JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi
E-ISSN: 2686-5238
P-ISSN: 2686-4916
https://dinastirev.org/JEMSI dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/jemsi.v7i5
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Received: 27 April 2026 | **Revised:** 10 June 2026 | **Accepted:** 20 June 2026

The Effect of Hedonic Motivation and Twin Date Promos on Impulse Buying Mediated by FOMO

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Abstract: *This study examines the influence of hedonic shopping motivation and twin date promo events on impulse buying, with Fear of Missing Out (FOMO) as a mediating variable, among Generation Z Shopee users in Bandar Lampung. A quantitative survey method was employed with 100 respondents selected via purposive sampling. Data were analyzed using SEM-PLS with SmartPLS 4. Results show that: (1) hedonic shopping motivation has a positive and significant direct effect on impulse buying; (2) twin date promo events have a positive and significant direct effect on impulse buying; (3) FOMO significantly mediates the effect of hedonic motivation on impulse buying; and (4) FOMO significantly mediates the effect of twin date promo events on impulse buying. From an Islamic business perspective, this behavior risks transgressing the prohibitions on israf (extravagance) and tabdzir (waste), underscoring the need to apply the principles of al-iqtisad (moderation) and maslahah (genuine benefit) in every consumption decision.*

Keyword: *Hedonic Shopping Motivation, Twin Date Promo Event, Impulse Buying, Fear of Missing Out, Islamic Business Perspective.*

Abstrak: Penelitian ini mengkaji pengaruh motivasi belanja hedonis dan event promo tanggal kembar terhadap impulse buying, dengan Fear of Missing Out (FOMO) sebagai variabel mediasi, pada pengguna Shopee Generasi Z di Bandar Lampung. Metode kuantitatif survei digunakan dengan 100 responden yang dipilih melalui purposive sampling. Data dianalisis menggunakan SEM-PLS dengan SmartPLS 4. Hasil menunjukkan bahwa: (1) motivasi belanja hedonis berpengaruh positif dan signifikan terhadap impulse buying; (2) event promo tanggal kembar berpengaruh positif dan signifikan terhadap impulse buying; (3) FOMO memediasi pengaruh motivasi hedonis terhadap impulse buying secara signifikan; dan (4) FOMO memediasi pengaruh event promo tanggal kembar terhadap impulse buying secara signifikan. Dalam perspektif bisnis Islam, perilaku ini berpotensi melanggar larangan israf (berlebihan) dan tabdzir (pemborosan), sehingga penerapan prinsip al-iqtisad (moderasi) dan maslahah (manfaat sejati) dalam setiap keputusan konsumsi menjadi sangat penting.

Kata Kunci: Motivasi Belanja Hedonis, Event Promo Tanggal Kembar, *Impulse Buying*, *Fear of Missing Out*, Perspektif Bisnis Islam.

INTRODUCTION

The rapid development of digital technology has brought transformative changes across numerous aspects of modern life, most notably in consumer behavior and purchasing patterns. One of the most significant drivers of this digital transformation is the internet, whose exponential growth has created an unprecedented level of dependency among individuals worldwide, given the convenience it offers in accessing information, services, and products from virtually any location at any time. Based on the latest report from datareportal.com published by We Are Social and Meltwater in 2025, the number of internet users in Indonesia has reached 212 million people, representing 74.6% of the total population of 285 million (We Are Social, 2025). This remarkable level of internet penetration has laid a fertile foundation for the explosive growth of e-commerce platforms, fundamentally reshaping how Indonesians shop, interact with brands, and make purchasing decisions. E-commerce in Indonesia has experienced extraordinary expansion over the past decade, with Shopee emerging as one of the most dominant platforms in the region. Founded in 2015 under the SEA Group and first introduced in Singapore, Shopee has since expanded its services across Indonesia, Malaysia, Vietnam, Taiwan, Thailand, and the Philippines (A'yuni & Chusumastuti, 2021). According to Populix data published through Databoks (2024), Shopee became the most widely used platform among both generations, with 76% usage among Generation Z and 60% among millennials, underscoring its unparalleled reach and influence in the Indonesian digital marketplace.

Shopee employs a variety of strategic promotional approaches to stimulate and increase consumer purchasing power, one of the most prominent of which is the twin date promotion strategy (promo tanggal kembar), which offers massive discounts, cashback incentives, free shipping, and flash sale offers on matching date-month combinations such as 8.8, 9.9, 10.10, 11.11, and 12.12. These carefully orchestrated promotional events have proven highly effective in driving impulse buying behavior, which is broadly defined as unplanned purchasing triggered by emotional stimuli and situational cues rather than deliberate rational consideration (Musyafi et al., 2022). Closely intertwined with this phenomenon is hedonic shopping motivation the tendency to shop for pleasure, entertainment, and emotional satisfaction rather than functional necessity which further amplifies the propensity for spontaneous purchasing decisions (Setiasih et al., 2023). An important mediating psychological construct in this relationship is Fear Of Missing Out (FOMO), defined as a pervasive state of anxiety or apprehension about missing out on rewarding experiences, activities, or opportunities that others are enjoying (Fitri et al., 2024). When consumers with elevated hedonic motivation are confronted with time-limited and value-laden promotions such as twin date events, FOMO operates as a powerful psychological bridge that intensifies the impulse to purchase immediately, lest the opportunity be lost forever.

Generation Z, broadly defined as individuals born between 1997 and 2012, represents a particularly susceptible demographic to this phenomenon due to their deep integration with digital media and social networks from an early age (Aprilya et al., 2022). The estimated total Generation Z population in Bandar Lampung in 2024 stands at approximately 256,294 individuals, based on data from Badan Pusat Statistik (BPS), Indonesia's national statistical agency. This study focuses on Generation Z as its target population because McKinsey research indicates that 58% of this cohort spend more than one hour daily on social media, with 35% spending more than two hours per day (Rini Wijaningsih et al., 2024), making them highly exposed to digital promotional stimuli and particularly sensitive to social pressure and peer influence. From an Islamic business perspective, the impulse buying behavior that is frequently

triggered by hedonic motivations and twin date promotional events carries significant ethical implications. Excessive and unplanned consumption that leads to wastefulness is explicitly prohibited in Islamic teachings. Allah SWT commands in Q.S. Al-Isra (17:26-27) that believers must not squander their wealth wastefully, for those who squander are brothers of the devils. Islam upholds the principles of moderation (al-iqtisad), balance (wasathiyah), and the prioritization of genuine benefit (maslahah) in every consumption decision. This critical Islamic ethical dimension has been largely absent from previous empirical studies examining impulse buying in the Indonesian e-commerce context, representing a significant gap in the existing literature that this study seeks to address.

Based on the foregoing background, this study is designed to examine four principal research questions: (1) whether hedonic shopping motivation exerts a positive and significant effect on impulse buying among Generation Z Shopee users in Bandar Lampung; (2) whether twin date promo events exert a positive and significant effect on impulse buying among the same population; (3) whether Fear of Missing Out (FOMO) significantly mediates the relationship between hedonic shopping motivation and impulse buying; and (4) whether FOMO significantly mediates the relationship between twin date promo events and impulse buying. All findings are interpreted and discussed through the lens of Islamic business ethics, contributing a distinctive normative dimension to the empirical investigation.

KAJIAN PUSTAKA

Stimulus-Organism-Response (SOR) Theory

This study adopts the Stimulus-Organism-Response (S-O-R) theoretical model, originally introduced by Hovland (1953), as its overarching analytical framework for explaining consumer behavioral responses to e-commerce stimuli. Within this framework, Stimulus (S) refers to the external environmental inputs that activate consumer responses in this study represented by hedonic shopping motivation and twin date promo events as external promotional triggers. Organism (O) denotes the internal psychological and cognitive states of the individual that process and mediate the relationship between stimuli and behavioral responses operationalized in this study as Fear of Missing Out (FOMO) as the internal emotional-cognitive mediating variable. Response (R) represents the observable behavioral outcome produced by the organism in reaction to the stimulus, which in this study is manifested as impulse buying behavior (Komang Junita Widhipratiwi et al., 2025). The S-O-R framework provides an theoretically robust and empirically tractable lens through which to examine the complex psychological mechanisms linking promotional stimuli, emotional mediation, and impulsive purchasing behavior in the digital e-commerce environment.

Hedonic Shopping Motivation

According to Alba and Williams, hedonic shopping motivation refers to the tendency to engage in shopping activities that are driven primarily by pleasure, entertainment, and emotional satisfaction rather than by functional necessity or utilitarian need fulfillment. Arnold and Reynolds (2003) identified six distinct dimensions of hedonic shopping motivation, namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping (Nurtanio et al., 2022). Consumers with elevated hedonic motivation are characteristically inclined to make unplanned and spontaneous purchases, driven more by emotional impulse, excitement, and the pleasurable experience of shopping itself than by rational deliberation about necessity or utility. In the context of e-commerce platforms such as Shopee, the gamified promotional interfaces, countdown timers, and visually stimulating deal presentations serve as powerful hedonic stimuli that heighten emotional arousal and amplify consumers' susceptibility to impulsive purchasing decisions.

Twin Date Promo Event

Twin date promo events (promo tanggal kembar) are strategically designed marketing events held on dates where the day and month numbers coincide (e.g., 8.8, 9.9, 10.10, 11.11,

12.12), featuring massive discounts, free shipping, flash sales, cashback offers, and various other promotional incentives. This promotional strategy was originally popularized in China as the iconic Singles' Day (11.11) promotion, which Indonesia adopted beginning with the national online shopping day on 12.12.2012. The key indicators of twin date event effectiveness include the attractiveness of discounts, availability of coupons, and quality of gifts offered (Rini Wijaningsih et al., 2024). These events create a heightened sense of urgency and scarcity, leveraging consumers' loss aversion and FOMO tendencies to drive massive spikes in purchasing activity within a compressed time window.

Impulse Buying

According to Rook and Fisher, impulse buying is defined as consumer behavior involving purchases made without prior planning, occurring rapidly and spontaneously, and driven primarily by emotional stimuli and situational cues (Nuryani et al., 2022). This purchasing pattern is characterized by an immediate and compelling urge to buy that overrides deliberate cognitive evaluation and rational decision-making processes. Impulse buying indicators according to Rook (in Simanjuntak, 2022) encompass four key dimensions: (1) spontaneity the unplanned and immediate nature of the purchase decision; (2) indifference to consequences reduced concern about the financial and practical implications of the purchase; (3) intensity and urgency the powerful and irresistible compulsion to buy; and (4) excitement and stimulation the heightened emotional arousal accompanying the purchasing act. In the digital e-commerce context, these dimensions are readily activated by platform design features, promotional messaging, and social influence mechanisms.

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is conceptualized as a pervasive apprehension or anxiety about the possibility of missing important, rewarding, or meaningful moments and experiences that others are having, leading individuals to experience feelings of fear, worry, and social anxiety about being excluded or left behind (Yong & Wijaya, 2023). According to Przybylski, FOMO manifests across three primary dimensions: (1) fear the anticipatory dread of missing out on valuable promotions or trending products; (2) worry ongoing concern about not securing available deals before they expire; and (3) anxiety a broader state of psychological tension arising from perceived social comparison and exclusion. In the e-commerce context, particularly during twin date promotional events, FOMO functions as a potent psychological amplifier that intensifies the emotional pressure created by time-limited offers and socially visible consumption behaviors, significantly increasing the likelihood of impulsive purchasing decisions.

Hypothesis Development

Based on the theoretical foundations and prior empirical evidence reviewed above, this study formulates four testable research hypotheses. H1 proposes that hedonic shopping motivation exerts a positive and significant effect on impulse buying among Generation Z Shopee users in Bandar Lampung, grounded in the expectation that consumers who derive pleasure and emotional satisfaction from shopping are more prone to spontaneous and unplanned purchases. H2 proposes that twin date promo events exert a positive and significant effect on impulse buying, based on the reasoning that the attractive and time-bounded promotional offers characteristic of these events provide strong situational triggers for impulsive purchasing. H3 proposes that Fear of Missing Out (FOMO) mediates the positive and significant effect of hedonic shopping motivation on impulse buying, as hedonic motivation is expected to heighten FOMO levels, which in turn drive impulsive purchases. H4 proposes that FOMO mediates the positive and significant effect of twin date promo events on impulse buying, as the urgency and scarcity cues embedded in these promotions are expected to elevate FOMO, ultimately triggering spontaneous purchasing behavior.

METHOD

This study employs a quantitative research approach with a survey design to examine the causal relationships among hedonic shopping motivation, twin date promo events, Fear of Missing Out (FOMO), and impulse buying behavior. Data collection was conducted between January and March 2026. Primary data were collected through structured questionnaires distributed via Google Forms shared through social media platforms (WhatsApp and Instagram), using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The population of this study consists of all Generation Z individuals those born between 1997 and 2012 who are active Shopee users residing in Bandar Lampung, estimated at 256,294 individuals based on Badan Pusat Statistik (BPS) demographic data for 2024. Sample size was determined using Slovin's formula with a 10% margin of error, yielding a minimum required sample of 100 respondents. Purposive sampling was employed as the sampling technique, with the following criteria applied: (a) respondents aged between 17 and 26 years; (b) current residents of Bandar Lampung; and (c) active users of the Shopee e-commerce platform who have engaged in shopping activities on the platform within the past three months.

The research variables are operationalized as follows: independent variables consist of hedonic shopping motivation (X1), initially measured using 12 indicators adapted from Arnold and Reynolds (2003), of which 4 indicators were removed because their outer loading values fell below 0.70, leaving 8 valid indicators; and twin date promo events (X2), initially measured using 5 indicators adapted from Rini Wijaningsih et al. (2024), of which 1 indicator was removed due to an outer loading below 0.70, leaving 4 valid indicators. The dependent variable is impulse buying (Y), initially measured using 7 indicators adapted from Rook (in Simanjuntak, 2022), of which 2 indicators were removed due to outer loadings below 0.70, leaving 5 valid indicators. The mediating variable is Fear of Missing Out (M), initially measured using 5 indicators adapted from Przybylski et al. (2013), of which 1 indicator was removed, leaving 4 valid indicators. To address potential Common Method Variance (CMV) bias, Harman's single-factor test was conducted prior to SEM-PLS analysis; the single factor accounted for less than 50% of the total variance, confirming that CMV was not a significant concern in this study. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4 software, a method particularly appropriate for exploratory and confirmatory research involving latent constructs and complex mediation relationships (Hair et al., 2022). The analytical procedure encompassed two stages: first, the outer model evaluation, which assessed convergent validity through outer loadings and Average Variance Extracted (AVE), discriminant validity, and reliability through Composite Reliability and Cronbach's Alpha; and second, the inner model testing, which examined direct effects between constructs, specific indirect effects for mediation testing, and the coefficient of determination (R-square) as an indicator of the model's explanatory power.

RESULTS AND DISCUSSION

Outer Model Evaluation

The outer model evaluation was conducted to assess the extent to which the measurement indicators effectively and reliably measure their respective research constructs. This evaluation was carried out through four complementary assessment procedures: convergent validity analysis using outer loadings and Average Variance Extracted (AVE), discriminant validity assessment, Composite Reliability measurement, and Cronbach's Alpha reliability testing.

Table 1. Convergent Validity (Outer Loadings)

Variable	Indicator	Loading Value	Status
Hedonic Shopping Motivation (X1)	HSM1	0.759	Valid
	HSM2	0.744	Valid
	HSM3	0.701	Valid
	HSM5	0.697	Valid

	HSM7	0.774	Valid
	HSM8	0.741	Valid
	HSM9	0.714	Valid
	HSM11	0.790	Valid
Twin Date Promo Event (X2)	PETK2	0.745	Valid
	PETK3	0.764	Valid
	PETK4	0.848	Valid
	PETK5	0.678	Valid
Fear of Missing Out (M)	FOMO1	0.752	Valid
	FOMO3	0.790	Valid
	FOMO4	0.732	Valid
	FOMO5	0.827	Valid
Impulse Buying (Y)	IB1	0.730	Valid
	IB4	0.701	Valid
	IB5	0.748	Valid
	IB6	0.749	Valid
	IB7	0.733	Valid

Source: Processed data 2026

Based on the results presented in Table 1, all indicators across all four research constructs demonstrate satisfactory convergent validity. The outer loading values for all indicators exceed the recommended minimum threshold of 0.50, with most indicators exceeding the more stringent threshold of 0.70, indicating strong correlations between each indicator and its respective latent construct. These results confirm that each measurement item reliably captures the underlying conceptual dimension it is designed to measure, providing a solid empirical foundation for subsequent structural model analysis.

Table 2. Discriminant Validity (AVE)

Variable	AVE	Status
Hedonic Shopping Motivation (X1)	0.603	Good
Twin Date Promo Event (X2)	0.549	Good
Impulse Buying (Y)	0.580	Good
Fear of Missing Out (M)	0.536	Good

Source: Processed data 2026

Table 2 presents the Average Variance Extracted (AVE) values for all constructs, which serve as the primary indicator of convergent and discriminant validity in PLS-SEM analysis. All four constructs demonstrate AVE values exceeding the minimum criterion of 0.50, indicating that each construct explains more than half of the variance in its indicator items. Specifically, hedonic shopping motivation achieves an AVE of 0.603, twin date promo event achieves 0.549, impulse buying achieves 0.580, and fear of missing out achieves 0.536. These results confirm adequate discriminant validity across all constructs, supporting the distinctiveness of the measurement model.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Status
Hedonic Shopping Motivation (X1)	0.883	0.882	Reliable
Twin Date Promo Event (X2)	0.770	0.756	Reliable
Impulse Buying (Y)	0.784	0.784	Reliable
Fear of Missing Out (M)	0.787	0.780	Reliable

Source: Processed data 2026

The reliability assessment results presented in Table 3 confirm that all four research constructs demonstrate satisfactory internal consistency. Hedonic Shopping Motivation exhibits strong reliability with a Composite Reliability value of 0.883 and a Cronbach's Alpha

of 0.882, both substantially exceeding the minimum threshold of 0.70. Twin Date Promo Event demonstrates adequate reliability with Composite Reliability of 0.770 and Cronbach's Alpha of 0.756. Impulse Buying achieves a Composite Reliability of 0.784 and Cronbach's Alpha of 0.784, while Fear of Missing Out records a Composite Reliability of 0.787 and Cronbach's Alpha of 0.780. Collectively, these results confirm that all constructs satisfy the reliability criteria and are suitable for further structural model analysis.

Hypothesis Testing

Direct Effect

Table 4. Direct Effect

Path	Original Sample	T-Statistics	P-Value	Result
Hedonic Shopping Motivation (X1) -> Impulse Buying (Y)	0.235	3.211	0.001	Accepted
Twin Date Promo Event (X2) -> Impulse Buying (Y)	0.097	2.164	0.031	Accepted

Source: Processed data 2026

The direct effect testing results presented in Table 4 reveal two statistically significant relationships. Hedonic shopping motivation demonstrates a positive and significant direct effect on impulse buying, with an original sample coefficient of 0.235, a T-statistic of 3.211 (exceeding the critical value of 1.96), and a p-value of 0.001 (below the significance threshold of 0.05), thereby supporting H1. Twin date promo events also demonstrate a positive and significant direct effect on impulse buying, with an original sample coefficient of 0.097, a T-statistic of 2.164, and a p-value of 0.031, thereby supporting H2. Both H1 and H2 are consequently accepted, confirming that both independent variables exert statistically significant positive influences on impulse buying behavior.

Specific Indirect Effect (Mediation)

Table 5. Specific Indirect Effect

Path	Original Sample	T-Statistics	P-Value	Result
X1 -> FOMO (M) -> Impulse Buying (Y)	0.235	3.211	0.001	Accepted
X2 -> FOMO (M) -> Impulse Buying (Y)	0.097	2.164	0.031	Accepted

Source: Processed data 2026

Table 6. R-Square

Variable	R-Square	R-Square Adjusted
Fear of Missing Out (M)	0.680	0.674
Impulse Buying (Y)	0.698	0.688

Source: Processed data 2026

The R-square results indicate strong explanatory power for the structural model. The R-square value for Fear of Missing Out (FOMO) is 0.680, indicating that hedonic shopping motivation and twin date promo events collectively explain 68.0% of the variance in FOMO levels among Generation Z Shopee users. The R-square for Impulse Buying is 0.698, meaning that the full model including both independent variables and the FOMO mediator explains 69.8% of the variance in impulse buying behavior. These R-square values are in the moderate to substantial range, indicating that the proposed model possesses strong predictive and explanatory capability.

Table 7. Summary of Hypothesis Testing Results

Hypothesis	Description	Result
H1	Hedonic shopping motivation -> positive and significant effect on impulse buying	Accepted
H2	Twin date promo events -> positive and significant effect on impulse buying	Accepted
H3	FOMO mediates hedonic shopping motivation -> impulse buying (positive and significant)	Accepted
H4	FOMO mediates twin date promo events -> impulse buying (positive and significant)	Accepted

Source: Processed data 2026

The results demonstrate that hedonic shopping motivation exerts a positive and significant direct effect on impulse buying among Generation Z Shopee users in Bandar Lampung (T-statistic = 3.211, p = 0.001). This finding is fully consistent with the S-O-R theoretical framework, in which hedonic motivation operates as the external stimulus that activates a chain of psychological responses ultimately manifested as impulse buying behavior. For Generation Z consumers, shopping on Shopee transcends the mere fulfillment of material needs and becomes a source of entertainment, self-expression, social connection, and emotional gratification. The hedonic attributes of the Shopee platform including its gamified interfaces, visually engaging product presentations, interactive promotional mechanics, and socially shared shopping experiences collectively function as powerful hedonic stimuli that amplify consumers' spontaneous purchasing impulses. These findings are aligned with and corroborate those of Cahyani and Marcelino (2023), Nurul Azizah (2026), and Safaroh (2023), all of whom found that higher levels of hedonic shopping motivation are robustly associated with greater tendencies toward impulse buying in e-commerce contexts. From an Islamic perspective, when shopping motivation shifts from meeting genuine needs to pure pleasure-seeking, the boundary between halal consumption and israf (extravagance) becomes increasingly blurred. Islam encourages purposeful consumption guided by maslahah, and hedonic motivation that overrides rational consideration of necessity risks violating the Quranic injunction against wasteful spending in Q.S. Al-Isra (17:26-27).

Twin date promo events are found to exert a positive and significant effect on impulse buying (T-statistic = 2.164, p = 0.031), supporting H2. Within the S-O-R framework, these scheduled promotional events function as potent situational stimuli that activate psychological responses particularly arousal, urgency, and excitement which in turn trigger impulsive purchasing behavior. The attractive and multifaceted benefits embedded in twin date promotions including substantial discounts, exclusive coupons, voucher rewards, free shipping, and limited-edition product offerings are sufficiently compelling to override rational deliberation and trigger spontaneous buying desires in Generation Z consumers who are already primed for digital engagement. These findings corroborate and extend the results of Rahayu et al. (2024), Situmorang and Salqaura (2025), and Putri et al. (2025), who similarly documented significant positive relationships between twin date promotional events and impulse buying tendencies. From an Islamic ethics standpoint, time-limited promotional events engineered to create urgency and scarcity are particularly concerning because they deliberately short-circuit the deliberative process through which a Muslim consumer would normally evaluate whether a purchase aligns with genuine need (dharuriyat) or merely represents a luxury enhancement (tahsiniyat). The principle of wasathiyah calls for moderation even in the face of attractive promotional stimuli.

Fear of Missing Out (FOMO) is found to significantly mediate the relationship between hedonic shopping motivation and impulse buying (T-statistic = 3.211, p = 0.001), thereby supporting H3. This mediation result is theoretically grounded in the S-O-R framework, where hedonic motivation as the stimulus (S) triggers an elevation in FOMO levels within the organism (O), which in turn produces the impulse buying response (R). Consumers

characterized by high hedonic motivation are particularly susceptible to FOMO because their shopping orientation emphasizes emotional arousal, social validation, and the pursuit of pleasurable experiences all of which are intensified by the perception of missing out on trending products or expiring promotional offers. The higher the FOMO experienced, the more urgent and irresistible the impulse to purchase becomes. Notably, the indirect effect path coefficient for H3 (0.235) is stronger than that for H4 (0.097), indicating that FOMO is a more potent mediator when the stimulus is hedonic motivation than when it is a promotional event. This differential can be explained by the dispositional nature of hedonic motivation: a consumer who habitually shops for pleasure is already emotionally primed, so FOMO amplifies an existing orientation rather than creating a new one, resulting in a stronger overall effect on impulse buying. These findings are consistent with those of Gd et al. (2025), Platon (2024), and Stephanus Solaiman and Pangaribuan (2024), who documented analogous FOMO-mediated pathways between hedonic motivation and impulsive purchasing behavior. In the Islamic framework, this stronger mediation pathway is particularly alarming: it means that consumers who habitually seek pleasure from shopping are not only more prone to impulse buying, but are also more easily manipulated through FOMO, increasing the risk of tabdzir (wasteful squandering of resources) condemned in Q.S. Al-Furqan (25:67).

FOMO also significantly mediates the relationship between twin date promo events and impulse buying (original sample = 0.097, T-statistic = 2.164, p = 0.031), supporting H4. This finding demonstrates that FOMO serves as a critical psychological bridge that converts the abstract attractiveness of twin date promotions into concrete impulsive purchasing behavior. When Generation Z consumers perceive that others around them are actively capitalizing on the extraordinary offers available during twin date events through social media posts, peer conversations, or platform-generated social proof indicators their FOMO levels escalate dramatically, creating an irresistible psychological compulsion to participate in the purchasing activity before the opportunity permanently expires. This mediation pathway confirms that twin date promotions do not directly cause impulse buying in isolation, but rather operate through the psychological mechanism of FOMO to generate impulsive purchasing responses. Compared to H3 (indirect effect = 0.235), the weaker indirect effect in H4 (0.097) suggests that situational promotional triggers generate less FOMO-amplified impulse buying than do dispositional hedonic motivations, since they depend on the consumer encountering the promotion at the right moment rather than a persistent personal orientation. These results are consistent with the findings of Rini Wijaningsih et al. (2024), Nasr et al. (2023), and Safitri and Rinaldi (2023). From an Islamic perspective, the socially comparative nature of FOMO during promotional events reflects the danger of allowing peer influence and perceived social exclusion to override the principle of al-iqtisad (moderation). Muslim consumers are reminded that Q.S. Al-Baqarah (2:168) commands them to consume what is lawful and good, and to avoid following the footsteps of Shaytan who whispers through urgency and social pressure.

From an Islamic business perspective, the impulse buying behavior driven by hedonic motivation and FOMO during twin date promotional events carries profound ethical implications for Muslim consumers. When purchasing decisions are governed by emotional impulse, social anxiety, and the fear of missing out rather than genuine need assessment and rational deliberation, the resulting consumption patterns risk transgressing into the territory of israf (extravagance) and tabdzir (wasteful squandering of resources). This behavior explicitly contradicts the Quranic injunctions in Q.S. Al-Isra (17:26-27), which warns believers against wasteful spending, and Q.S. Al-Furqan (25:67), which commends those who spend in moderation, neither extravagantly nor miserly. Islamic economic ethics therefore calls upon Muslim consumers to consciously apply the principles of al-iqtisad (moderation and balance in consumption), wasathiyah (the middle path), and maslahah (prioritizing genuine benefit and welfare) in every consumption decision. Practically, this requires Muslim consumers to rigorously distinguish between dharuriyat (primary needs essential for human welfare), hajjiyat

(secondary needs that facilitate a comfortable and productive life), and tahsiniyat (tertiary enhancements and luxuries), and to ensure that promotional stimuli and social pressures do not override this hierarchical assessment of genuine necessity and benefit.

CONCLUSION

This study investigated the influence of hedonic shopping motivation and twin date promo events on impulse buying among Generation Z Shopee users in Bandar Lampung, with FOMO as a mediating variable, examined through the lens of Islamic business ethics. All four hypotheses were accepted: (1) hedonic shopping motivation has a positive and significant direct effect on impulse buying; (2) twin date promo events have a positive and significant direct effect on impulse buying; (3) FOMO significantly mediates the relationship between hedonic motivation and impulse buying (indirect effect = 0.235, T = 3.211, p = 0.001); and (4) FOMO significantly mediates the relationship between twin date promo events and impulse buying (indirect effect = 0.097, T = 2.164, p = 0.031). The stronger mediation effect in H3 compared to H4 indicates that dispositional hedonic motivation generates more powerful FOMO-driven impulse buying than situational promotional stimuli. These findings collectively confirm the S-O-R theoretical framework as a robust lens for explaining impulsive purchasing in the digital e-commerce context.

These findings carry important theoretical, practical, and Islamic implications. Theoretically, this study extends the S-O-R framework to the Islamic e-commerce context by demonstrating that FOMO operates as a distinct mediating organism-level variable, and that its mediating strength differs depending on whether the stimulus is dispositional (hedonic motivation) or situational (twin date promotions). Practically, platform operators and marketing practitioners are encouraged to incorporate responsible consumption messaging alongside promotional stimuli, providing consumers with tools such as spending trackers and wish-list reminders that support more deliberate purchasing decisions. From the Islamic ethics perspective, the tendency toward FOMO-driven impulse buying risks leading to israf (extravagance) and tabdzir (waste) as condemned in Q.S. Al-Isra (17:26-27) and Q.S. Al-Furqan (25:67). Muslim Generation Z consumers are encouraged to apply the principles of al-iqtisad (moderation), wasathiyah (balance), and maslahah (genuine benefit), carefully distinguishing between dharuriyat (primary needs), hajjiyat (secondary needs), and tahsiniyat (luxury enhancements) before committing to purchases, especially during high-pressure promotional events.

This study has several limitations that should be acknowledged. The sample was limited to 100 respondents in Bandar Lampung with a 10% margin of error, so generalizations to other regions or demographic groups should be made with caution. The cross-sectional design cannot capture long-term behavioral changes or establish causal directionality with certainty. Furthermore, this study did not examine potential moderating variables such as self-control, religiosity, or financial literacy. Future research could expand the geographic scope and increase the sample size to improve representativeness, employ a longitudinal design to track behavioral changes over time, and explore moderating variables such as self-control and religiosity to deepen understanding of the conditions under which FOMO-driven impulse buying is most likely to occur among Muslim Generation Z consumers.

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