

The Effect of Sales Promotion on Impulse Buying: The Role of Fear of Missing Out (FoMO) as a Moderating Variable in Tokopedia Consumers

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Abstract

The fast increase in online shopping in Indonesia has made it harder for e-commerce platforms to stand out from each other. Despite Tokopedia actively holding mega sale campaigns to boost sales, its conversion rate remains low at only 1–1.5%, and its Gross Merchandise Value (GMV) continues to decline while Shopee's visitor numbers and GMV show an upward trend. This condition suggests that impulse buying behavior among Tokopedia users has not been optimally stimulated despite large scale promotions being held. This study looks into how sales promotion influence impulse buying and checks how fear of missing out (FoMO) affects this relationship among Tokopedia users during big sale events. Through the use of questionnaires given to 104 individuals, data was collected and then analysed using Moderated Regression Analysis (MRA) as a quantitative method. The findings indicate that sales promotions lead to more impulse buying, and feeling anxious about missing out makes this effect even stronger. This means people who experience higher levels of FoMO are more likely to make impulse buying when they see promotional offers. These findings imply that promotional strategies designed to generate urgency will be more effective when consumers have high levels of FoMO.

Keywords:

Sales promotion; Impulse buying; Fear of missing out (FoMO).

1. INTRODUCTION

The growth of information technology and digital tools has greatly changed how people in Indonesia spend their time and money. The internet has not only become a medium for information seeking, but has also become the primary space for conducting transactions and online shopping activities. Social media and e-commerce integrated as components of contemporary lifestyle (Triandana et al., 2021). Indonesia has more than 185.3 million internet users, with 81.0% of them actively visiting platform shopping online one of which is Tokopedia. This indicates a major shift in societal behavior toward more practical and competitive digital consumption (Efendioğlu, 2024). However, Databoks (2025) released data showing that the visitor rate of prospective consumers to e-commerce Tokopedia only ranked second with 65.2 million visits in July 2025, still far behind Shopee with 133.1 million visits in the same period. This visit disparity phenomenon aligns with the decline in gross merchandise value (GMV) and market share of both platform platforms. GMV refers to the total transaction value of all products sold within a given period (Kakkar, 2025).

Table 1 GMV and Market Share Tokopedia & Shopee Year 2022-2024

Year	GMV (Us\$ B)		Market Share (Indonesia)	
	Tokopedia	Shopee	Tokopedia	Shopee
2022	18.4	47.9	35%	36%
2023	16.3	55.1	30%	40%
2024	12.8	66.8	23%	46%

Source: Momentum Works, (2025)

Consumer purchasing behavior is fundamentally divided into two types: planned purchase and unplanned purchase atau impulse buying (Firmansyah, 2019). The decline in Tokopedia's GMV by 30.43% during the 2022–2024 period indicates a decline in impulse buying. This is supported by the conversion rate value of Tokopedia reaching only 1.0–1.5% ECBD (2025) where the purchase realization rate per 100 visitors ranges from only 1 to 2 people. Therefore, this study aims to provide scientific and managerial recommendations to improve impulse buying by examining the factors assumed to influence it.

Sales promotion functions as a short-term stimulus that encourages quick purchasing decisions (Kotler & Keller, 2016). According to Imad et al., (2020) sales promotion has an effect on impulse buying, thus sales promotion provided by the company can encourage consumers to make impulsive purchases. However, Changreani, E., et al., (2023) menyatakan bahwa sales promotion does not always have a significant effect on impulse buying. Therefore, other psychological factors become important to drive impulsive buying behavior, one of which is fear of missing out (FoMO) (Przybylski et al., 2013). In the context of e-commerce, FoMO manifests through platform mechanisms such as countdown timers on flash sale, limited or near-exhausted stock labels, notifications about X users currently viewing, to real time transactions on the live shopping feature like Tokopedia Live. Recent research shows that FoMO has a significant effect in increasing impulse buying during mega sale. Sari et al., 2025; Rinonce & Jannah, (2025) confirm that FoMO strengthens the effect of promotional stimuli so that consumers make impulsive purchases faster. Therefore, the researchers position FoMO as a variable that can moderate the effect of sales promotion on impulse buying.

This study uses regulatory focus theory (RFT) as the main theoretical foundation. This theory was proposed by Higgins (1997) in his semina article entitled "Beyond Pleasure and Pain" published in American Psychologist. This principle was later formalized in modern psychology by Thorndike (1911), who stated that human behavior is driven by pleasant consequences and avoided when it produces painful ones. However, Higgins (1997) argued that this principle is adequate to explain the complexity of human behavior, as it does not explain how subjects move toward pleasure or away from pain. RFT states that humans have two different self-regulatory systems in pursuing goals, namely promotion focus and prevention focus. Individuals with promotion focus tend to be oriented toward growth, achievement, and aspirations. They are more sensitive to the presence of positive or favorable outcomes (gains) and use approach strategies to maximize opportunities. Conversely, individuals with prevention focus place greater emphasis on safety, responsibility, and protection. They are highly sensitive to the risk of losses and tend to use avoidance strategies to minimize threats (Higgins, 1997).

Redine & Jebarajakirthy (2023) confirmed that RFT is one of the most widely used theories in impulse buying research, particularly in the context of e-commerce. This is because RFT directly explains how consumers' motivational orientation shapes their respons response to marketing stimuli. Promotion focus drives individuals to act impulsively to gain advantages, while prevention focus promotes vigilance against loss threats, both relevant in mega sale situations that offer large savings but are time limited.

Based on RFT, sales promotion in the form of price discounts, flash sale, and voucher cashback are external stimuli that directly activate promotion focus pada konsumen (Boesen-mariani, 2010). Sales promotion is a short-term incentive designed to increase the purchase or sale of goods or services within a certain time period (Yudaningsih, N., 2021). Within the RFT framework, promotion focus is reflected by consumer respons konsumen on sales promotion, where individuals are motivated to approach gains and maximize acquisition from the available promotional stimuli (Higgins, 1997). In other words, consumers oriented toward promotion focus will perceive discounts or flash sale as positive opportunities not to be missed, thus driving them to make purchasing decisions faster. Boesen-mariani (2010) reinforce this by explaining that marketing messages highlighting gains naturally activate the promotion focus orientation in consumers. When consumers perceive promotions as opportunities to gain limited and urgent benefits, both cognitive and affective barriers to purchasing weaken simultaneously. Affectively, the emotional restraint that previously held consumers back from buying weakens, marked by the emergence of increased enthusiasm and excitement as a response to promotional stimuli. Cognitively, the perceived risk of purchasing decreases due to the assurance of financial savings. In due course, this phenomenon results in individuals buying products spontaneously without any prior planning (Redine & Jebarajakirthy, 2023). This foundation is reinforced by a series of empirical evidence. First, Mandolfo et al. (2022) proved that sales promotion influences impulse buying through the affective pathway that increases shopping enthusiasm and the cognitive pathway that reduces self control. Indonesian generation Z consumers can benefit from sales promotions and impulse buying, as discovered (Widodo & Ubaya, 2024). Abdelkhair et al. (2023) found similar results when studying hypebeast products in Indonesia. Redine & Jebarajakirthy, (2023) demonstrated that marketing stimuli serve as the most significant predictor of impulse buying purchase in e-commerce settings. In light of this collection of theoretical reasoning and emperical evidence, the initial hypothesis is established.

H1: Sales promotions have a positive impact on impulse buying among Tokopedia users.

Furthermore, RFT also explains that respons consumer response is heavily influenced by how sensitive a person is to the possibility of losing something. Within this framework, fear of missing out (FoMO) is

positioned as a moderation variable that reflects an extreme form of prevention focus. Unlike promotion focus which is oriented toward gaining advantages, individuals with prevention focus are more sensitive to the risk of loss and tend to be motivated by the desire to avoid regret (Higgins, 1997). FoMO itself is defined by Przybylski et al. (2013) as an anxious feeling that arises when a person feels others are enjoying valuable experiences they are missing out on. In the context of online shopping, consumers with high levels of FoMO tend to perceive sales promotion not only as an opportunity to gain benefits, but also as a threat of loss if that momentum is missed. This condition makes FoMO potentially able to strengthen the effect of sales promotion on impulse buying more intensely compared to consumers without similar psychological pressure.

Widyarini et al. (2025) found that FoMO significantly strengthens the influence of marketing stimuli on impulsive shopping behavior. Consumers who fear missing trends or losing the best deals will perceive promotions as urgent situations that must be immediately responded to in order to avoid regret. Conversely, consumers with low levels of FoMO tend not to feel significant psychological pressure from the same promotional stimuli, so the urge to shop impulsively is relatively weaker. This is consistent with Das (2022) who asserted that individual psychological characteristics act as moderators that strengthen or weaken the influence of marketing tactics on consumer behavior. Thus, this research model describes two psychological mechanisms working simultaneously but through different pathways, sales promotion activates promotion focus that drives consumers to pursue gains, while FoMO amplifies the prevention focus that makes consumers feel threatened by losing momentum, and both converge on the same behavior, namely impulse buying. Based on these theoretical foundations and empirical evidence, the second hypothesis is proposed as follows:

H2: Fear of Missing Out (FoMO) strengthens the influence of sales promotion on Tokopedia users impulse buying.

2. RESEARCH METHOD

This study uses a quantitative method through a survey to look at how sales promotion affect impulse buying, and it also examines how the fear of missing out (FoMO) influences this relationship. The study looks at people who are 17 years or older and have used the Tokopedia app to shop during a big sale event at least once in the last months. This study used a method where everyone in the group had the same chance to be picked as part of the survey. To achieve the minimum sample size, this study used a sample size of 5 times the number of indicators (19 indicators), in accordance with the rule of thumb proposed by Hair Jr et al. (2019) for survey based quantitative research. Although the minimum target sample size was 95 respondents to increase the generalizability of the research findings, the researcher successfully collected data from 104 respondents through questionnaire distribution. A Likert scale with five response levels was used to measure all statement items. The instrument was first tested for validity through product moment correlation analysis and its reliability was measured using Cronbach's Alpha coefficient to ensure measurement reliability. Following this, a few customary tests were carried out to ensure that the regression model met the criteria for the best linear unbiased estimator. These tests included testing for normality, multycolinearity, and heteroscedasticity. Descriptive statistical method was used to characterize respondent features and response distributions, while moderated regression analysis (MRA) was used to test the direct impacts between variables. SPSS version 24 software was utilized to conduct all data analysis. The conceptual model of this study is as follows figure 1.

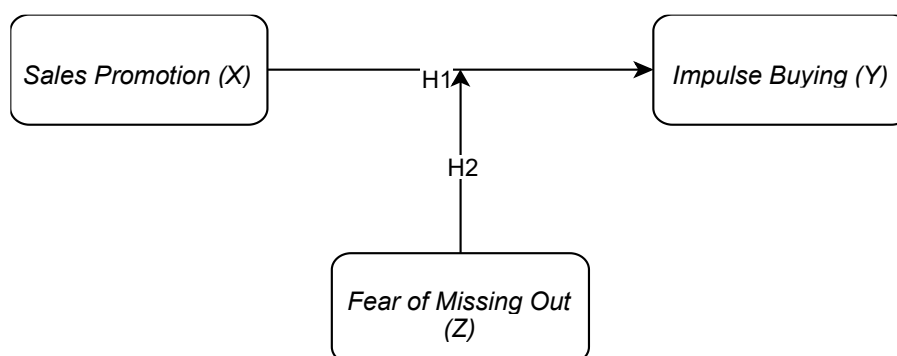


Figure 1. Conceptual Research Model

3. RESULTS AND DISCUSSION

This study involved 104 respondents who had shopped on Tokopedia during mega sales. The majority of respondents were aged between 17-25 years (77%), and 26-35 years (14%), with a gender composition of

88 females and 16 males. Most respondents resided in Cimahi City, followed by Bandung City, Bandung Regency, and West Bandung Regency. In terms of occupation, respondents were dominated by students, followed by private employees, others, civil servants, school students, and entrepreneurs. Most had a monthly income of below IDR 1,500,000. All respondents reported having shopped at Tokopedia mega sales, with the majority purchasing 1-2 times per month.

3.1. Validity Test and Reliabilitas

Based on Table 1, all statement items across the three variables were declared valid, as indicated by r-count values that all exceeded the r-table value of 0.1927 with significance $p = 0.000 < 0.05$. The sales promotion variable (SP1–SP7) produced r-count values ranging from 0.466 to 0.798; the Fear of Missing Out/FoMO variable (F1–F6) ranged from 0.735 to 0.877; and the impulse buying variable (IB1–IB6) ranged from 0.757 to 0.848. The highest r-count value for the sales promotion variable was found in item SP7 (0.798), indicating that this indicator most strongly measures the sales promotion construct. For the FoMO variable, item F3 had the highest value (0.877), showing that the aspect of fear of missing offers is the dimension most representative of the FoMO construct. Item IB5 (0.848) was the strongest indicator for the Impulse Buying variable.

Table 1. Validity and Reliability Test Results

Variable	Validity Test				Reliability Test		
	State-ment	r-Hitung	r-Tabel	P (Sig)	Remarks	Cronbach's Alpha	Remarks
Sales promotion	SP1	0,588	0,1927	0,000	Valid	0,741 > 0,60	Reliable
	SP2	0,697		0,000	Valid		
	SP3	0,623		0,000	Valid		
	SP4	0,574		0,000	Valid		
	SP5	0,466		0,000	Valid		
	SP6	0,656		0,000	Valid		
	SP7	0,798		0,000	Valid		
Fear of missing out (FoMO)	F1	0,735	0,1927	0,000	Valid	0,893 > 0,60	Reliable
	F2	0,867		0,000	Valid		
	F3	0,877		0,000	Valid		
	F4	0,756		0,000	Valid		
	F5	0,812		0,000	Valid		
	F6	0,812		0,000	Valid		
Impulse buying	IB1	0,757	0,1927	0,000	Valid	0,886 > 0,60	Reliable
	IB2	0,795		0,000	Valid		
	IB3	0,787		0,000	Valid		
	IB4	0,836		0,000	Valid		
	IB5	0,848		0,000	Valid		
	IB6	0,767		0,000	Valid		

Source: SPSS output version 24, 2026

The reliability test results showed Cronbach's Alpha values for each variable as follows sales promotion at 0.741, FoMO at 0.893, and Impulse Buying at 0.886. All three exceeded the minimum threshold of 0.60 (Hair et al., 2019), so all instruments were declared reliable and consistent in measuring the intended constructs. The Cronbach's Alpha values for the FoMO and impulse buying variables approaching 0.90 indicate a very high level of internal consistency, meaning the items in both variables measure the same construct very consistently.

3.2. Descriptive Analysis

Based on Table 2, the mean value of the sales promotion variable at 4.00 falls within the good criteria. This value reflects that respondents had a positive perception of promotional programs offered by Tokopedia during the mega sale campaign, such as flash sales, large discounts, and exclusive offers. The high average is relevant to the characteristics of respondents dominated by students aged 17–25 years, a group known to be highly responsive to price incentives and digital promotions. The FoMO variable obtained a mean value of 3.62 with good criteria, indicating that most respondents felt a psychological urge in the form of concern about missing limited offers during the campaign. This value is slightly lower than sales promotion, indicating that although FoMO is genuinely felt, its intensity varies among individuals depending on their platform engagement and exposure to promotional content. The impulse buying variable obtained the lowest mean value among the three variables at 3.53 (criteria: Good), yet remained in the positive category. This indicates that respondents had a tendency to make unplanned purchases during Tokopedia mega sale, although not all purchases were entirely impulsive. Overall, all three variables were within a good average

range, indicating that the phenomena of sales promotion, FoMO, and impulse buying occur genuinely in this research population.

Table 2. Descriptive Analysis Results

No	Hasil Descriptive Analysis	Mean Statistik	Mean Value	Criteria
1.	Sales promotion		4,00	Good
2.	Fear of missing out (FoMO)		3,62	Good
3.	Impulse buying		3,53	Good

Source: SPSS output version 24, 2026

3.3. Classical Assumption Tests

3.3.1. Normality Test

A Normality test was administered using the One-Sample Kolmogorov–Smirnov method on the unstandardized residuals of the regression model, with a Test Statistic value of 0.079 and an Asymp. Sig. (2-tailed) value 0.105 from table 3. The significance value exceeded $= 0.05$ means that these residual values are in fact normal distribution. After the assumption of normality is satisfied, the appropriate regression Model used for this study is suitable for further investigation.

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		104
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.65552855
Most Extreme Differences	Absolute	.079
	Positive	.074
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		0,105 ^c

Source: SPSS output version, 2026

3.3.2. Multicollinearity Test

In the model, there is a multicollinearity test to check for strong relationship between variables. Based on Table 4, the sales promotion and FoMO variables produced tolerance values of $0.837 > 0.10$ and VIF values of $1.194 < 10.00$ respectively. These values meet the multicollinearity free criteria established by Hair et al. (2019), so it can be concluded that there are no symptoms of multicollinearity among the independent variables in the model.

Table 4. Multicollinearity Test Results

Model	Tolerance	VIF
(constant)		
Sales promotion	0,837	1,194
FoMO	0,837	1,194

Dependent variabel: Impulse buying

Source: SPSS output version 24, 2026

3.3.3. Heteroscedasticity Test

By using the Glejser test, it was possible to test heteroscedasticity by retracing an absolute value of the residuals (ABS_RES) and then testing for independent variables. Based on table 5, the significance values of sales promotion at 0.776 and FoMO at 0.724 are both well above the $\alpha = 0.05$ threshold. According to the results, the model does not exhibit heteroscedasticity and the error level remains relatively consistent across all data points. Thus, all classical assumptions are fulfilled and the regression model can be used for hypothesis testing.

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.801	1.923		1,976	0,051
Sales Promotion	-0,021	0,074	-0,031	-0,286	0,776
FoMO	-0,017	0,049	-0,038	-0,354	0,724

Dependent Variable: ABS_RES

Source: SPSS output version 24, 2026

3.4. Hypothesis Testing

3.4.1. Simple Regression Test

Looking at Table 6, the results from the simple regression test show that the Sales Promotion variable has a positive and significant impact on Impulse Buying. The coefficient value is $B = 0.795$, the t-value is 6.416, and the significance level is $p = 0.000$, which is less than the alpha level of 0.05.

Table 6. Simple Regression Test Results Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1,042	3.490		-0,299	0,766
Sales Promotion	0,795	0,124	0,536	6,416	0,000

Dependent Variable: Impulse buying

Source: SPSS output version 24, 2026

The R Square value of 0.288, as shown in table 7, means that sales promotions help explain 28.8% of the changes in impulse buying. The other changes are due to different reasons, and there isn't strong evidence that the mega sale campaign on Tokopedia has a big impact on customers' impulse buying behavior.

Tabel 7. Model Summary Equation 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,536 ^a	0,288	0,281	4.23203

Predictors: (Constant), Sales Promotion

Source: Data Processed by Author, 2026

3.4.2. Moderated Regression Analysis (MRA)

Based on Table 8, the MRA results show that the interaction coefficient between sales promotion and FoMO (variable XZ) is 0.049 with a t-value of 2.101 and significance $p = 0.038 < \alpha = 0.05$. This proves that FoMO significantly moderates and strengthens the effect of Sales Promotion on Impulse Buying.

Table 8. MRA Test Results Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	25,042	13.773		1,818	0,072
Sales Promotion	-0,487	0,494	-0,329	-0,987	0,326
FoMO	-0,937	0,665	-0,951	-1,408	0,162
XZ	0,049	0,023	1,801	2,101	0,038

Dependent variable: Impulse buying

Source: SPSS output version 24, 2026

The R Square value increased from 28.8% in equation 1 to 48.6% in Equation 2 (Table 9), indicating that the presence of FoMO as a moderating variable contributes an additional 19.8% in explaining the variation in Impulse Buying. Thus, H2 stating that FoMO moderates the effect of sales promotion on impulse buying of Tokopedia consumers during the mega sale campaign is accepted.

Table 9. Model Summary Equation 2

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
2	0,697 ^a	0,486	0,470	3,63069	
Predictors: (Constant), XZ, Sales Promotion, FoMO					

Source: SPSS output version 24, 2026

Testing of Equation 1 shows that sales promotion has a positive and significant effect on impulse buying of Tokopedia users during the mega sale campaign, as indicated by a coefficient value of 0.795 and a significance p-value of 0.000, less than $\alpha = 0.05$. This means the better and more attractive the promotions offered, the greater the likelihood of consumers making unplanned purchases. These results are consistent with regulatory focus theory (RFT), which states that individuals with a promotion focus orientation are motivated by the expectation of gaining benefits. With Tokopedia offering many attractive promotions, ranging from flash sale, large discounts, to exclusive offers that are “different” during mega sale, which can encourage consumers with this orientation to immediately make purchases without prior planning

These findings are consistent with Widodo (2024) who stated that sales promotion has a positive and significant effect on impulse buying, where available promotions can encourage consumers to make impulsive purchases. These findings are also relevant to the characteristics of respondents, the majority of whom are students aged 17-25 years. This group is highly responsive to digital promotional stimuli and tends to make quick purchasing decisions without careful consideration, making them the segment most easily influenced by promotional campaigns such as mega sales.

The results of testing Equation 2 prove that FoMO significantly strengthens the effect of sales promotion on impulse buying, with an interaction coefficient (XZ) of 0.049 and significance of 0.038. The R square value increased from 28.8% in Equation 1 to 48.6% in Equation 2, which confirms that the presence of FoMO makes a real contribution to consumer impulse buying behavior. In RFT, FoMO can be understood as operating from the side of prevention focus. Individuals with FoMO characteristics are not solely motivated to gain something beneficial, but rather by fear of loss and concern about regret if they do not act (buy) immediately. In the context of Tokopedia mega sales, this feeling arises when consumers see limited offers, near-exhausted stock, or exclusive promotions that will no longer be available in the near future. This combination of promotion focus and prevention focus creates the drive for consumers to make purchases immediately. Thus, FoMO as a moderating variable is able to explain the increase in impulse buying.

Djamhari et al. (2024) positioned PayLater as a moderating factor for sales promotion and fear of missing out (FoMO) in relation to impulsive buying behavior, concluding that sales promotion was positively moderated while FoMO did not show significant moderation. The implication of these findings reveals the potential to examine FoMO from an alternative perspective not only as a moderated variable, but as a moderating variable, as applied in this study. The results show that when FoMO is used as a moderating variable, its effect on the relationship between sales promotion and impulsive buying is significant.

Furthermore, an extensive literature review on FoMO and impulsive buying in the social commerce domain reveals that FoMO plays a considerable role in driving impulsive buying behavior during promotional events, supporting the statement that FoMO has strategic significance that should not be overlooked in the online shopping landscape, especially during extensive promotional initiatives such as mega sale. Thus, this study successfully fills a gap that has not been widely explored previously, namely proving that FoMO operating through prevention focus not only acts as an independent variable that influences impulse buying, but also functions as a moderating variable that strengthens the effect of sales promotion on impulse buying of Tokopedia consumers during the mega sale.

4. CONCLUSION

This study contributes to enriching the field of digital consumer behavior research, particularly in explaining the mechanism of impulse buying on e-commerce platforms through the Regulatory Focus Theory approach, while also proving that FoMO operating through the prevention focus mechanism is effectively demonstrated as a moderating variable that strengthens the effect of sales promotion on impulse buying a gap that has not been widely explored previously given that prior research such as Widodo (2024) used gender as a moderating variable and Djamhari et al. (2024) used PayLater as a moderator with FoMO as an independent variable. For future research, it is recommended to explore other moderating variables such as self-control, hedonic motivation, or social influence, expand the respondent scope beyond the Bandung Raya area for more generalizable results, consider other e-commerce platforms such as Shopee, Lazada, or TikTok Shop as research objects, and continue developing the Regulatory Focus Theory approach in the digital consumer behavior context to explore how the combination of promotion focus and prevention focus can simultaneously influence various aspects of online purchasing decisions.

For Tokopedia and other e-commerce business actors, the findings of this study provide three practical inputs that can be directly applied in marketing strategies. First, given that sales promotion is proven to effectively

drive impulse buying, business actors should design promotions that are not only attractive in nominal value but also contain strong urgency elements such as time-limited offers, limited stock, or exclusive rewards for early buyers the scarcer an offer feels, the greater the likelihood that consumers will take immediate action. Second, given that FoMO is proven to strengthen the effect of promotions on impulse buying through the prevention focus mechanism, business actors can intelligently leverage this psychological element in their marketing communications, for example by displaying real-time notifications such as "X people are viewing this product", adding countdown timers on promotional pages, or using "almost out of stock" labels that psychologically reinforce the fear of missing out in consumers and drive them to make purchasing decisions immediately. Third, given that the majority of active Tokopedia users during Mega Sale are young people aged 17–25 years dominated by students, promotional strategies should be designed with a deeper consideration of this group's characteristics from mobile-friendly content formats, personal and relatable communication language, to the selection of ad display times adjusted to their digital habits so that promotional messages can be delivered more effectively and maximize the impulse buying potential during the Mega Sale campaign.

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