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## The Phenomenon of Fear of Missing Out (FOMO) and Consumption Practices on TikTok Shop Among Generation Z

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**Abstract:** This study aims to understand the experience of Fear of Missing Out (FOMO) that influences the consumptive behavior of Generation Z on TikTok Shop, as well as how social media shapes their impulsive consumption patterns, with a focus on students at Swadaya Gunung Jati University. Using a descriptive qualitative approach, this study involves respondents from Generation Z who are active users of TikTok Shop and have experience purchasing viral products. Research data was collected through interviews and observations, as well as indirect sources such as documentation, scientific books, and previous research articles. The Fear of Missing Out (FOMO) theory was used as the primary theoretical framework for the study, supported by the Theory of Consumer Behavior to strengthen the analysis results. The results indicate that FOMO is one of the primary factors influencing Generation Z's consumer behavior. Specifically, individuals tend to purchase viral products to gain social recognition. This study provides deeper insights into the role of FOMO in shaping Generation Z's consumption patterns, particularly within the context of using social media platforms that facilitate the purchase of viral products.

**Keyword:** Fear of Missing Out (FOMO), Consumptive Practices, TikTok Shop

### INTRODUCTION

Social media has become an integral part of people's lives, especially for Generation Z. Social media invites anyone to get involved by providing feedback, commenting, and sharing information quickly and without restrictions (W. S. R. Putri et al., 2016). Social media also plays a crucial role in shaping modern consumption patterns. Advances in technology and the emergence of new media have significantly transformed the landscape of information dissemination and social engagement (Nugroho, 2020). Beyond serving as a communication tool, these platforms also contribute to shaping users' perceptions, values, and aspirations. Social media has become an important tool for Generation Z to access information and make decisions related to their lives, both in the context of education and consumption (Fitriana et

al., 2024). Consumer opinions and preferences are largely influenced by online community influencers through the various content they share. The phenomenon of viral content on social media has become a new trend that captures consumers' interest, particularly among Generation Z. Viral products tend to attract attention, motivate the desire to participate, and ensure relevance to avoid being left behind by trends. With the rapid development of social media and communication technology, individuals now find it easier to stay connected to others' activities and experiences. This phenomenon is closely tied to the Fear of Missing Out (FOMO) phenomenon, which is the fear of being left behind in a popular trend. This phenomenon can shape the purchasing behavior of Generation Z consumers. It can motivate those active on social media and fuel the fear of being left behind by their social group (Rizky et al., 2024).

Generation Z is a group of individuals born between 1996 and 2012. They grew up in an era where the internet was already present and social media became an integral part of their daily lives. Technology and the internet are no longer merely innovations but have become fundamental necessities for Generation Z (Drana Yuningpra & Nurzainul Hakimah, 2024). Generation Z is also known as a generation with a high awareness of various social issues around them and often plays a role as pioneers or trend-setters in social media (Azahra et al., 2024).

Fear of Missing Out (FOMO) creates anxiety about missing out on social experiences deemed interesting, driving the urge to stay connected to social media. The emergence of various new trends has led to a phenomenon of fear of missing out on information or trends. According to Przybylski et al. (2013), Fear of Missing Out (FOMO) is defined as a form of anxiety that arises from the fear of missing out on valuable experiences that others are having, while the individual is not experiencing them directly. This condition drives individuals to stay connected to social media and follow various developing trends. Thus, the phenomenon of Fear of Missing Out (FOMO) has become a significant psychological factor influencing purchasing decisions, particularly among Generation Z, who tend to have a high interest in social media.

According to Ancok, D (1995), consumptive behavior is an individual's tendency to buy goods excessively, which is influenced more by emotions than functional needs. In this context, the decision to purchase goods is made solely to achieve emotional satisfaction or to demonstrate social status, without considering whether the goods are truly necessary (Djamaludin, 1995). In this context, consumption serves not only as a means of fulfilling basic needs but also as a mechanism for achieving psychological satisfaction and maintaining balance in social interactions. The fulfillment of needs based on emotional aspects indicates that individuals in the digital environment are increasingly driven to participate in consumption trends to maintain their social existence and relevance (Kurniawan, 2017).

Increasingly sophisticated e-commerce platforms offer a more immersive shopping experience. Features such as one-click purchasing, wish lists, and shopping cart abandonment reminders influence decision-making dynamics. The ease of comparing products and prices within the same platform also changes how consumers evaluate alternatives (Sugiyanto et al., 2024).

TikTok has grown to become one of the most popular social media platforms, both in Indonesia and globally. The app offers a variety of interesting interactive features, successfully attracting millions of users. In 2023, the number of TikTok users in Indonesia reached 99.1 million, making Indonesia the second-largest country in the world in terms of TikTok users (Meltwater, 2023). According to Adawiyah (Juliana, 2023), TikTok has gained recognition as one of the most popular entertainment apps on the Google Play Store, demonstrating high levels of user adoption and engagement. One of the platform's key innovations is TikTok Shop, a feature that integrates online shopping directly within the app. This feature allows users to conduct social commerce transactions without having to switch to another platform, effectively transforming TikTok from a mere social media platform into a digital ecosystem that combines

entertainment, social interaction, and e-commerce within a single integrated digital environment.

This aligns with findings from a survey conducted by Populix and reported by Kompas.com on December 7, 2023, which showed that 3% of Indonesians choose to shop through social commerce platforms, with the majority of users coming from Generation Z. Furthermore, a Populix report released in September 2022 revealed that TikTok Shop is the most widely used social commerce platform in Indonesia, with 45% of respondents stating they had made purchases through the platform. The dominant users of TikTok Shop are women aged 18 to 25, who fall under the Generation Z category. This finding indicates that TikTok Shop has become the primary preference in digital consumption behavior among Generation Z, particularly in the context of social commerce platforms in Indonesia.

According to Viranti and Aji (Juliana, 2023), the TikTok Shop feature has a significant influence on the usage patterns of the TikTok app in Indonesia. TikTok Shop is a service integrated into the TikTok platform to facilitate efficient product promotion and marketing. Products sold through TikTok Shop are typically items that are currently popular or follow emerging trends in society. The ease of access and consumption trends formed through this feature indirectly influence consumer behavior patterns, particularly in psychological and social contexts. Phenomena such as Fear of Missing Out (FOMO) and the tendency to conform to social groups (conformity) have become dominant focuses driving consumptive behavior, particularly among Generation Z. Thus, the existence of TikTok Shop not only transforms the dynamics of digital transactions but also reinforces the psychosocial aspects of consumption decision-making in the digital age.

Based on the background description above, this study focuses on **“The Phenomenon of Fear of Missing Out (FOMO) and Consumption Practices on TikTok Shop Among Generation Z.”** The main focus of this study is how the fear of missing out on trends (FOMO) drives individuals in Generation Z to engage in impulsive consumption behavior. This drive is not only based on functional needs but also on efforts to maintain social relevance within their environment.

The research question in this study focuses on the role of Fear of Missing Out (FOMO) in influencing the consumptive behavior of Generation Z on TikTok Shop. Based on the theory developed by Przybylski et al. (2013), FOMO consists of several main dimensions, including social anxiety, the desire for recognition, feelings of insecurity, the desire to experience new things, fear of missing out, and concern about losing opportunities. Additionally, this study also refers to the theory by Djameludin (1995) to understand consumer behavior, which is divided into six categories: purchasing products due to gift offers, packaging appeal, maintaining appearance and self-image, as a status symbol, due to formality factors, and to boost self-confidence.

This study examines how the experience of Fear of Missing Out (FOMO) can influence consumption behavior among Generation Z, particularly on the TikTok Shop platform. Additionally, this study aims to examine the role of social media in shaping impulsive consumption patterns among Generation Z. The study was conducted with a focus on students at Swadaya Gunung Jati University to gain a deeper understanding of the psychosocial and digital dynamics influencing their purchasing decisions.

## METHOD

This study uses a descriptive qualitative research method with a phenomenological approach. According to Albi Anggito (2018), qualitative research methods are research methods based on philosophical backgrounds used to study scientific objects. In this case, the researcher acts as an instrument. The phenomenological approach was proposed by Edmund Husserl. This approach was developed to study or understand human life experiences. Over

time, phenomenology emerged as a qualitative research method that focuses on studying human experiences (Tuffour, 2017).

The data sources in this research are categorized into two types: primary data and secondary data. Primary data is data obtained through informants by conducting interviews and direct observations and guided by questions focused on the research. The informants were determined using the purposive sampling technique, which includes people who have been selected based on certain criteria in accordance with the research focus. Meanwhile, secondary data is data obtained through indirect sources, namely documentation, archives, scientific books, previous articles, and other sources to strengthen the research.

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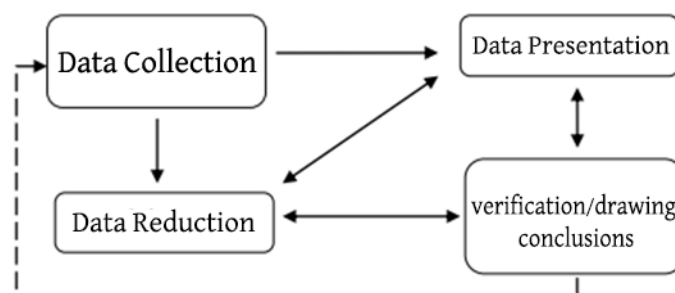


Figure 1. Analysis Flowchart Approach (Matthew & Huberman, Michael, 1994).

This study uses informants who are Generation Z students at Gunung Jati Swadaya University. This study uses a qualitative approach to analyze the phenomenon of Fear of Missing Out (FOMO) and consumptive practices. To support this study, the researcher uses the Fear of Missing Out Theory by (Przybylski et al., 2013).

## RESULT AND DISCUSSION

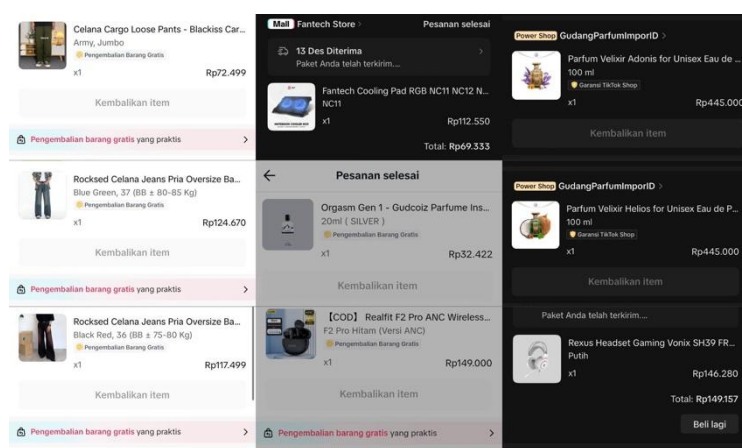
In this increasingly digital age, consumer trends are undergoing significant changes. Easy access to information and products through various digital platforms has encouraged the emergence of more dynamic consumption patterns. Consumers are now susceptible to rapidly developing trends, especially through social media, which instantly presents various promotional content and product reviews. This situation encourages individuals to engage in consumption activities not only based on need but also on psychological and social influences, such as the desire to remain relevant within their social environment.

One of the psychological phenomena influencing these consumption patterns is the Fear of Missing Out (FOMO). FOMO refers to the fear of being left behind regarding trends or experiences that are currently popular. In the context of consumption, FOMO often drives individuals to follow trends and stay connected with their social environment, which is a key factor triggering this consumptive behavior. This phenomenon is increasingly evident in digital shopping practices, where various e-commerce platforms and social media leverage marketing strategies that encourage instant purchasing decisions.

### The Role of Fear of Missing Out in Consumptive Practices

The Fear of Missing Out (FOMO) phenomenon is represented by consumptive behavior, especially in the context of digital shopping trends. This phenomenon has become one of the factors that encourage individuals to engage in the latest consumption trends, even though the products purchased may not necessarily meet their actual needs. This condition creates impulsive behavior that contributes to social circumstances and the desire to maintain social relevance.

Based on interviews with informants, the primary driver behind consumerist behavior is the desire to maintain social relevance and the fear of being left behind in ongoing trends. Impulsive consumer behavior patterns are particularly evident in the context of purchasing products that are trending on platforms such as TikTok Shop. One informant, as stated by Nadya Shafwa on January 13, 2025, revealed that the motivation to purchase trending products often stems from the fear of missing out and the desire to remain relevant in a social context.



**Figure 2a. Documentation of historical purchases by sources on TikTok Shop as a result of FOMO.**

(Source: Personal Documentation of the Source)

The desire to follow trends and maintain social relevance appears to be a major factor contributing to impulsive consumer decisions. In addition, psychological aspects such as social anxiety and peer pressure play a role in triggering impulsive consumer decisions.



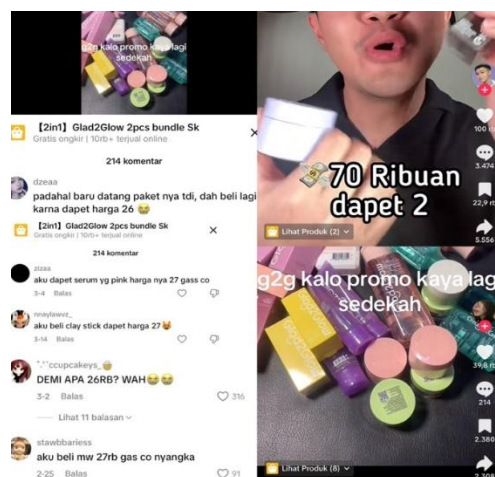


Figure 2b. Viral products on TikTok Shop that show signs of FOMO.

(Source: <https://www.tiktok.com>)

The results of an interview with another informant, Bangbang Suwitno, on January 13, 2025, also showed a similar phenomenon. Fida revealed that anxiety about falling behind in following trends or information related to viral products was the main factor motivating her to make a purchase immediately. This indicates a strong desire to overcome such anxiety through consumptive behavior, even though the purchased product may not necessarily be needed or aligned with actual needs.

Referring to the theory (Przybylski et al., 2013), Fear of Missing Out (FOMO) is described as a feeling of anxiety or concern about not experiencing what is considered enjoyable, or more precisely, valuable, which may be felt by others. Fear of Missing Out (FOMO) drives individuals to stay connected to their social environment to avoid feelings of disconnection. Meanwhile, the theory proposed by (Djameludin, 1995) supports the findings of this study by explaining that consumptive behavior is a deeper feeling within individuals to consume without limits, where emotional factors are more dominant than rational needs. In this context, consumption not only serves to fulfill functional needs but is also closely related to psychological and social aspects, including environmental influences and group dynamics.

### The Role of Social Media in Shaping Impulsive Consumption

Social media has evolved from a mere communication tool into a digital ecosystem that influences individual consumption patterns, particularly in terms of impulsive purchasing behavior. With algorithms designed to deliver relevant and engaging content, social media platforms create an environment that accelerates decision-making processes in consumption activities. Features such as user-preference-based ads, influencer engagement, and rapidly evolving trends create conditions where individuals are more susceptible to consumptive behavior without undergoing thorough rational consideration. This demonstrates that social media is not merely a communication tool but also functions as an instrument that reinforces psychological and social mechanisms contributing to consumptive behavior in the digital landscape.

As stated by one informant, Azzahra Mauliddia on January 18, 2025, curiosity about product reviews that are trending on TikTok Shop is a strong motivator for impulsive purchases. The informant revealed that the desire to try viral products is based on information circulating on the platform, which creates curiosity and a desire to participate in ongoing consumption trends. This phenomenon reflects how social media, through the content it presents, can reinforce individual psychological mechanisms and play a role in making purchases without rational consideration.

In addition, the application of urgency strategies, as reflected in the use of phrases such as “limited stock” or “limited-time discount,” can substantially influence impulsive purchasing decisions triggered by the phenomenon of Fear of Missing Out (FOMO). This phenomenon is further reinforced by social dynamics where individuals feel motivated to align themselves with consumption trends as a means of maintaining relevance within their social environment. Informants also revealed that the fear of missing out on limited-time promotions is a strong motivator in making quick and uncalculated purchasing decisions. This phenomenon is closely linked to the Fear of Missing Out (FOMO), where individuals feel motivated to quickly purchase products to avoid being left behind in trends or missing out on valuable opportunities.

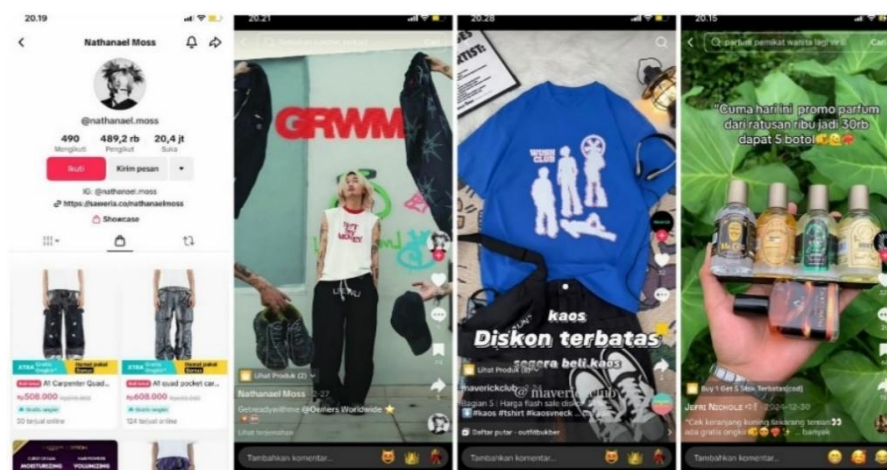


Figure 3. Influencer content using the phrase “Limited Stock.”

(Source: <https://www.tiktok.com>)

Thus, digital media not only serves as a marketing tool, but also as an agent that reinforces psychological and social mechanisms that contribute to the intensification of consumptive behavior.

### The Psychological Role in Consumptive Behavior

The consumerist behavior associated with the Fear of Missing Out (FOMO) phenomenon on TikTok Shop provides instant gratification, but over time, this can have psychological consequences. Many individuals report feelings of regret after making impulsive purchases, often because they realize the products they bought do not meet their functional needs. Additionally, the motivation to follow trends often triggers anxiety and reduces self-confidence, especially for individuals who cannot afford items considered popular in their social circles.

The social implications of this phenomenon are increasingly evident in the context of how ownership of viral products is often seen as a status symbol within peer groups. For some individuals, not following certain trends can lead to feelings of being left behind or lacking self-confidence, while those who successfully obtain such items tend to fall into a cycle of impulsive consumption to maintain relevance in their social environment. This phenomenon demonstrates that consumption is not merely seen as a means of fulfilling personal needs but also as a tool for maintaining engagement in the social dynamics of a group.

As stated by informant Nadya Shafwa, anxiety about falling behind in following trends on TikTok can be based on the dynamics of social relationships with friends. The fear of not following certain trends can lower self-confidence and trigger social anxiety, which ultimately motivates individuals to participate in impulsive consumption in order to maintain relevance in their social environment. The Fear of Missing Out (FOMO) phenomenon plays a role in

shaping individual consumption patterns, particularly in the context of digital platforms such as TikTok Shop. In this case, consumption is no longer based solely on functional needs. Rather, it also serves as a tool to maintain social engagement and strengthen identity within one's group. Furthermore, this is similarly conveyed by another informant, Azzahra Mauliddia, who states that the inability to follow trends can impact an individual's psychological condition, such as feelings of being left behind and decreased self-confidence. This demonstrates that product consumption is not only driven by personal or functional decisions but also by social dynamics that motivate individuals to adapt to trends to remain accepted within their social group.

On the other hand, individuals involved in trend-based consumption also risk experiencing an escalating cycle of impulsive consumption. Thus, this phenomenon shows that consumption decisions are not only driven by economic factors and personal needs but also by complex social and psychological dynamics.

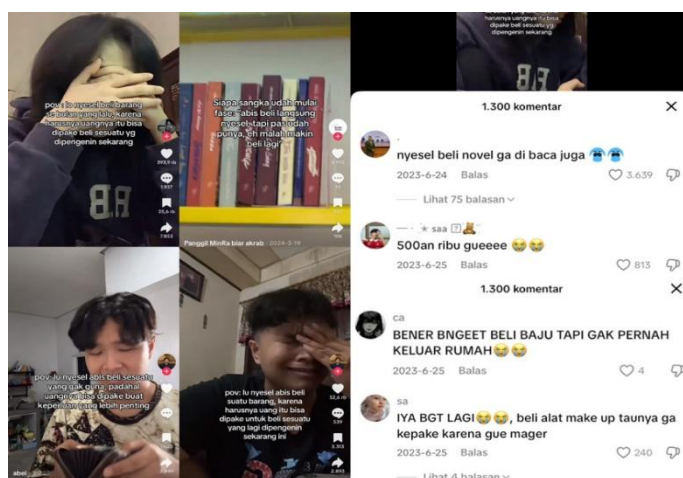


Figure 4. Expressions of regret and social pressure after impulsive shopping on TikTok.

(Source: <https://www.tiktok.com>)

## CONCLUSION

Based on the research results, the phenomenon of Fear of Missing Out (FOMO) plays an important role in individual consumption patterns, especially in the context of shopping on TikTok Shop. This study found that the desire to follow emerging trends is not solely driven by functional needs but also by social and psychological factors. Individuals tend to make impulsive purchases as an effort to maintain relevance and avoid feeling left behind by their surroundings.

Social media, particularly TikTok Shop, plays a role in reinforcing this phenomenon through marketing strategies that emphasize urgency and create social expectations around consumption trends. Features such as algorithm-based ads, influencer reviews, and limited-time offers prompt individuals to make purchases without thorough consideration. In many cases, consumption driven by FOMO is more motivated by emotional factors than actual needs.

From a psychological perspective, consumption driven by FOMO provides instant gratification but is often followed by post-purchase regret. Individuals who cannot keep up with trends also risk experiencing social anxiety and reduced self-confidence, as viral products are often seen as status symbols within peer groups. Meanwhile, those who continue to engage in trend-based consumption are at risk of getting trapped in a cycle of repetitive impulsive consumption.



Thus, this study provides an overview that the FOMO phenomenon in shopping on TikTok Shop is not merely a consumption trend but also part of broader social dynamics. Consumption is not merely viewed as an economic activity but also as a means for individuals to build their identity and maintain their involvement in their community. This highlights that understanding consumer behavior must consider psychological and social factors, especially in today's rapidly changing landscape where trends and societal expectations regarding consumption are evolving at an accelerated pace.

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