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The Influence of Social Media Marketing, Influencer Marketing, and FOMO on Impulsive Buying of Lifestyle Products: A Study of Generation Z in Yogyakarta

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A B S T R A C T

This study examines the effects of Social Media Marketing, Influencer Marketing, and Fear of Missing Out (FOMO) on impulsive buying of lifestyle products among Generation Z in Yogyakarta. A quantitative survey approach was employed, involving 100 respondents selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and analyzed using multiple linear regression. The results indicate that Social Media Marketing and FOMO have positive and significant effects on impulsive buying, while Influencer Marketing also shows a significant influence. These findings highlight the important role of digital marketing strategies and psychological factors in shaping impulsive purchasing behavior among Generation Z. The study provides insights for lifestyle product businesses in developing effective social media, influencer, and FOMO-based marketing strategies, and offers a foundation for future research on impulsive buying behavior in the context of digital marketing.

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INTRODUCTION

The development of lifestyle products has grown rapidly alongside changes in consumer behavior, where consumers no longer prioritize product functionality alone but also consider self-image and appearance. Fashion products, as one of the most popular lifestyle categories, have transformed from basic necessities into symbols of style and personal identity, particularly among younger generations. Minimalist and modern fashion trends, such as those represented by brands like Uniqlo and H&M, have become increasingly popular due to their simple, elegant designs that align with consumers' dynamic lifestyles.

The increase in fashion product consumption is also driven by digital marketing strategies, particularly through social media and e-commerce platforms. Social media provides stimuli that can trigger spontaneous or impulsive buying behavior, which refers to unplanned purchases driven by momentary emotional impulses (Winarto et al., 2025; Habib & Almamy, 2025). This behavior is commonly observed through aspects of spontaneity, compulsivity, and emotion-driven purchasing (Tabari & Ding, 2024).

Several digital marketing strategies have been shown to influence impulsive buying, including social media marketing, influencer marketing, and the phenomenon of fear of missing out (FOMO). Social media marketing builds relationships between brands and audiences through interactive content, personalization, and visually appealing promotions (Fahriansah et al., 2023; Koay et al., 2021). Influencer marketing leverages influential figures to create emotional connections with consumers, enhance brand awareness, and encourage impulsive purchasing (Guled & Rajkumar, 2025; Hashem, 2021). Meanwhile, FOMO arises from consumers' anxiety about missing trends or exclusive opportunities, thereby triggering spontaneous purchasing decisions (Pham et al., 2025; Hertanto & Ferrinadewi, 2025).

Although numerous studies indicate a positive relationship between social media marketing, influencer marketing, FOMO, and impulsive buying, contradictory findings also exist, such as insignificant effects due to economic factors, low digital engagement, or shifts in consumer behavior (Dina & Marlien, 2023; Thios et al., 2025; Syafitri, 2025). This suggests the need for further research to better understand the dynamics of impulsive buying behavior, particularly among Generation Z, who are the primary consumers of lifestyle products and are highly connected to social media.

This study aims to empirically examine the effects of social media marketing, influencer marketing, and FOMO on impulsive buying of lifestyle products among Generation Z in Yogyakarta. The findings are expected to contribute to the development of more effective digital marketing strategies that are relevant to the purchasing behavior of young consumers.

LITERATURE REVIEW

Theoretical Review

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory was developed by Mehrabian and Russell (1974) within a neo-behavioristic framework. This theory emphasizes that consumer behavior is influenced by external and internal stimuli that trigger psychological processes before resulting in a particular response (Hochreiter et al., 2023). In the context of impulsive buying, stimuli (S) may include promotions, visual displays, or engaging digital content; the organism (O) represents affective and cognitive reactions, including hedonic shopping motivation; while the response (R) refers to spontaneous purchasing behavior (Rahmawati & Setyowibowo, 2025; Biila & Dhofir, 2024). The S-O-R model is applied in this study to explain the effects of social media marketing, influencer marketing, and FOMO on impulsive buying among Generation Z in Yogyakarta.

Impulsive Buying

Impulsive buying refers to spontaneous purchasing behavior driven by emotional impulses and the desire to own a product without prior planning (Al-Zyoud, 2018; Johansson & Persson, 2019). In an online context, emotional factors, product involvement, as well as the quality and interactivity of digital platforms can trigger impulsive purchasing behavior (Li et al., 2021; Kimiagari & Malafe, 2021).

Social Media Marketing

Social media marketing is a marketing strategy that utilizes digital platforms to build relationships with consumers, increase brand awareness, and encourage purchasing behavior (Habib & Almamy, 2025). Two-way communication and interactivity on social media strengthen consumer engagement and stimulate impulsive buying (Liu et al., 2025).

Influencer Marketing

Influencer marketing is a marketing strategy that involves endorsements by influential individuals on social media to build consumer trust and engagement (Abreu, 2019; Lou & Yuan, 2019).

Influencing Factors

Key influencing factors include trustworthiness, brand attitude, social presence, benign envy, and self-discrepancy (Jin et al., 2019).

Indicators

Indicators of influencer marketing include attractiveness, expertise, trustworthiness, emotional resonance, audience reach, and message relevance (Koay et al., 2021; Hashem, 2021).

FOMO (Fear of Missing Out)

FOMO refers to a feeling of anxiety about missing out on experiences or trends, which encourages impulsive consumption in order to remain socially relevant (Zhang et al., 2022; Harahap et al., 2023).

Driving Factors

Factors that trigger FOMO include missed experiences, social media addiction, and social comparison with peers (Kaloeti et al., 2021).

HYPOTHESIS

The Effect of Social Media Marketing on Impulsive Buying

Social media marketing plays a crucial role in encouraging consumers' impulsive buying behavior through the presentation of attractive, interactive, and easily accessible content (Yang et al., 2024; Biila & Dhofir, 2024). This strategy can create digital experiences that trigger emotional reactions, leading consumers to make spontaneous purchases without prior planning. Aspects such as entertainment, interactivity, trendiness, content personalization, and electronic word-of-mouth have been proven to increase impulsive buying among Generation Z consumers (Santoso & Risan, 2023; Azzahri & Prabowo, 2024; Deborah et al., 2022). Therefore, the first hypothesis is formulated as follows:

H1: Social media marketing has a positive and significant effect on impulsive buying of lifestyle products among Generation Z.

The Effect of Influencer Marketing on Impulsive Buying

Influencer marketing affects impulsive buying behavior through recommendations, visual appeal, and strong emotional relationships between influencers and consumers (Rahmadani & Septrizola, 2025). This strategy emphasizes credibility, attractiveness, expertise, relevance, engagement, and message consistency, which are capable of stimulating spontaneous purchasing (Lavenia & Erdiansyah, 2022; Ahmed & Nasir, 2024). Positive perceptions of influencers enhance the acceptance of promotional messages and trigger impulsive buying, particularly on digital platforms (Hashem, 2021; Koay et al., 2021). Accordingly, the second hypothesis is proposed as follows:

H2: Influencer marketing has a positive and significant effect on impulsive buying of lifestyle products among Generation Z.

The Effect of FOMO on Impulsive Buying

Fear of Missing Out (FOMO) is a psychological drive arising from anxiety about being left behind in trends, experiences, or opportunities experienced by others, which encourages individuals to engage in impulsive purchasing in order to remain socially relevant (Asyifa et al., 2024). Previous studies indicate that FOMO has a positive and significant effect on impulsive buying, as the urge to stay connected, follow trends, and reduce social anxiety increases the tendency to make spontaneous purchases (Hamizar et al., 2024; Muharam et al., 2023; Przybylski et al., 2013; Ghaniyah & Rufaidah, 2024; Habib & Almamy, 2025). Based on this discussion, the third hypothesis is formulated as follows:

H3: FOMO has a positive and significant effect on impulsive buying of lifestyle products among Generation Z.

METHODOLOGY

This study employs an explanatory quantitative approach, which aims to explain the causal relationships between the independent variables (social media marketing, influencer marketing, and FOMO) and the dependent variable, namely impulsive buying. Quantitative research emphasizes the collection of numerical data to statistically test hypotheses and produce objective findings (Alford & Teater, 2025). The explanatory approach is applied because it focuses on theory testing through the analysis of relationships among predetermined variables (Bentouhami et al., 2021).

RESEARCH RESULTS

Data Analysis Results

Descriptive Statistical Analysis

Assessment of Social Media Marketing

Respondents’ evaluations of the social media marketing variable were based on seven indicators, namely interactivity, informativeness, personalization, trendiness, word of mouth, customization, and entertainment. The results of the descriptive statistical analysis regarding social media marketing are presented in the following table:

Table 4.7 Assessment of Social Media Marketing

No	Social Media Marketing Statements	Mean	Category
1.	I can actively interact with the fashion brand accounts that I follow on social media.	4.30	Agree / High
2.	The content shared by fashion brands on social media provides clear and useful information for me.	4.47	Agree / High
3.	Lifestyle fashion product content that appears on my social media is relevant to my personal interests or needs.	4.37	Agree / High
4.	The fashion brands that I follow on social media display content that follows the latest trends.	4.27	Agree / High
5.	I often receive recommendations from other consumers regarding fashion products through social media.	4.23	Agree / High
6.	Fashion brands on social media often adjust content displays to match consumer preferences.	4.33	Agree / High
7.	The content uploaded by fashion brands on social media feels entertaining and enjoyable for me to watch.	4.36	Agree / High
Average		4.33	Agree / High

(Source: Primary Data Processed Based on Appendix 6)

Based on the results of the descriptive statistical analysis, the average respondent assessment for all statements related to the social media marketing variable falls into the “agree” or high category. This indicates that social media marketing strategies for lifestyle products are perceived as effective. The highest-rated indicator of social media marketing is the clarity of product information delivered through fashion brand social media content. Meanwhile, the lowest-rated indicator is consumer-to-consumer recommendation interactions regarding fashion products through social media.

Assessment of Influencer Marketing

Respondents' evaluations of the influencer marketing variable were based on six indicators, namely attractiveness, expertise, trustworthiness, resonance, reach, and relevance. The results of the descriptive statistical analysis regarding influencer marketing are presented in the following table:

Table 4.8 Assessment of Influencer Marketing

No	Influencer Marketing Statements	Mean	Category
1	I perceive that the fashion brand influencers I follow have an attractive appeal that makes me interested in paying attention to the content they share.	4.33	Agree / High
2	The fashion brand influencers I follow possess adequate expertise to promote fashion products.	4.42	Agree / High
3	I trust that the fashion influencers I follow provide honest and reliable information regarding the products they recommend.	4.14	Agree / High
4	The content shared by fashion influencers aligns with my experiences, making it easy to understand.	4.15	Agree / High
5	The fashion influencers I follow have a wide audience reach, making their recommendations more easily recognized by many people.	4.24	Agree / High
6	The content shared by fashion influencers feels relevant to my needs, interests, or lifestyle.	4.25	Agree / High
Average		4.26	Agree / High

(Source: Primary Data Processed Based on Appendix 7)

Based on the results of the descriptive statistical analysis, the average respondent evaluation of all statements related to the influencer marketing variable falls into the "agree" or high category. This indicates that influencer marketing strategies are perceived as effective in encouraging impulsive buying behavior. The highest-rated indicator of influencer marketing is the influencers' level of expertise in delivering information and recommending fashion products to consumers. Meanwhile, the lowest-rated indicator is the honesty and reliability of the information provided by fashion influencers regarding product recommendations.

Assessment of FOMO

Respondents' evaluations of the FOMO variable were based on six indicators, namely social anxiety about being left behind, the need to stay continuously connected, the urge to follow trends, dependence on social media, the motivation to participate, and self-dissatisfaction. The results of the descriptive statistical analysis regarding FOMO are presented in the following table:

Table 4.9 Assessment of FOMO

No	**FOMO Statements**	**Mean**	**Category**
1	I worry that my friends have more enjoyable shopping experiences than I do.	3.75	Agree / High
2	I regularly check social media so that I do not miss information about fashion.	3.96	Agree / High
3	I often purchase lifestyle products, especially fashion items, that are currently popular so as not to be perceived as being left behind.	3.84	Agree / High
4	I feel anxious if I am unable to access social media for a certain period of time.	3.76	Agree / High
5	I always follow fashion product offers on social media because many of my friends do the same.	4.03	Agree / High
6	I feel disappointed when my friends receive more attractive fashion product offers while I do not.	3.76	Agree / High
Average		**3.85**	**Agree / High**

(Source: Primary Data Processed Based on Appendix 8)

Based on the results of the descriptive statistical analysis, the average respondent evaluation of all statements related to the FOMO variable falls into the “agree” or high category. This indicates that respondents exhibit a relatively high level of FOMO in the context of fashion product consumption. The highest-rated FOMO indicator is social pressure from peer environments in following fashion product offers on social media. Meanwhile, the lowest-rated indicator is social anxiety regarding other people’s shopping experiences.

Assessment of Impulsive Buying

Respondents’ evaluations of the impulsive buying variable were based on ten indicators, namely emotional attraction to products, external influence (influencers), social pressure, novelty seeking, social influence on spending, spontaneous decision-making without consideration, purchasing spontaneity, acting without much thought, lack of self-control, and momentary emotional impulses. The results of the descriptive statistical analysis regarding impulsive buying are presented in the following table:

Table 4.10 Assessment of Impulsive Buying

No	Impulsive Buying Statements	Mean	Category
1	I am easily attracted to lifestyle products related to fashion.	4.27	Agree / High
2	I am encouraged to purchase lifestyle fashion products that I do not actually need due to attractive influencer promotions.	3.82	Agree / High
3	I purchase popular lifestyle fashion products so that my friends perceive me as keeping up with fashion trends.	3.79	Agree / High
4	I enjoy trying the latest lifestyle fashion products earlier than others.	3.70	Agree / High
5	I often purchase more lifestyle fashion products during promotions because others are also shopping.	3.95	Agree / High
6	I am tempted to buy lifestyle fashion products due to numerous notifications and advertisements on social media.	3.85	Agree / High
7	I often purchase lifestyle fashion products spontaneously without prior planning.	3.82	Agree / High
8	When I find appealing lifestyle fashion products, I usually buy them immediately without much consideration.	3.91	Agree / High
9	I find it difficult to restrain myself from purchasing lifestyle fashion products when I see major discounts.	3.96	Agree / High
10	I often purchase lifestyle fashion products suddenly due to momentary emotional impulses.	3.80	Agree / High
Average		3.89	Agree / High

(Source: Primary Data Processed Based on Appendix 9)

Based on the results of the descriptive statistical analysis, the average respondent evaluation of all statements related to the impulsive buying variable falls into the "agree" or high category, indicating a high level of impulsive buying behavior in the context of lifestyle fashion products. The highest-rated indicator of impulsive buying is consumers' interest in paying attention to and following lifestyle fashion products. Meanwhile, the lowest-rated indicator is consumers' tendency to try the latest lifestyle fashion products earlier than others.

Inferential Analysis

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis in this study are presented as follows:

Table 4.11 Results of Multiple Linear Regression Analysis Coefficients

Model	**Unstandardizd Coeffiients**		**Standardized Coefficients**		
	B	Std. Error	Beta	t	Sig.
	(Constant)	2.094	1.495		1.401
	Social Media Marketing	0.301	0.091	0.100	3.289
	Influencer Marketing	-0.204	0.099	-0.064	-2.053
	FOMO	1.422	0.029	0.967	48.346

(Source: Primary Data Processed Based on Appendix 13)

Based on the results of the multiple linear regression analysis, the regression equation obtained is as follows:

Y=2.094+0.301X1−0.204X2+1.422X3+eY = 2.094 + 0.301X_1 0.204X_2 + 1.422X_3 + eY=2.094+0.301X1−0.204X2+1.422X3+e

The interpretation of the constant and each regression coefficient is explained as follows:

1. The constant value (β_0) of 2.094 indicates that when the variables social media marketing, influencer marketing, and FOMO are assumed to be zero, the level of consumers' impulsive buying is 2.094.
2. The regression coefficient of social media marketing (X_1) is 0.301, indicating a positive effect on impulsive buying. This means that a one-unit increase in the social media marketing score will increase the impulsive buying score by 0.301 units, assuming other variables remain constant.
3. The regression coefficient of influencer marketing (X_2) is −0.204, indicating a negative effect on impulsive buying. This implies that a one-unit increase in the influencer marketing score will decrease the impulsive buying score by 0.204 units, ceteris paribus.
4. The regression coefficient of Fear of Missing Out (FOMO) (X_3) is 1.422, indicating a positive and the most dominant effect on impulsive buying. This means that a one-unit increase in the FOMO score will increase the impulsive buying score by 1.422 units, holding other variables constant.

Hypothesis Testing Using the t-Test

The t-test is conducted to examine the partial effects of social media marketing, influencer marketing, and FOMO on impulsive buying of lifestyle fashion products.

Table 4.12 Results of the t-Test

Model	t	Sig.	Criteria	Conclusion
$X_1 \rightarrow Y$	3.289	0.001	$p < 0.05$	Ha_1 accepted
$X_2 \rightarrow Y$	-2.053	0.043	$p < 0.05$	Ha_2 accepted
$X_3 \rightarrow Y$	48.346	0.000	$p < 0.05$	Ha_3 accepted

(Source: Primary Data Processed Based on Appendix 13)

Based on Table 4.12, the results of the t-test can be summarized as follows:

1. **Hypothesis 1 (H1)**

The test results show a t-value of 3.289 with a significance level of 0.001 ($p < 0.05$). This indicates that $H0_1$ is rejected and Ha_1 is accepted, meaning that social media marketing has a positive and significant effect on impulsive buying of lifestyle fashion products.

2. **Hypothesis 2 (H2)**

The test results yield a t-value of −2.053 with a significance level of 0.043 ($p < 0.05$). This indicates that $H0_2$ is rejected and Ha_2 is accepted, meaning that influencer marketing has a significant effect on impulsive buying, with a negative direction of influence.

3. **Hypothesis 3 (H3)**

The test results show a t-value of 48.346 with a significance level of 0.000 ($p < 0.05$). This indicates that $H0_3$ is rejected and Ha_3 is accepted, meaning that FOMO has a positive and significant effect on impulsive buying of lifestyle (fashion) products.

Coefficient of Determination (R^2) Test

The coefficient of determination aims to assess the extent to which the independent variables explain the variance in the dependent variable. The results are presented as follows:

Table 4.13 Results of the Coefficient of Determination (R^2) Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.988[a]	0.977	0.976	1.430

(Source: Primary Data Processed Based on Appendix 14)

Based on Table 4.13, the Adjusted R Square value is 0.976, or 97.6%. This indicates that the contribution of social media marketing, influencer marketing, and FOMO to impulsive buying of lifestyle fashion products is classified as very strong, accounting for 97.6% of the variance. The remaining variance is influenced by other variables not included in this study.

DISCUSSION

The Effect of Social Media Marketing on Impulsive Buying

The results of the first hypothesis testing indicate that social media marketing has a positive and significant effect on impulsive buying of lifestyle fashion products. This finding suggests that the effectiveness of social media–based marketing strategies plays an important role in encouraging consumers' spontaneous purchasing decisions. Attractive, interactive, personally relevant content that aligns with current trends is able to trigger emotional responses that lead to unplanned purchases.

The descriptive analysis shows that the dimensions of interactivity, informativeness, personalization, trendiness, word of mouth, customization, and entertainment were perceived as effective by respondents. Visually appealing content and the ease of interaction between consumers and brands were identified as key stimuli driving impulsive buying behavior. These findings are consistent with previous studies stating that social media marketing has a positive and significant influence on impulsive buying behavior (Elcorina, 2025; Putra et al., 2025), and they further support the Stimulus–Organism–Response (S-O-R) framework in the context of digital marketing.

The Effect of Influencer Marketing on Impulsive Buying

The results of the second hypothesis testing demonstrate that influencer marketing has a significant effect on impulsive buying of lifestyle fashion products. This finding indicates that effective influencer marketing strategies can increase consumers' propensity to engage in spontaneous purchases, particularly when influencers are perceived as credible and relevant to the promoted products.

The descriptive analysis indicates that the dimensions of attractiveness, expertise, trustworthiness, resonance, reach, and relevance were positively evaluated by respondents. The dominant factors driving impulsive buying were trust and the congruence between the influencer's image and the product, as these elements create emotional closeness and enhance the acceptance of promotional messages. This finding supports previous studies suggesting that influencer marketing significantly influences impulsive buying behavior (Ahmed & Nasir, 2024; Hanif et al., 2025), although variations in the direction and magnitude of the effect may occur depending on the context.

The Effect of FOMO on Impulsive Buying

The results of the third hypothesis testing reveal that Fear of Missing Out (FOMO) has a positive and significant effect on impulsive buying of lifestyle fashion products. This finding confirms that higher levels of FOMO experienced by consumers are associated with a greater tendency to engage in impulsive purchasing behavior.

The descriptive analysis shows that aspects such as anxiety about being left behind, the need to remain constantly connected, the urge to follow trends, social media dependence, participation motivation, and self-dissatisfaction were relevant to respondents' experiences. Social pressure from peer groups and exposure to others' consumption activities on social media emerged as dominant factors triggering rapid purchasing decisions without rational consideration.

These results are consistent with previous studies indicating that FOMO has a positive and significant effect on impulsive buying (Pangastuti & Kusumaningtyas, 2025; Solikha & Putranto, 2025).

IMPLICATIONS OF THE RESEARCH FINDINGS

Theoretical Implications

From a theoretical perspective, this study confirms that impulsive buying behavior in lifestyle fashion products is not solely influenced by rational considerations but is strongly shaped by digital stimuli and consumers' psychological factors. Social media marketing and influencer marketing function as external stimuli that shape consumers' emotions and perceptions, while FOMO acts as an internal factor that amplifies emotional responses. These findings strengthen the validity of the Stimulus–Organism–Response (S-O-R) theory in explaining Generation Z's consumption behavior, which is highly connected to social media and strongly influenced by digital trends.

Managerial Implications

From a managerial standpoint, fashion industry practitioners are encouraged to optimize digital marketing strategies by emphasizing attractive, relevant, and trend-aligned social media content to stimulate spontaneous purchasing behavior. Influencer selection should be conducted carefully by considering credibility, image congruence, and audience trust to ensure positive reception of promotional messages. Additionally, FOMO-based strategies such as limited-time promotions, scarcity messaging, and exclusive product launches can be strategically and ethically utilized to enhance impulsive buying without undermining consumer trust in the brand.

CONCLUSION

Based on the results of the study on factors influencing impulsive buying of lifestyle fashion products among Generation Z, the following conclusions can be drawn:

1. Social media marketing has a positive and significant effect on impulsive buying. This indicates that effective social media marketing strategies can increase consumers' propensity to engage in spontaneous purchases of lifestyle fashion products.
2. Influencer marketing has a positive and significant effect on impulsive buying. Well-executed influencer marketing strategies are capable of encouraging consumers' spontaneous purchasing behavior.
3. Fear of Missing Out (FOMO) has a positive and significant effect on impulsive buying. The higher the level of FOMO experienced by consumers, the greater their tendency to engage in impulsive purchases of lifestyle fashion products.

RESEARCH LIMITATIONS

This study has several limitations that should be taken into consideration:

1. The respondents in this study were limited to consumers who actively use social media and purchase fashion products online. Therefore, the findings may not fully represent the behavior of consumers who shop conventionally in physical stores. Future research is recommended to include both online and offline shoppers to obtain more representative results.
2. This study did not consider consumers with low levels of social media exposure, who may exhibit different purchasing patterns. Hence, future studies are encouraged to involve consumers with varying levels of social media exposure in order to provide a more comprehensive understanding of purchasing behavior.

RECOMMENDATIONS

Based on the research findings and the identified limitations, the following recommendations are proposed:

1. Social Media Marketing: Marketers are encouraged to enhance consumer engagement through interactive features such as user reviews, comment sections, and experience-sharing programs, in order to strengthen two-way communication and peer-to-peer recommendations.
2. Influencer Marketing: It is recommended to collaborate with influencers who possess high credibility and to encourage the delivery of objective and transparent reviews, thereby increasing consumer trust in product recommendations.
3. FOMO: Marketers may intensify the presentation of consumer testimonials and experiences to build a sense of urgency and increase consumer interest in products.
4. Impulsive Buying: To stimulate spontaneous purchases, marketers are advised to implement strategies such as exclusive product launches or limited-time promotions that emphasize early access to the latest lifestyle fashion products.

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