

## The influence of Fear of Missing Out (FOMO), Social Validation, and Influencer Marketing on Generation Z's Impulsive Buying Purchasing Behavior in Pop Mart

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### Abstrak

*This study aims to analyze the influence of Fear of Missing Out (FOMO), social validation, and influencer marketing on Generation Z's impulsive buying behaviour at Pop Mart Indonesia. The research employs a quantitative approach with an explanatory research design and a survey method, involving 143 respondents who are Pop Mart customers aged between 17 and 28 years. Data were collected through an online questionnaire and subsequently analyzed using SPSS version 27 to examine the relationships among the variables. The findings indicate that FOMO, social validation, and influencer marketing collectively have a significant influence on impulsive buying behaviour. Among the three factors, FOMO demonstrates the strongest influence, while social validation contributes the weakest yet still meaningful effect. These results suggest that Gen Z's urge to stay socially connected, combined with digital peer validation and influencer-driven content, significantly drives unplanned purchases. The outcomes of this study are expected to serve as a basis for ongoing evaluation in formulating effective marketing strategies for Pop Mart and similar industries in Indonesia, enabling a deeper understanding of Generation Z consumer dynamics in the digital era. Furthermore, this research aims to contribute both theoretically and practically by enriching the marketing literature regarding the psychological and social factors that drive impulsive behaviour among young consumers, while offering actionable insights for brands targeting digitally native audiences.*

**Keyword :** Fear of Missing Out; Social Validation; Influencer Marketing

### 1. Background

The retail industry in Indonesia has experienced significant growth in recent years, contributing over 10% to the national GDP in 2023, driven by a large population, a growing middle class, and rapid urbanization [1]

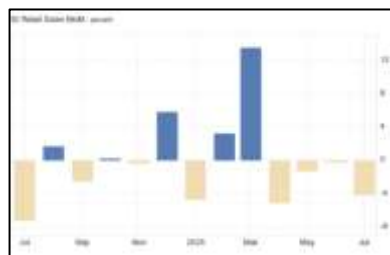


Figure 1. Indonesia Retail Sales MoM  
Source : Trading Economics, 2025

Within this dynamic sector, the toy industry represents a particularly strong growth segment, with the market valued at USD 1.37 billion in 2024 and projected to grow at a CAGR of 8.11% through 2033 [2]. This growth is further amplified by the rise of digital native Generation Z, a demographic characterized by high social media engagement, averaging 2.5 to 3 hours daily, and a strong preference for interactive, video based platforms such as Instagram, TikTok, and YouTube for self-expression, information, and social connection [3].

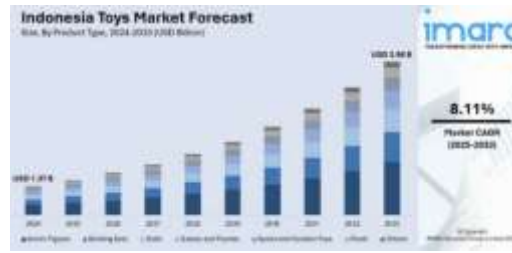


Figure 2. Indonesia Toys Market Forecast  
Source: IMARC, 2025

However, the evolving digital landscape and Gen Z's psychological profile have created fertile ground for specific consumer behaviors, notably impulsive buying. Impulse purchasing is defined as an immediate, unplanned acquisition decision made without prior need recognition [4]. For Gen Z, whose self-image and social lives are heavily mediated through digital platforms, purchasing decisions are often driven by emotional and social motives rather than rational criteria [5]. This behavioral shift is strategically leveraged by modern brands, with Pop Mart's blind box model serving as a prominent example, effectively utilizing scarcity, social proof, and digital influence to stimulate demand.

Despite growing interest, existing research on Gen Z's impulsive buying often examines psychological and social drivers in isolation. Previous studies highlight the roles of Fear of Missing Out (FOMO), anxiety over being excluded from rewarding experiences [6]. Social Validation defined as the need for peer approval [7], and influencer marketing, a partnership strategy leveraging trusted online personalities [8]. Yet, there remains a gap in understanding how these three factors collectively and interactively drive impulsive purchasing within specific, high engagement brand contexts like Pop Mart which has achieved remarkable commercial success through such tactics [9].

Addressing this gap is both academically and practically needed. Theoretically, a deep analysis of FOMO, social validation, and influencer marketing can deepen understanding of the interconnected psychological and social mechanisms underlying contemporary impulsive buying, particularly among digitally immersed youth. Practically, as influencer marketing grows at 22% annually, outpacing other digital strategies [8], brands require evidence based insights to ethically and effectively engage Gen Z consumers.

Therefore, this study aims to investigate the influence of Fear of Missing Out (FOMO), social validation, and influencer marketing on Generation Z's impulsive buying behavior toward Pop Mart products in Indonesia. By analyzing these factors collectively, this research seeks to contribute a more nuanced framework to consumer behavior literature and provide actionable strategic insights for brands targeting the Gen Z demographic in the evolving digital era.

H1 : Fear of Missing Out (FOMO) has a positive and significant influence on Impulsive Buying Behavior

H2 : Social Validation has a positive and significant influence on Impulsive Buying Behavior

H3 : Influencer Marketing has a positive and significant influence on Impulsive Buying Behavior.

## 2. Research Method

### 2.1. Type of Research

To address the previously defined problem and aims, a quantitative explanatory methodology is utilized. This approach is suited for testing causal hypotheses and explaining the effect relationships among constructs. Consequently, the study seeks to map the causal relationships and establish generalized findings. The selected design is appropriate for examining the influence of Fear of Missing Out (X1), Social Validation (X2), and Influencer Marketing (X3) on Impulsive Buying Behavior toward Pop Mart Products (Y). By testing these relationships empirically, the study clarifies how these psychological and social factors drive impulsive purchases among Generation Z consumers. This Study employs a quantitative research method. As defined by Ferdinand

(2013), quantitative research begins with hypothesis development, which is then tested quantitatively to validate or refine theoretical assumptions

## 2.2. Population and Sample

This study targets the population of Indonesian Generation Z, defined as individuals born between 1997 and 2021. The sample was selected based on two purposive criteria, respondents must have made at least one prior purchase of a Pop Mart product, and Maintaining an active presence on major social media platforms such as Instagram or TikTok. This demographic is relevant due to its identity as digital natives, whose consumer behavior is heavily influenced by online trends, social validation, and influencer marketing.

Following the guidelines of [10], a minimum sample size was determined based on the ratio of observations to independent variables. With three independent variables (Fear of Missing Out, Social Validation, and Influencer Marketing), a target ratio of 20:1 was applied resulting in a minimum required sample of 60 respondents. A non-probability purposive sampling technique was employed to ensure respondents met the specific criteria necessary for the research context [11]. The sample selection criteria in this study are as follows:

1. Respondent must be members of Generation Z, born between 1997 and 2012. (Minimum is 17 years old)
2. Respondents must be currently residing in Indonesia
3. Respondents must have previously purchased a Pop Mart product
4. Respondents must be active users of social media platforms, such as Instagram or TikTok.
5. Respondent must have watched or been exposed to influencer content related to Pop Mart products (e.g., unboxing videos, reviews, or promotional posts).

## 2.3. Operational Variable Definition

The Operational definition are presented in the following table:

Table 1. Operational Variable Definition

Variable	Definition	Indicator	Scale
Fear of Missing Out (FOMO) (X1)	psychological state of anxiety driven by the concern that one is missing rewarding social or experiential opportunities[12]	1. Fear of falling behind on trends 2. Anxiety about not owning trendy items 3. Worry about having less experience than others. 4. Feeling left out of current trends 5. Fear of future regret over not purchasing	Likert 1-5
Social Validation (X2)	as the process through which individuals look to others to obtain approval or confirmation, thereby validating their own behavior, choices, and cognitive processes [7]	1. Pressure to follow trends 2. Influence of others purchases 3. Trust in a product based on peer popularity. 4. Impact of positive feedback (likes/comments)	Likert 1-5
Influencer Marketing (X3)	A collaborative promotional strategy that leverages the credibility and audience reach of prominent online personalities to endorse products or services [8]	1. Perceived trustworthiness of the influencer. 2. Perceived attractiveness of the influencer 3. Perceived expertise/experience of the influencer	Likert 1-5
Impulsive Buying (Y)	An immediate, unplanned purchase decision made spontaneously at the point of sale, driven by emotional and psychological cues rather than prior intention or deliberate evaluation [4]	1. Spontaneous reaction (Unplanned purchase) 2. Unplanned purchase decision. 3. Purchase influenced by positive mood 4. Change in intention after seeing a stimulus 5. Response to marketing stimuli	Likert 1-5

#### 2.4. Data Collection Method

Data collected in this study were collected using an online questionnaire. According to [11], questionnaires can be distributed in person, by mail, or electronically. This method is suitable for collecting quantitative data, especially when targeting a large respondent within a wide geographical area, making it more efficient and convenient. It is also useful for gaining insights into customer opinions and preferences. To facilitate the collection of data from a wide and diverse demographic, the study will distribute a digital questionnaire using Google Forms to Pop Mart customers throughout Indonesia.

#### 2.5. Data Analysis Method

This research is using multiple regression analysis method to analyze the relationship between one dependent variable and two or more independent [10]. Therefore, the statistical software IBM SPSS Version 27 will be used for data entry, computation, and output generation. The relationship of this research are expressed through this following equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Definition :

Y	= Dependent Variable (Impulsive Buying)
$\alpha$	= Intercepts
X	=Independent variable (Fear of Missing Out, Social Validation, Influencer Marketing)
$\beta$	= Regression Coefficients
$\varepsilon$	= Error

#### 2.6 Test Procedures

##### 1. Research Test Instrument

To ensure measurement accuracy, the validity of the questionnaire was assessed using Pearson correlation analysis, where each item's correlation with its total construct score was evaluated against a critical r-table value at 0.05 significance level, items with a higher r-count are valid [10].

Subsequently, reliability was examined using Cronbach's Alpha to determine the acceptable for ensuring the instrument's stability and coherence in measuring the intended constructs [10]

##### 2. Classical Assumption Test

Prior to regression analysis, several classical assumption tests were conducted. The normality of residuals was assessed both graphically (via histogram and P-P Plot) and statistically using the Kolmogorov-Smirnov test [13] Multicollinearity was evaluated using Tolerance and Variance Inflation Factor (VIF) values, with thresholds of  $>0.10$  and  $<10$ , respectively, indicating no severe correlation among independent variables [13]. Heteroscedasticity was examined via a scatterplot of standardized residuals against predicted values to ensure random dispersion. Lastly, linearity between independent and dependent variables was verified through scatterplot inspection and correlation significance testing [11].

##### 3. Hypothesis Test

This research employs the t-test to evaluate the statistical significance of each predictor variable's effect on the outcome variable. As defined by [11], the t-test assesses whether a sample mean significantly differs from a specified value, such as zero in regression contexts. The procedure involves comparing the calculated t-statistic for each predictor against a critical value from the t-distribution table. When the absolute value of the t-statistic exceeds the critical value, the null hypothesis (H<sub>0</sub>) is rejected in favor of the alternative (H<sub>a</sub>). Modern statistical software like SPSS simplifies this decision by reporting a p-value below the 0.05 significance threshold leads to the rejection of (H<sub>0</sub>), confirming that the independent variable exerts a significant influence on the dependent variable. Conversely, a p-value greater than 0.05 indicates an insignificant effect, resulting in the retention of H<sub>0</sub>.

### 3. Result and Discussion

#### 3.1. Analysis Result

Table 2 presents the descriptive statistics for each research variable. This table includes information derived from validity tests.

Table 2. Validity Test

No	Item	Pearson Correlation (r)	Sig-(2-tailed)	Explanation
1	X1.1	0.870	0	VALID
2	X1.2	0.853	0	VALID
3	X1.3	0.850	0	VALID
4	X1.4	0.814	0	VALID
5	X2.1	0.747	0	VALID
6	X2.2	0.755	0	VALID
7	X2.3	0.701	0	VALID
8	X2.4	0.727	0	VALID
9	X3.1	0.584	0	VALID
10	X3.2	0.662	0	VALID
11	X3.3	0.608	0	VALID
13	X3.4	0.714	0	VALID
14	X3.5	0.671	0	VALID
15	X3.6	0.723	0	VALID
16	X3.7	0.716	0	VALID
17	X3.8	0.696	0	VALID
18	X3.9	0.706	0	VALID
19	X3.10	0.682	0	VALID
20	X3.11	0.710	0	VALID
21	X3.12	0.712	0	VALID
22	Y1.1	0.796	0	VALID
23	Y1.2	0.642	0	VALID
24	Y1.3	0.766	0	VALID
25	Y1.4	0.751	0	VALID
26	Y1.5	0.672	0	VALID

Source: Primary Data Processed (2025)

Based on the data in Table 2, all items in the Fear of Missing Out (FOMO) (X1) had a table r value of  $>0.164$ , which indicates the four items in the Fear of Missing Out variable were valid and could be used for subsequent analysis. Furthermore, in the Social Validation (X2), it could be seen that all items had a table r value of  $>0.165$  which explains four items were valid and could be continued for the next analysis. All items in the Influencer Marketing (X3) variable had a table r value of  $>0.164$ , which shows that the twelve items were valid and could be used for subsequent analysis. In addition, all items in the Impulsive Buying (Y) variable had a table r value of  $>0.164$ , which shows that the five items in the variable were valid and could be used for further analysis.

Table 3. Reliability Test

No	Variable	Cronbach Alpha	Explain
1	Fear of Missing Out (FOMO)	0.902	Reliable
2	Social Validation	0.711	Reliable
3	Influencer Marketing	0.897	Reliable
4	Impulsive Buying	0.775	Reliable

Source: Primary Data Processed (2025)

Based on the data in Table 3, it is evident that all four variables studied had Cronbach Alpha values exceeding 0.6, indicating that these variables are reliable. The results of the validity and reliability tests for this research instrument as a whole confirm that the questionnaire has been well prepared and is suitable for hypothesis testing, as it meets requirements.

Table 4. The Results of Estimated Regression Analysis

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	5.153	1.193	4.319	<0.001
FOMO	0.462	0.045	10.353	<0.001
Social Validation	-0.081	0.99	-0.0818	0.415
Influencer Marketing	0.173	0.039	4.419	<0.001
F-Statistic	130.026			
Prob (F-Statistic)	0.000			

R-Squared	0.737
Adjusted R-Squared	0.732

Source: Primary Data Processed (2025)

Table 4 presents the results of the hypothesis testing. Based on the classical assumption tests, the data met all necessary criteria for regression analysis. The multiple linear regression analysis was therefore conducted to test the proposed hypotheses. Based on the estimation results, the research regression equation can be formulated as follows :

$$Y = 5.153 + 0.462X_1 - 0.081X_2 + 0.173X_3 + \varepsilon$$

The Fear of Missing Out (FOMO) variable has a coefficient of 0.462 with a probability value of 0.0000, which means that FOMO has a positive and significant influence on Impulsive Buying Behavior. The estimation results also show that the Influencer Marketing variable has a positive and statistically significant influence on Impulsive Buying. This is evidenced by a regression coefficient of 0.173 and a probability value of 0.0000. The results indicate that an increase in exposure to influencer marketing also increases the level of impulsive buying. The coefficient value for the FOMO variable is greater than that of the Influencer Marketing variable. This shows that FOMO statistically has a larger contribution to increasing impulsive buying behavior.

Conversely, the Social Validation variable shows a negative and statistically insignificant influence on Impulsive Buying, with a regression coefficient of -0.081 and a probability of 0.415. This result indicates that, within this model, the need for social approval does not significantly drive impulsive purchases among the studied sample.

The probability value of the F-statistic in Table 5, which is below 0.05, indicates that all independent variables collectively have a significant influence on Impulsive Buying Behavior. The R-Squared value from the estimation is 0.737, meaning that 73.7% of the variation in Impulsive Buying can be explained by the independent variables in this study, while the remaining 26.3% is explained by other variables outside the research model.

### 3.2. Analysis Result

#### Effect of Fear of Missing Out on Impulsive Buying

Based on the data in Table 4, which includes responses from 143 participants, it is evident that there is a significant effect between Fear of Missing Out (FOMO) and impulsive buying. Therefore, H1 is accepted, indicating that Fear of Missing Out (FOMO) has a significant influence on impulsive buying. This variable comprises 5 indicators. In this research, the result shows that Fear of Missing Out (FOMO) positively affects impulsive buying. The highest average of respondent answers is the respondents are afraid that they will feel sorry later if they don't buy Pop Mart products/toys. On the other hand, the lowest average of respondent answers is that I will worry that I'm missing out on Pop Mart trendy products/toys. Thus, it encouraged Pop Mart marketing should reframe the narrative away from ineffective trend-based anxiety, Pop Mart's messaging should pivot to focus on positive urgency, inviting customers to join the shared excitement of a new launch, spotlighting the genuine joy and community showcases in user generated content, and presenting exclusivity acrs a rewarding experience for dedicated fans rather than a stressful limitation.

Table 5. Respondent Characteristics Based on Gender, Age, and Allowance

Gender	Total	
	F	(%)
Men	28	80.7%
Women	115	19.3%
Total	<b>143</b>	<b>100%</b>
Age		
17-20 Years Old	16	11.3%
21-23 Years old	114	79.3%
24-26 Years Old	11	8%
27-28 Years Old	2	1.3%
Total	143	100%
Allowance		
< Rp. 1.000.000	16	10.7%
Rp. 1.000.000 - Rp. 2.000.00	49	32.7%
Rp. 2.000.001 - Rp. 3.000.000	36	26%
Rp 3.000.001 - Rp 4.000.000	20	14.7%

Rp 4.000.001 - Rp 5.000.000	10	8%
> Rp 5.000.000	12	8%
Total	143	100%

Source: Primary Data Processed (2025)

The respondents are predominantly female (80.7%), aged 21-23 (79.3%), students (88%), with allowance mainly between IDR 1-2 million per month. This group is highly active on social media and sensitive to digital trends, making them emotionally responsive to limited-time offers and exclusive products. In conclusion, young consumers, especially students with limited budgets, are more driven by the fear of missing out on a unique, future valued collectible rather than merely keeping up with trends. This emotional trigger is amplified by Pop Mart's blind box model, which emphasizes scarcity and surprise. The high significance of FOMO in driving impulsive purchases reflects this demographic's tendency to seek emotional gratification and avoid future regret. This research is consistent with the prior research by [12] where Fear of Missing Out (FOMO) drive impulsive purchases.

### Effect of Social Validation on Impulsive Buying

Based on the data in Table 4, which includes responses from 143 participants, it is evident that there is no significant effect between social validation and impulsive buying. Therefore, H2 is rejected, indicating that social validation not significantly influences impulsive buying partially. However, based on table 4.18 the results indicate that while the t-test found no significant direct effect of social validation on impulsive buying, the broader F-test model reveals that when analyzed collectively, Fear of Missing Out (FOMO), social validation, and influencer marketing have a significant influence on impulsive buying behavior. In this research, the highest average of respondent answers is the positive feedback from others boosts my confidence in making a Pop Mart product purchase. On the other hand, the lowest average of respondent answers is I feel compelled to keep up with the latest trends of Pop Mart products/toys. Thus, this indicates that most of the respondents agree that Pop Mart purchases are socially influenced, meaning that the decision to buy is not made in isolation but its reinforced by approval or affirmation from others, however while keeping up with Pop Mart trends is still important to majority respondents, it is the least influential motivator within the category of social validation, Pop Mart buyers may identify more as collectors or enthusiasts rather than passive trend followers, they might buy because they love the designs, the excitement of obtaining unknown toys character, and not purely because "It's Trendy". Thus, Pop Mart marketing should emphasize community, validation, and confidence building not just trendiness, highlight community affirmation, shared enthusiasm, and positive social feedback, as these resonate more strongly and focus on belonging and shared joy rather than obligation to follow trends. Most respondents purchase offline (58%), indicating that physical stores serve as social hubs where buying decisions can be influenced by peer presence and in-store interactions. Their high social media activity also suggests that online validation (likes, comments, shares) plays a role in reinforcing purchase behaviour.

Although social validation did not directly drive impulsive buying partially, it significantly reinforces purchase confidence. The data suggests that respondents view Pop Mart purchases as a means of gaining peer approval and social affirmation rather than blindly following trends. This aligns with the collector identity, many buyers see themselves as part of a community where sharing purchases bringing validation. Thus, social validation acts as a supporting factor that enhances the effectiveness of FOMO and influencer marketing, rather than a standalone trigger.

This research is consistent with the prior research by [7] where combining Fear of Missing Out (FOMO) and social validation becoming so successful and have significant effect to impulsive buying. However, when it comes to partially tested, it is inconsistent with the prior research by [7], if social validation was tested partially to impulsive buying, there is no significant effect to impulsive buying.

### Effect of Influencer Marketing on Impulsive Buying

Influencer Marketing has been proven to significantly influence consumers impulsive buying behavior in this study. The t-test results strengthen this finding, where the calculated t-value exceeded the established critical t-value. Additionally, the obtained significance value was statistically lower than the significance threshold. Therefore, the alternative hypothesis is accepted and the null hypothesis is rejected, confirming that influencer marketing has a tangible impact on impulsive buying behavior. This finding aligns with prior research, [14] indicating that marketing approaches leveraging influencers can significantly increase consumers tendency to

make purchases spontaneously, without prior planning or consideration.

Table 6. Frequency Distribution of Influencer Marketing

Indicators	Item	1		2		3		4		5		Mean
		F	(%)	F	(%)	F	(%)	F	(%)	F	(%)	
Trustworthiness	X3.1	3	2.1%	24	16.8%	24	16.8%	68	47.6%	47	32.9%	4.08
	X3.2	1	0.7%	4	2.8%	20	14%	71	49.7%	47	32.9%	4.11
	X3.3	1	0.7%	5	3.5%	26	18.2%	70	49%	41	28.7%	4.01
	X3.4	3	2.1%	4	2.8%	19	13.3%	80	55.9%	37	25.9%	4.01
<b>Mean of Trustworthiness Indicators</b>												<b>4.05</b>
Attractiveness	X3.5	1	0.7%	7	4.9%	18	12.6%	58	40.6%	59	41.3%	4.17
	X3.6	2	1.4%	7	4.9%	23	16.1%	60	42%	51	35.7%	4.06
	X3.7	1	0.7%	8	5.6%	16	11.2%	70	49%	48	33.6%	4.09
	X3.8	3	2.1%	3	2.1%	10	7%	65	45.5%	62	43.4%	4.26
<b>Mean of Attractiveness Indicators</b>												<b>4.14</b>
Experience	X3.9	2	1.4%	2	1.4%	17	11.9%	70	49%	52	36.4%	4.17
	X3.10	2	1.4%	14	9.8%	30	21%	58	40.6%	39	27.3%	3.83
	X3.11	1	0.7%	6	4.2%	13	9.1%	71	49.7%	52	36.4%	4.17
	X3.12	2	1.4%	4	2.8%	16	11.2%	73	51%	48	33.6%	4.13
<b>Mean of Experience Indicators</b>												<b>4.075</b>

Source: Primary Data Processed (2025)

However, in this research, the highest average of respondent answers is ‘this influencer makes me want to buy the Pop Mart products they feature’ in X3.8. This indicates that most of the respondents agree that when Influencer features Pop Mart products, it has a direct and persuasive impact on their purchase intention because influencers often have a strong personal connection with their followers. When they recommend Pop Mart products, their trust and credibility transfer to the brand, making followers more likely to make a purchase.

Conversely, the lowest average of respondent answer is, ‘I consider this influencer an expert in Toys industry. This suggest that followers may view influencers more as entertainers, collectors, or trendsetters rather than as “experts” in the toy industry. Their value lies in authenticity, relatability, and presentation style, not necessarily in professional or technical knowledge. Thus, Pop Mart should prioritize selecting creative partners based on their authentic passion for collecting, their ability to generate emotional desire, and their skill in integrating products into relatable, aspirational narratives.

Table 7. Respondent Characteristics Based on Purchasing Method

Purchasing Method	Total	
	F	(%)
Offline Purchasing	81	58%
Online Purchasing	62	42%
<b>Total</b>	<b>143</b>	<b>100%</b>

Source: Primary Data Processed (2025)

With 42% of purchases made online and high engagement on platforms like Instagram and TikTok, this demographic is highly exposed to influencer content. Their preference for authentic and relatable personalities over traditional advertising makes influencer marketing particularly impactful. This study aligns with [8] and [15], confirming that influencer marketing effectively triggers impulsive purchases through relatability, trustworthiness, and emotional appeal rather than perceived expertise, resonating strongly with online engaged Gen Z consumers who value authentic, aspirational content from influencers who share their passion for collecting.

#### 4. Conclusion

This study confirms that Fear of Missing Out (FOMO) and influencer marketing significantly and positively influence impulsive purchasing behavior among Generation Z consumers within the Pop Mart context. In contrast, the hypothesized direct effect of social validation on impulsive buying was not supported. Collectively, these three independent variables account for 73% of the variance in impulsive buying behavior, suggesting a substantive explanatory power while acknowledging the role of unmeasured external factors. The interpretation of these findings is subject to several methodological constraints. The reliance on a non-probability sample, predominantly comprising young female university students from major metropolitan areas, may limit the generalizability of the results to the broader Generation Z demographic in Indonesia. Furthermore, the operationalization of social validation within the niche collectibles market may not capture its full conceptual breadth. The research scope was

deliberately restricted to three psychosocial variables, thereby excluding other potential determinants such as individual personality traits or specific marketing mix elements. These limitations highlight the need for further research with a more diverse sample and an expanded model to fully understand the dynamics of impulsive consumption in this context.

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