The Influence of Fear of Missing Out, Hedonic Shopping Motivation, Flash Sales on Impulse Buying Smartwatches

Pengaruh Rasa Takut Ketinggalan, Motivasi Belanja Hedonis, dan Penjualan Kilat terhadap Pembelian Impulsif Jam Tangan Pintar

Muhammad Asyam Taqi Abrar
President University
*Email: muhammad.abrar@student.president.ac.id**

Abstrak

Studi ini bertujuan untuk memberikan bukti empiris mengenai pengaruh Fear Of Missing Out (FOMO), Motivasi Belanja Hedonik, dan Flash Sale terhadap Pembelian Impulsif Smartwatch Shopee baik secara parsial maupun simultan. Studi ini dilakukan pada pelanggan Shopee yang membeli Smartwatch, pengujian hipotesis dilakukan menggunakan aplikasi SPSS24. Jumlah populasi dalam penelitian ini tidak diketahui secara pasti, pengambilan sampel dilakukan menggunakan rumus populasi tidak diketahui dengan total 100 sampel. Berdasarkan hasil penelitian, dapat dilihat bahwa variabel Fear Of Missing Out, Motivasi Belanja Hedonik, dan Flash Sale memiliki pengaruh signifikan secara parsial dan simultan terhadap Pembelian Impulsif Smartwatch Shopee.

Kata Kunci: Fear Of Missing Out, Motivasi Belanja Hedonik, Flash Sale

Abstract

This study aims to provide empirical evidence regarding the influence of Fear Of Missing Out, Hedonic Shopping Motivation, Flash Sale on Impulse Buying of Shopee Smartwatches both partially and simultaneously. This study was conducted on Shopee customers who purchased Smartwatches, hypothesis testing was carried out using the SPSS24 application. The number of populations in this study was not known with certainty, sampling was carried out using the unknown population formula with a total of 100 samples. Based on the results of the study, it can be seen that the variables Fear Of Missing Out, Hedonic Shopping Motivation, Flash Sale have a significant influence partially and simultaneously on Impulse Buying of Shopee Smartwatches

Keywords : **Fear Of Missing Out, Hedonic Shopping Motivation, Flash Sale**

INTRODUCTION

Indonesia is in the spotlight with significant e-commerce growth every year, with the country even ranking first in the fastest e-commerce growth (Setiasih et al., 2023). E-commerce has introduced a new term in the form of online stores, where products and services are sold or purchased through websites (Adisaputro, 2019). Nowadays, there are many types of online sales platforms such as Shopee, Lazada, Tokopedia, Bukalapak, and TikTok. Here is the data on the online platforms most visited by the people of Indonesia:

Grafik 1.

Data *E-Commerce* yang Paling Banyak Di Kunjungi pada Tahun 2024

Sumber : databox.com, 2024

Based on the data above up to mid-2024, the Shopee shopping app still maintains its dominance in the Indonesian e-commerce market. From this data, it can be concluded that the Shopee app has indeed become increasingly popular among the public, especially Generation Z, because it often makes customers unable to ignore their desire to purchase products they find appealing.

Impulse buying is unplanned purchasing, a purchase that occurs suddenly without any pre-shopping intention, attractive and complex in a hedonic way in behavior (Gumilang et al., 2024). The working principle of impulse buying is not the same as the general step-by-step purchasing decision model because someone who engages in impulse buying may not even know the underlying reason for their purchase; impulse buying can be triggered by an internal urge from the user themselves. (Natalie et al., 2022).

Each generation has specific reasons when making impulse purchases, but generally it is due to an attractive offer (Rahma & Septrizola, 2019). However, aside from the various reasons that cause impulse buying, there are other reasons that lead to impulse buying, namely fear of missing out (FOMO), hedonic shopping motivation, and flash sales.

Fear Of Missing Out (FOMO) is a phenomenon where an individual feels afraid that others are having enjoyable experiences while they are not directly involved, leading the individual to try to stay connected with what others are doing through social media (Asyifa et al., 2024). FOMO is characterized by feelings of anxiety from the fear of missing out, a restless feeling from believing you are missing out on what others are doing.

Hedonic shopping motivation refers to an individual's desire to shop in order to fulfill psychological satisfaction, such as emotions, prestige, and other subjective feelings (Ni Putu Widya Novyantari, I Gusti Ayu Imbayani, 2024). When a consumer has a hedonic shopping motivation and likes something, they will buy it immediately rather than continually thinking about it and comparing the product with others (Soleha & Sagir, 2024).

A flash sale is a short-term discount or promotion offered by e-commerce. In e-commerce, a flash sale can be defined as an intermediary used as a promotional tool to sell goods (Souisa, 2022). The use of flash sales has attracted a lot of interest from customers and other markets because it generates significant profits. Flash sales are usually offered to those who are already members or

even market members (Saleh, 2019). Usually, during a flash sale, sellers will show how many items are available and the purchase time period (Gumilang et al., 2024).

One of the products sold on the Shopee app is a smartwatch, which, in addition to being used to check the time, can also be used as a tool to facilitate tasks, such as monitoring activities and heart rate. Smartphone users are increasingly helped by the presence of smartwatches, as various notifications from smartphones can also be accessed through the smartwatch. The advantages of functionality and design also allow sales of smartwatches to continue to grow.

Smartwatches have many functions, including as a timekeeper, communication device, and health tool. The timekeeping function displays the time and date, sets alarms, uses a stopwatch, uses a timer, and views the daily calendar. The communication function includes receiving notifications from a smartphone, such as messages, emails, and social media updates. The health function includes monitoring heart rate, monitoring blood pressure, monitoring blood oxygen levels, monitoring sleep and rest patterns, tracking nutritional intake, and monitoring stress levels..

Smartwatches not only provide convenience in keeping track of time, but they also function as health trackers for heart rate and fitness, monitoring physical activity, estimating total calories burned while running, and tracking the user's sleep patterns. Running activities are now not just a sport, but also part of a modern lifestyle. Using a smartwatch supports this activity through features that track distance, heart rate, and calories.

In addition to functional benefits, many individuals are driven to follow this trend due to FOMO, feeling afraid or anxious if they do not adopt the popular healthy lifestyle in their social circles. Besides the healthy lifestyle trend, such as the increasingly popular running phenomenon, the rising demand for smartwatches is also driven by the growing number of brands offering products at affordable prices.

Ased on the observations conducted by the researcher regarding fear of missing out (FOMO), hedonic shopping motivation, and flash sales among smartwatch users, one aspect is notification addiction, where users feel the need to constantly check notifications on their smartwatch to avoid missing various information. Smartwatch users experiencing Fear of Missing Out (FOMO) also tend to have excessive anxiety, as they feel they must always stay up- to-date with incoming notifications. If a notification is read late or missed, feelings of worry or restlessness arise. Another impact is distraction and decreased productivity, as continuous notifications on the wrist make it difficult for users to concentrate while working, studying, or even socializing in person. Additionally, there is social pressure, where FOMO makes users feel

The need to respond to messages or updates quickly to avoid being perceived as ignoring others, which increases the social burden, and finally, there is the conflict between real and digital social life where users who check their smartwatch too often during direct interactions with others can give an impression of rudeness and damage the quality of social relationships.

The problems experienced by smartwatch users related to hedonic shopping motivation are usually not only associated with the product's functions, but also with emotional drives, pleasure, and lifestyle factors such as overconsumption and impulsive buying, where users often purchase a smartwatch not because of functional needs, but due to style, trends, or the enjoyment of shopping, and this can trigger repeated purchases even when the old device still works. Then, there is the

emergence of prestige, where hedonic motivation makes users view the smartwatch as a status symbol; if there is a newer or more luxurious product, users may feel less confident with the device they own. Hedonic shopping motivation also impacts finances, as hedonic shopping drives expenditures that are disproportionate to actual needs and can lead to post-purchase regret (buyer's remorse).

The next problem experienced by smartwatch users related to the flash sale variable usually arises due to impulsive urges and the limited nature of the product from the promotion, such as many users buying smartwatches just because of the big discount during the flash sale, not because of actual need, which triggers post-purchase regret. Furthermore, in flash sale situations, users often do not have time to read the product specifications, reviews, or warranty details, which can result in receiving a product that does not meet expectations..

This study aims to determine how fear of missing out (FOMO), hedonic shopping motivation, and flash sales affect impulse buying of smartwatches on Shopee, both partially and simultaneously. It is expected that this research can serve as a consideration for the public so as not to make impulsive purchases. (Astuti & Pratiwi, 2024).

RESEARCH METHOD

This research method is a quantitative deductive approach with the distribution of questionnaires online using Google Forms. Measurements were conducted using a Likert scale ranging from 1 to 5 (Hardani & Andriani, 2017). The population of this study includes all people who purchase smartwatches on the Shopee application, the total number of which is unknown. The sample in this study consisted of 100 respondents, taken using the unknown population formula. The data analysis method used in this study is descriptive analysis with a quantitative approach using multiple linear regression analysis (Sugiyono, 2018).

RESULTS AND DISCUSSION

Classical Assumption Test Results

Normality Test esults

Tabel 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.07979208
Most Extreme Differences	Absolute	.134
	Positive	.110
	Negative	-.134
Test Statistic		.134
Asymp. Sig. (2-tailed)		.070[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the output test results table, it is known that the Asymp. Sig. (2-tailed) value is 0.070 > 0.05, so it can be concluded that all data from the variables Fear Of Missing Out (X1), Hedonic Shopping Motivation (X2), and Flash Sale (X3) on Impulse Buying Smartwatch Shopee (Y) are all considered normal.

Test Results Heterokedastisitas

Gambar 1 Heterokedastisitas Test Results
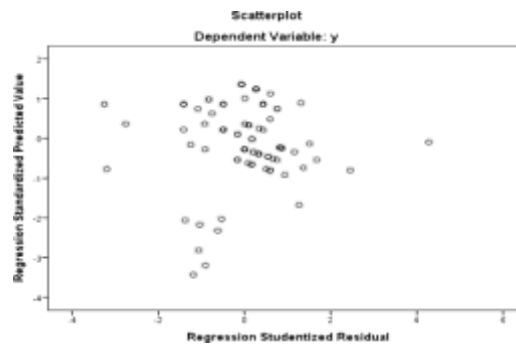
Based on Figure 1, the points on the scatter plot are spread out or do not form a specific pattern. This means that there is no heteroscedasticity in the regression model used.

Test Results Multikolinearitas

Tabel 2 Multikoliniearitas Test Results

Coefficients[a]

Model		Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	x1	.895	.378	.134	.196	5.101
	x2	.918	.396	.142	.132	7.564
	x3	.918	.276	.094	.108	9.248

a. Dependent Variable: y

Based on the table above, it is known that the Tolerance value of the Fear Of Missing Out (X1) variable is 0.196, which is greater than 0.1, while the VIF value is 5.101, which is less than 10. Thus, it can be concluded that there is no multicollinearity. The Tolerance value of the Hedonic Shopping Motivation (X2) variable is 0.132, which is greater than 0.1, while the VIF value is 7.564, which is less than 10. Thus, it can be concluded that there is no multicollinearity. The Tolerance value of the Flash Sale (X3) variable is 0.108, which is greater than 0.1, while the VIF value is 9.248, which is less than 10. Thus, it can be concluded that there is no multicollinearity.

Multiple Linear Regression Results

Multiple linear regression aims to determine the effect of Fear Of Missing Out (X1), Hedonic Shopping Motivation (X2), and Flash Sale (X3) on Impulse Buying of Smartwatches on Shopee (Y). Based on the results of the research using a questionnaire, the results were analyzed using multiple linear regression as follows:

Tabel. 3. Multiple Linear Regression Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.586	.671		.873	.385
	x1	.362	.090	.303	3.998	.000
	x2	.462	.109	.390	4.229	.000
	x3	.355	.126	.287	2.813	.006

a. Dependent Variable: y

From Table 3, the multiple linear regression results were obtained as $Y = 0.586 + 0.362 X1 + 0.462 X2 + 0.355 X3$.

Data Analysis Test Results

t-Test Results

Tabel. 4 t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.586	.671		.873	.385
	x1	.362	.090	.303	3.998	.000
	x2	.462	.109	.390	4.229	.000
	x3	.355	.126	.287	2.813	.006

a. Dependent Variable: y

Based on the table of t-test results above, it can be seen that the significance value of the Fear Of Missing Out variable is 0.000 < alpha 0.05, so the hypothesis is accepted. This means that Fear Of Missing Out has a significant effect on Impulse Buying of Smartwatches on Shopee.

The significance value of the Hedonic Shopping Motivation variable is 0.000 < alpha 0.05, so the hypothesis is accepted. This means Hedonic Shopping Motivation has a significant effect on Impulse Buying of Smartwatches on Shopee.

The significance value of the Flash Sale variable is 0.006 < alpha 0.05, so the hypothesis is accepted. This means Flash Sale has a significant effect on Impulse Buying of Smartwatches on Shopee.

F Test Results

Tabel 5. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	954.611	3	318.204	264.643	.000[b]
	Residual	115.429	96	1.202		
	Total	1070.040	99			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x1, x2

Based on the hypothesis testing table to determine simultaneously (overall) the effect of Fear Of Missing Out (X1), Hedonic Shopping Motivation (X2), and Flash Sale (X3) on Impulse Buying of Smartwatches on Shopee (Y). The results of the test can be seen from the F-test, where the significance value = 0.000. Therefore, the significance value (0.000 < 0.05) means that Fear Of Missing Out (X1), Hedonic Shopping Motivation (X2), and Flash Sale (X3) simultaneously have an effect on Impulse Buying of Smartwatches on Shopee (Y).

Test Results of the Coefficient of Determination (Adjusted R2)

Tabel 6. Test Results of the Coefficient of Determination (Adjusted R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.945[a]	.892	.889	1.097

a. Predictors: (Constant), x3, x1, x2

From the table above, it can be seen that the obtained Adjusted R Square value is 0.889 or 88.9%, which indicates that Fear Of Missing Out (X1), Hedonic Shopping Motivation (X2), and Flash Sale (X3) account for 88.9% of the variation in Impulse Buying of Smartwatches on Shopee (Y), while the remaining 11.1% is influenced by other variables not studied in this research.

CONCLUSION

This study aims to examine the influence of Fear Of Missing Out (X1), Hedonic Shopping Motivation (X2), and Flash Sale (X3) on Impulse Buying of Smartwatches on Shopee (Y), both simultaneously and individually (partially). The following are the research results and discussions that can be concluded as follows:

1. Fear Of Missing Out has a significant effect on Impulse Buying of Shopee Smartwatches.

2. Hedonic Shopping Motivation has a significant effect on Impulse Buying of Shopee Smartwatches.

3. Flash Sale has a significant effect on Impulse Buying of Shopee Smartwatches.

Fear Of Missing Out, Hedonic Shopping Motivation, and Flash Sale are proven together to have a significant effect on Impulse Buying of Shopee Smartwatches.

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