I will not be able to fit in with my social group if I don't shop for Jiniso products on the Shopee marketplace . | F3 |
| | | I'm worried that my friends will get more profitable promotions from Jiniso on the Shopee marketplace . | F4 |
| | Concerns | I feel anxious when I miss the opportunity to shop for Jiniso products on the Shopee marketplace . | F5 |
| | | I feel anxious when other people shop for new items from Jiniso products on the Shopee marketplace . | F6 |
| Shopping Lifestyle (Astuti & Pratiwi, 2024) | Activities | I shopped on the Shopee marketplace to find the latest Jiniso products. | SL1 |
| | | For me, shopping for Jiniso products on Shopee is a fun activity. | SL2 |
| | Interest | For me, shopping for Jiniso products on the Shopee marketplace is a hobby. | SL3 |
| | | I tend to shop for more than one different Jiniso product on the Shopee marketplace . | SL4 |
| | Opinions | I am sure that the Jiniso products I purchased on the Shopee marketplace are of good quality. | SL5 |
| | | I shop for Jiniso products on the Shopee marketplace to find products that can make it easier for me to make purchases. | SL6 |
| | | I feel comfortable when shopping for Jiniso products on the Shopee marketplace | SL7 |
| Fashion Involvement (Putra et al., 2020) | Latest model | I have one or more of the latest Jiniso products from the Shopee marketplace . | FI1 |
| | Fashion is important | fashion products are one of the important supporters in my activities. | FI2 |
| | Different from the others | I prefer Jiniso products which I use differently from other people. | FI3 |
| | Clothes show characteristics | Jiniso products show characteristics (my signature) | FI4 |
| | Knowing people | When I use a good Jiniso product, it makes people interested to see it. | FI5 |
| | People look at me | I can tell a lot about a person from their product. Jiniso used | FI6 |
| | Try it first | I looked at the reviews first before deciding to buy Jiniso products on the Shopee marketplace | FI7 |
| | Know the latest fashion | I know about the latest Jiniso products compared to others. | FI8 |
| Impulsive Buying (Astuti & Pratiwi, 2024) | Pure impulsive buying | spontaneous purchase of Jiniso products on the Shopee marketplace. | IB1 |
| | Impulsive buying reminder | I shopped because I felt enthusiastic about wanting to immediately have Jiniso products on the Shopee marketplace. | IB2 |
| | Suggested impulsive buying | The existence of special offers, the latest models, and interesting promotions sometimes makes me want to buy Jiniso products on the Shopee marketplace without planning it. | IB3 |

| Variables | Dimensions | Indicator | Item |
|-----------|--------------------------|---|------|
| | Planned impulsive buying | The attractive product display motivated me to immediately purchase Jiniso products on the Shopee marketplace. | IB4 |
| | | Sometimes I don't care about the consequences that will arise after purchasing Jiniso products on the Shopee marketplace. | IB5 |

Source: Primary data processing, 2025

RESULTS AND DISCUSSION

Respondent Characteristics

Referring to the respondents' gender, the results show that 74% are female and 26% are male. Based on age, the majority of respondents are aged 18-23 years with a percentage of 87%. Based on the type of respondents' occupation, the results show that 82% work as students or university students. Furthermore, based on monthly income or pocket money, 42% have an income of \leq Rp 1.000.000. Based on provincial domicile, the majority come from East Java, namely 62%.

Validity Test and Reliability Test

Table 2 Validity and Reliability Test Results

| Variables | Statement Items | Calculated r value | r _{Table} value (α) = 0,05 = 0,1654 | Note: | Alpha arithmetic | Cronbach's alpha | Conclusion |
|---------------------|-----------------|--------------------|---|-------|------------------|------------------|------------|
| Fomo | X1.1 | 0,821 | 0,1654 | Valid | 0,910 | 0,6 | Reliable |
| | X1.2 | 0,812 | 0,1654 | Valid | | | |
| | X1.3 | 0,872 | 0,1654 | Valid | | | |
| | X1.4 | 0,794 | 0,1654 | Valid | | | |
| | X1.5 | 0,834 | 0,1654 | Valid | | | |
| | X1.6 | 0,848 | 0,1654 | Valid | | | |
| Shopping Lufestyle | X2.1 | 0,628 | 0,1654 | Valid | 0,802 | 0,6 | Reliable |
| | X2.2 | 0,734 | 0,1654 | Valid | | | |
| | X2.3 | 0,711 | 0,1654 | Valid | | | |
| | X2.4 | 0,795 | 0,1654 | Valid | | | |
| | X2.5 | 0,560 | 0,1654 | Valid | | | |
| | X2.6 | 0,634 | 0,1654 | Valid | | | |
| | X2.7 | 0,694 | 0,1654 | Valid | | | |
| Fashion Involvement | X3.1 | 0,675 | 0,1654 | Valid | 0,854 | 0,6 | Reliable |
| | X3.2 | 0,812 | 0,1654 | Valid | | | |
| | X3.3 | 0,725 | 0,1654 | Valid | | | |
| | X3.4 | 0,765 | 0,1654 | Valid | | | |
| | X3.5 | 0,621 | 0,1654 | Valid | | | |
| | X3.6 | 0,710 | 0,1654 | Valid | | | |
| | X3.7 | 0,536 | 0,1654 | Valid | | | |
| | X3.8 | 0,751 | 0,1654 | Valid | | | |
| Impulsive Buying | Y.1 | 0,832 | 0,1654 | Valid | 0,874 | 0,6 | Reliable |
| | Y.2 | 0,852 | 0,1654 | Valid | | | |
| | Y.3 | 0,851 | 0,1654 | Valid | | | |
| | Y.4 | 0,769 | 0,1654 | Valid | | | |
| | Y.5 | 0,791 | 0,1654 | Valid | | | |

Source: Primary data processing, 2025

As shown in Table 2, the calculated r-value for each variable item The variables measured are Fear of Missing Out (FOMO), shopping lifestyle, fashion involvement, and impulsive buying is greater than the r-table value r_{table} ($r_{count} > 0,1654$), so it can be said that all statement items used meet the validity requirements. The calculated alpha value of each variable is greater than the Cronbach's alpha value (calculated alpha $> 0,6$). Therefore, all statement items are deemed to meet the validity requirements.

Normality Test Results

Table 3 Normality Test Results

| | <i>Unstandardized Residual</i> |
|------------------------|--------------------------------|
| N | 100 |
| Asymp. Sig. (2-tailed) | 0,117 |

Source: Primary data processing, 2025

Using the Kolmogorov-Smirnov normality test, this study concludes that the data follow a near-normal distribution, as the significance value is greater than 0,05. The significance level of the normality test results in this study was 0,117, indicating that the independent and dependent variables were normally distributed.

Multicollinearity Test

Table 4 Multicollinearity Test Results

| Variables | <i>Collinearity Statistics</i> | | Information |
|----------------------------|--------------------------------|------------|-------------------------------|
| | <i>Tolerance</i> | <i>VIF</i> | |
| FOMO | 0,609 | 1,642 | There is no multicollinearity |
| <i>Shopping Lifestyle</i> | 0,268 | 3,727 | There is no multicollinearity |
| <i>Fashion Involvement</i> | 0,265 | 3,777 | There is no multicollinearity |

Source: Primary data processing, 2025

The results of this research test indicate that the tolerance value for the FOMO variable is 0,609 ($0,609 > 0,10$) and the VIF value is 1,642 ($1,642 < 10$). Then the tolerance value for the shopping lifestyle variable is 0,268 ($0,268 > 0,10$) and the VIF value is 3,727 ($3,727 < 10$). Furthermore, the tolerance value for the fashion involvement variable is 0,265 ($0,265 > 0,10$) and the VIF value is 3,777 ($3,777 < 10$). Therefore, it can be concluded that the regression model shows no signs of multicollinearity.

Heteroscedasticity Test

Table 5 Heteroscedasticity Test Results

| Model | Sig | Information |
|---------------------|-------|--------------------------------|
| FOMO | 0,354 | There is no heteroscedasticity |
| Shopping Lifestyle | 0,754 | There is no heteroscedasticity |
| Fashion Involvement | 0,191 | There is no heteroscedasticity |

Source: Primary data processing, 2025

Based on the test results, no evidence of heteroscedasticity was found because the sig value of the FOMO variable was $0,354 > 0,05$, shopping lifestyle $0,754 > 0,05$, and fashion involvement $0,191 > 0,05$.

Multiple Linear Regression Test Results

Table 6 Multiple Linear Regression Test Results

| Model | Unstandardized Coefficients | | t _{count} | Sig (0.05) | One-sided sig | Note |
|---------------------|-----------------------------|------------|--------------------|------------|---------------|------|
| | B | Std. Error | | | | |
| Constant | -0,403 | 0,298 | -1,351 | 0,180 | 0,090 | |
| FOMO | 0,133 | 0,057 | 2,354 | 0,021 | 0,0105 | Sig. |
| Shopping Lifestyle | 0,428 | 0,137 | 3,125 | 0,002 | 0,001 | Sig. |
| Fashion Involvement | 0,530 | 0,123 | 4,304 | 0,000 | 0,000 | Sig. |

Source: Primary data processing, 2025

Based on the results of the regression analysis, it can be interpreted into the following formula:

$$Y = -0,403 + 0,133X_1 + 0,428X_2 + 0,530X_3$$

1. The constant value is -0,403 and has a negative value, meaning that when the FOMO (X1), shopping lifestyle (X2), and fashion involvement (X3) variables are constant or equal to zero (0), then the impulsive buying (Y) variable is -0,403.
2. The coefficient value of the FOMO variable (X1) is positive at 0,133, which means that when the FOMO variable increases by one unit, assuming that shopping lifestyle and fashion involvement are constant or equal to zero (0), the value of the impulsive buying variable (Y) increases by 0,133 units.
3. The coefficient value of the shopping lifestyle variable (X2) is positive at 0,428, which means that when the shopping lifestyle variable increases by one unit, assuming FOMO and fashion involvement are constant or equal to zero (0), the value of the impulsive buying variable (Y) increases by 0,428 units.
4. The coefficient value of the fashion involvement variable (X3) is positive at 0,530, which means that when the fashion involvement variable increases by one unit, assuming FOMO and shopping lifestyle are constant or equal to zero (0), the value of the impulsive buying variable (Y) increases by 0,530 units.

Determination Coefficient Test

Table 7 Results of the Determination Coefficient Test

| Model | R | R Square | Adjusted R Square | Standard Error of the Estimate |
|-------|-------|----------|-------------------|--------------------------------|
| 1 | 0,852 | 0,775 | 0,717 | 0,49135 |

Source: Primary data processing, 2025

Based on Table 6, the adjusted R-square value is 0,717, or 71,7%. This indicates that 71,7% of the variation in the impulsive buying variable can be explained by the independent variables, namely FOMO (X1), shopping lifestyle (X2), and fashion involvement (X3). The remaining 28,3% (100% - 71,7%) is influenced by other variables not included in this study.

Discussion

H 1 : Fear of Missing Out (FOMO) has a significant positive effect on impulsive buying.

These findings are in line with previous studies conducted by Aziz et al. (2025); Asyifa et al. (2024); Irza et al. (2024); Muharam et al. (2023); and Ratnaningsih & Halidy (2022) who found that FOMO has a significant and positive effect on impulsive buying. Jiniso brand consumers agree that they feel anxious when they miss out on shopping for Jiniso on the Shopee marketplace because of various attractive offers that are considered important, which can increase impulsive buying. This shows that the higher the FOMO towards a brand, the more it will affect impulsive buying behavior. This statement is consistent with research conducted by Przblyski et al. (2013) which states that FOMO is related to a person's anxiety who wants to be involved in an experience that is considered important or memorable. FOMO that occurs in the Jiniso brand shows that when there is an offer or opportunity to shop for Jiniso on Shopee, people feel the urge to immediately engage in purchasing activities. The opportunity in question is limited time or promotion and a person's purchasing power so that when they have the opportunity, people don't want to miss it. Contradicting these findings, Astuti & Pratiwi (2024) found that FOMO does not have a significant positive effect on impulsive buying.

H 2 : Shopping lifestyle has a significant positive effect on impulsive buying.

The findings of this study are in line with research conducted by Astuti & Pratiwi (2024); Aulia & Zaini (2023); Khoiriyyah & Supriyanto (2022); Putra et al. (2020); and Mahmudah (2020) which show that shopping lifestyle has a positive and significant effect on impulsive buying. People shop for Jiniso products on Shopee because of the ease of the purchasing process that is in line with trends from both the Shopee marketplace and the Jiniso online store. This ease includes factors such as responsive sellers, return guarantees, live streaming, seamless transactions, shipping options, shipping discounts, and other features used by Jiniso that provide savings for consumers and enable impulsive buying. This statement is consistent with the shopping lifestyle theory derived from the lifestyle concept in Kotler & Keller (2016:186) that shopping lifestyle can be measured from a person's opinion or view of a product that is considered to provide benefits in shopping. Shopping lifestyle makes consumers more often buy products that are seen as easy to access and save time based on the results of evaluations or comparisons with other products and recommendations from others. Contradicting these findings, Amanda et al. (2024) found that shopping lifestyle does not have a significant positive effect on impulsive buying

H 3 : Fashion involvement has a significant positive effect on impulsive buying.

The results of this study are in line with research conducted by Yulinda et al. (2022); Maidah & Sari (2022); Khoiriyyah & Supriyanto (2022); Utama et al. (2021) ; and Putra et al. (2020) which showed that fashion involvement has a positive and significant effect on impulsive buying. Consumers have the perception that when someone uses a product from the Jiniso brand that is considered good, others will be interested in seeing it, thus increasing impulsive buying in terms of the product's appearance seen by others. This statement is consistent with the theory explained by Kim (2005) in Yulinda et al. (2022) that fashion involvement is a feeling of enthusiasm and interest in fashion products that can make consumers feel closer to the product so that they want to have knowledge about the product attributes that appeal to them. Fashion involvement makes

consumers feel connected to the brand's aesthetic and perceive themselves as more attractive to others. Consumers who feel confident because they perceive themselves to look attractive are more likely to make impulsive purchases. Contradicting these findings, Kumaat et al. (2024) found that fashion involvement does not have a significant positive effect on impulsive buying.

CONCLUSION

Based on the data collection and analysis, the study concludes the following: The Fear Of Missing Out (FOMO) variable has a positive and significant effect on impulsive buying. This means that the higher the FOMO, the higher the consumer's impulsive buying so that H₁ is accepted. The shopping lifestyle variable has a positive and significant effect on impulsive buying. This shows that the higher the shopping lifestyle, the higher the impulsive buying so that H₂ is accepted. The fashion involvement variable also has a positive and significant effect on impulsive buying, which means that the higher the fashion involvement, the higher the impulsive buying so that H₃ is accepted.

Based on these findings, it is recommended that the Jiniso brand on the Shopee marketplace strengthen its existing promotions and leverage consumer emotions related to fashion trends to increase sales further. Suggestions for future researchers include involving a broader sample and population using proportional sampling techniques so that the distribution is not limited to just a few provinces. Furthermore, future research is expected to include other variables that can influence impulsive buying, such as sales promotions, hedonic shopping motivation, positive emotions, price discounts, customer experience, and flash sales.

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