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The role of FoMO in Mediating the influence of the Korean Wave and Lifestyle on the Consumptive Behavior of generation Z towards Korean cuisine in Garut Regency

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Abstract
Investigating how Generation Z consumer habits in Garut Regency are shaped by the Korean Wave and Lifestyle while considering FoMO as a bridge is the main goal of this study. Through a quantitative framework, data was collected from 96 Generation Z respondents who enjoyed Korean content and often bought Korean culinary products in Garut Regency, followed by evaluation through SEM-PLS. Statistical results show that Korean Wave exerts a beneficial and meaningful impact on Consumptive Behavior without showing a substantial association with FoMO. In contrast, lifestyle has been shown to significantly encourage FoMO and Consumptive Behavior, while FoMO itself actively encourages Consumptive Behavior. In addition, FoMO serves as a partial bridge connecting Lifestyle and Consumptive Behavior, but fails to bridge the relationship between Korean Wave and Consumptive Behavior. This kind of insight reveals that young people's consumption patterns come not only from cultural attraction, but also from everyday lifestyle choices and psychological responses developed in the modern digital environment. Practitioners and businesses can use this conclusion as a practical guide when formulating marketing approaches tailored specifically to the Generation Z profile.

Keywords:
Korean Wave; Lifestyle; Fear of Missing Out; consumptive behavior; Generation Z.

1. INTRODUCTION

The transformation driven by globalization continues to reshape society's purchasing framework, changing the way individuals build daily routines, consumption preferences, and decision-making processes. A prominent global cultural force driving this change was the Korean Wave, which was characterized by the broad expansion of South Korean popular culture that included music, television dramas, fashion items, and culinary products. Since its emergence in the late 1990s, this phenomenon has served as an integral component of cultural globalization that has been able to change consumer tastes in various countries, including Indonesia (Mustikawati, 2020). The rapid advancement of information technology and online networks has further accelerated the spread of this culture, especially among the Generation Z population characterized by intensive engagement on digital platforms. According to GoodStats (2024), Indonesia emerged as a region that showed a deep enthusiasm for South Korean culture, with an impressive popularity rate of 86.3%. Developments like these show that the Korean Wave is more than just a source of entertainment, but rather a core determinant that shapes consumer preferences for goods and experience offerings that are directly related to Korean cultural attributes.

The growing public enthusiasm for Korean culinary products, commonly known as K-Food, is a tangible manifestation of this cultural expansion. Among the Generation Z group, consuming Korean cuisine is no longer just aimed at meeting physiological needs, but rather serves as a pathway for cultural immersion, expression of social identity, and active participation in contemporary trends (Sembiring & Prabandari, 2021). Interacting with these cultural commodities reflects the fundamental aspiration to stay in sync with current

movements while gaining validation from peers in social networks. As a result, these dynamics suggest that consumption patterns can shift from purely utilitarian demands to symbolic and emotional acquisitions, which under certain circumstances encourage the development of consumptive behaviors (Lee et al., 2021). This behavioral trend also appeared in Garut Regency at the same time as the emergence of various outlets and restaurants that offer Korean dishes based on search results on digital platforms such as Google Maps. These developments show an increase in the availability of Korean culinary products at the local level, with Generation Z being one of the potential consumer groups because they have a high involvement in popular cultural trends as well as a large proportion of the population in the population structure of West Java (BPS, 2024).

In addition to external cultural stimuli, the evolving daily routine is a major driver that explains the shopping habits observed in adolescent groups. Lifestyle encapsulates different patterns of personal life that are manifested through daily activities, personal interests, and personal opinions about social choices and interactions (Fitri & Basri, 2021). Within Generation Z, these patterns of behavior face the growing influence of social media expansion, digital trends, and the psychological urge to build personal identity. Buying habits no longer rely entirely on the intrinsic benefits of the product, but instead rely on symbolic utility, experiential value, and the alignment between the commodity and the desired self-image. Therefore, a highly focused onboarding on a trending lifestyle increases the tendency of individuals to pursue an item or experience that is currently popular. This relationship is empirically supported by the We Are Social documentation which highlights how viral digital content and public figures determine the purchasing preferences of Generation Z consumers in Indonesia (Mayasari & Anggraeni, 2024).

In a highly interconnected digital ecosystem, psychological phenomena such as Fear of Missing Out serve as a mediation mechanism that connects trend following tendencies with real buying actions. FoMO is a state of affairs in which individuals experience persistent anxiety regarding the possible exclusion from satisfying experiences, important information, or social activities shared by peers, especially through virtual communication networks (Przybylski et al., 2013). For members of Generation Z, continued exposure to popular culture trends and online social activities results in a strong motivational incentive to stay up-to-date with developments deemed important within their reference group. This kind of psychological drive directs purchasing choices as consumers seek to maintain social connectivity and prevent feelings of isolation. Nevertheless, the emergence of Fear of Missing Out does not solely stem from direct exposure to popular culture, since internal psychological traits and typical personal characteristics also regulate the degree of vulnerability of individuals to this phenomenon (Wegmann et al., 2017). As the use of digital media increases, social media has become the main means for individuals to obtain information and follow various growing trends. Continuous exposure to content can raise concerns about being left behind from the experiences and activities that others are doing, thus encouraging individuals to stay active in following existing developments (Groenestein et al., 2024). This situation has the potential to affect the decision-making process, including in making purchases, as an effort to maintain social connectedness and adjust to ongoing trends (Alfina et al., 2023).

Previous investigations documented that Korean Wave had a significant impact on Consumptive Behavior according to Supartono & Aidah (2024), Lifestyle drives consumption behavior based on findings byKhaidarsyah & Haruna (2021), and Fear of Missing Out reinforces the buying tendency driven by social motives (Kang et al., 2020). Nevertheless, most historical literature remains focused on direct bivariate relationships or centered on separate sectors such as K-Pop, K-Beauty, clothing, and e-commerce. Scientific works that combine the Korean Wave, lifestyle, and Fear of Missing Out as a combined mechanism that explains the formation of Consumptive Behavior, especially in regional culinary markets such as Garut Regency, are still relatively rare. In addition, limited empirical research has examined whether the influence of the Korean Wave on purchasing habits primarily operates through psychological channels such as Fear of Missing Out or stems directly from cultural attractions.

Overcoming this academic vacuum, this study investigated the impact of Korean Waves and Lifestyles on Generation Z Consumptive Behavior in the Garut Regency culinary sector, by including Fear of Missing Out as a mediating variable. This research provides valuable insights by formulating an integrated framework that combines cultural, lifestyle, and psychological dimensions to explain young people's consumption patterns. The results aim to expand the consumer behavior literature while providing practical guidance for business practitioners and digital marketers in formulating targeted commercial strategies for modern young consumers.

2. RESEARCH METHOD

Using a quantitative methodology featuring an associative framework, this study evaluates how Korean Waves and Lifestyles shape Consumptive Behavior through the FoMO mediation function among Generation Z consumers of Korean culinary products in Garut Regency, utilizing numerical evidence to test the relationship of variables (Scott, 2022).

Targeting a young demographic throughout Garut Regency who have knowledge of South Korean cultural phenomena as well as first-hand experience in purchasing Korean food, sample selection relies on targeted sampling and is limited by specific criteria that include ages between 15 to 30 years, active engagement with Korean cultural trends, and previous culinary consumption history. With an undefined population scale, the sample size applied the Lemeshow equation to produce exactly 96 participants, while data collection used a web-based questionnaire hosted via Google Forms using a five-point Likert measurement scale.

The operationalization of variables builds on an established theoretical foundation, evaluating Korean Wave through cultural affinity, level of acceptance from peers, and product purchase intent (Santoso & Widyasari, 2024), while Lifestyle uses the Activities, Interests, and Opinions dimensions (Fitri & Basri, 2021). Additionally, FoMO captures anxiety, worry, and social anxiety related to missed experiences (Mahmud et al., 2023). While Consumptive Behavior assesses desire satisfaction, excessive purchases, unproductive acquisitions, and status-driven consumption (Solomon, 2020).

The analytical procedure is operated via SEM-PLS via SmartPLS 3.0 software, starting with an external model diagnostic that verifies convergent validity, discriminant validity, and construction reliability using External Load, AVE, Cronbach's Alpha, and Composite Reliability metrics (Ghazali & Imam, 2014). Furthermore, the internal model evaluation examined R squared, f squared, and hypothesis verification through Bootstrapping, where a statistically significant connection requires a statistical t-value exceeding 1.96 along with a p-value below 0.05 (Hair & Alamer, 2022), complemented by a mediated analysis that assesses the indirect pathway that runs from the Korean Wave and Lifestyle to Consumptive Behavior.

3. RESULTS AND DISCUSSION

3.1. Results

The evaluation of structural equations using SEM-PLS through SmartPLS 3.0 centered on 96 Generation Z participants who graduated from Garut Regency, included comprehensive diagnostics of the outer measurement framework, estimation of the inner structure path, verification of bootstrapping hypotheses, and assessment of mediation pathways to map the linkages connecting Korean Waves, Lifestyle, FoMO, and Consumptive Behavior.

3.1.1. External Models (Validity and Reliability)

The assessment of the convergent validity between model constructs relies on AVE evaluation, which quantifies the proportion of indicator variance captured by the corresponding latent variable relative to the measurement error, where the threshold exceeding 0.50 indicates acceptable validity by confirming that AVE accounts for more than half of the indicator's variance (Hair & Alamer, 2022).

Table 1. Validity

Built	Average Variance Extracted (AVE)
Korean Wave	0.584
Lifestyle	0.659
FoMO	0.675
consumption behavior	0.671

Empirical evaluation confirms that each construct successfully exceeds the mandatory convergent validity threshold of 0.50, as shown by AVE results of 0.584 for Korean Wave, 0.659 for Lifestyle, 0.675 for FoMO, and 0.671 for Consumptive Behavior, thus verifying that each latent variable adequately captures most of its indicator variance (Hair & Alamer, 2022). Afterwards, internal consistency and reliability were verified through the Cronbach Alpha, rho_A, and Composite Reliability metrics, where values exceeding 0.70 collectively indicate high construction reliability across all evaluated measures.

Table 2. Reliability

Construction	Alpha Cronbach	Composite Reliability
CB	0.902	0.924
FoMO	0.878	0.912
KW	0.824	0.875
LS	0.828	0.885

Reliability analysis confirmed that all measurement scales achieved internal consistency well above the benchmark minimum standard, with Consumptive Behavior yielding Cronbach Alpha of 0.902 and Composite Reliability of 0.924, with FoMO values of 0.878 and 0.912, Korean Wave of 0.824 and 0.875, and Lifestyle showing 0.828 and 0.885.

3.1.2. Discriminatory Validity

A discriminant validity evaluation applying the Fornell-Larcker criteria showed that the square root of AVE for each latent variable exceeded the correlation coefficient between constructs in Korean Wave, Lifestyle, FoMO, and Consumptive Behavior, confirming that each construct had unique psychometric characteristics without overlapping indicators or measurement errors, thus validating the measurement model for subsequent structural evaluation.

Table 3. Fornell-Larcker Criteria

Construction	CB	FoMO	KW	LS
CB	0.766			
FoMO	0.757	0.820		
KW	0.617	0.453	0.804	
LS	0.686	0.636	0.678	0.815

Evaluation of the Fornell-Larcker criteria verifies that the square root of AVE for Consumptive Behavior is at 0.766, FoMO at 0.820, Korean Wave at 0.804, and Lifestyle at 0.815, where each diagonal metric exceeds all correlations between corresponding constructs, including Consumptive Behavior with FoMO by 0.757, Consumptive Behavior with Korean Wave at 0.617, Consumptive Behavior with Lifestyle at 0.686, FoMO with Korean Wave at 0.453, FoMO with Lifestyle at 0.636, and Korean Wave with Lifestyle at 0.678, thus ensuring that each construction maintains different characteristics and meets all discriminant validity requirements.

3.1.3. Path Coefficients and Hypotheses

Bootstrapping procedures within the SEM-PLS framework were applied to evaluate the path coefficient and verify the structural relationship between Korean Wave, Lifestyle, FoMO, and Consumptive Behavior, ensuring robust parameter estimation, where statistical significance requires a t-statistic exceeding 1.96 paired with a p-value below 0.05 to confirm empirical support for each hypothesis proposed.

Table 4. Path Coefficients

Relationships	Original sample (O)	T-Statistics	p-value	Verdict
KW → FoMO	0.165	1.504	0.133	Insignificant
LS → FoMO	0.593	5.813	0.000	Significance
KW → CB	0.269	3.596	0.000	Significance
LS → CB	0.134	4.809	0.000	Significance
FoMO → CB	0.586	6.268	0.000	Significance

The evaluation of the path coefficient showed a varying degree of significance across the structural path, where the connection from the Korean Wave to the FoMO resulted in a coefficient of 0.165 with a t-statistic of 1.504 and a p-value of 0.133, indicating statistical insignificance, while the path from Lifestyle to FoMO had a positive and substantial impact with a coefficient of 0.593 accompanied by a t-statistic of 5.813 and a p-value of 0.000. In addition, the direct path that stretches from Korean Wave to Consumptive Behavior recorded a coefficient of 0.269 along with a t-statistic of 3.596 and a p-value of 0.000, while Lifestyle to Consumptive Behavior showed a positive coefficient of 0.134 with a t-statistic of 4.809 and a p-value of 0.000, and the association between FoMO and Consumptive Behavior emerged as the most dominant relationship in the entire study framework, showing a coefficient of 0.586, Statistics T 6.268, and P value 0.000.

3.1.4. Mediation Effects

Evaluating the indirect effects in a structural framework aims to build the capacity of a mediating construction bridge in linking exogenous variables with endogenous outcomes, which is implemented through a bootstrapping procedure in which statistical significance is confirmed when the statistical t-value exceeds 1.96 along with a p-value that remains below 0.05.

Table 5. Independent Effects

Relationships	t-Statistics	p-value	Results
KW → FoMO → CB	1.463	0.121	Not mediated
LS → FoMO → CB	5.645	0.000	Partial mediation

Empirical estimation of the mediating pathway shows that FoMO fails to bridge the relationship between the Korean Wave and Consumptive Behavior, as evidenced by a t-statistic of 1.463 and a p-value of 0.121, while FoMO manages to act as a partial mediator linking Lifestyle to Consumptive Behavior with a t-statistic of 5.645 and a p-value of 0.000, considering that the direct path from Lifestyle to Consumptive Behavior remains statistically significant.

3.1.5. Hypothesis Testing Summary

Hypothesis evaluation confirmed that four proposed relationships received empirical support while one was rejected. Specifically, Lifestyle has a positive effect on FoMO, while Korean Wave does not have a significant impact on FoMO. In addition, Korean Wave, Lifestyle, and FoMO each showed significant direct effects on Consumptive Behavior. FoMO also serves as a partial mediator linking Lifestyle to Consumptive Behavior, showing that daily routines and preference patterns influence buying habits both directly and through psychological promptings to track current trends. Overall, these findings highlight that FoMO and Lifestyle play an important role in explaining Generation Z's consumptive behavior in the context of South Korean cultural consumption.

Table 6. Summary Hypothesis

Hypothesis	Statement	Results
H1	Korean Wave→ FoMO	Rejected
H2	Lifestyle → FoMO	Accepted
H3	Korean Wave → Consumption Behavior	Accepted
H4	Lifestyle → Consumption Behavior	Accepted
H5	FoMO → Consumptive Behavior	Accepted

The evaluation confirmed that the H2, H3, H4, and H5 hypotheses received empirical validation, while H1 was rejected, suggesting that lifestyle patterns and FoMO contributed significantly to shaping consumptive behaviors, while Korean Wave influenced purchasing habits more directly than operating through psychological mediation.

3.2. Discussion

The interaction between the Korean Wave and the Fear of Missing Opportunity resulted in positive but very small statistical results. Evidence suggests that regular engagement with Korean cultural content among Generation Z fails to directly increase concerns regarding social tracking or peer trends. This phenomenon likely stems from the saturation of the Korean Wave in everyday digital media, so its presence becomes commonplace rather than a new catalyst for sharp emotional reactions. Such alignment is in accordance with Jeong et al. (2017) about cultural consumption habits, along with Jin (2016) which notes its integration into the global daily routine. In addition, the psychological nature of the individual greatly determines the activation of Fear of Missing Out more than just media exposure. According to Przybylski et al. (2013), this form of social anxiety arises from a desire for ongoing companion connections, which is often reinforced through interpersonal evaluation. Kim (2023) observing that comparative behavior facilitates this anxiety, while Servidio et al. (2024) Highlights increased vulnerability in individuals who frequently experience comparisons. As a result, the effects of the Korean Wave remain indirect, depending on immeasurable internal conditions. This insight explains the difference with Kang et al. (2020); Squirt (2025) about product acquisition and social anxiety.

Lifestyle shows a positive and substantial impact on Fear of Missing Out, placing it as a proximal driver compared to the distal nature of Korean Wave (Lämmle et al., 2013). Routines that focus on digital trends and visibility among Generation Z in Garut increase the stress related to social disconnection. Wegmann et al. (2017) It reinforces that a dynamic online environment increases vulnerability to worry when individuals avoid mainstream activities. In addition, lifestyle goes beyond simply determining purchasing patterns directly as mentioned by Khaidarsyah & Haruna (2021); Try Oustin, & Habiburahman Habiburahman. (2023), serves as a cognitive precursor to Fear of Missing Out. Thus, the Korean Wave acts as an external catalyst for trend interest, while lifestyle directly triggers both the Fear of Missing Out and the overall buying trend.

The Korean wave has a positive and substantial influence on Consumption Behavior, showing that exposure to this cultural phenomenon increases the rate of acquisition among Generation Z in Garut. Culinary preferences and intentions grow out of cultural curiosity, peer group integration, and product cravings. For this demographic, food choices meet functional needs while also fulfilling the aspiration to follow popular movements. These patterns validate the fulfillment of personal desires and social positions, where purchases reflect general engagement. Results like this are in line with Supartono & Aidah (2024); Dewi & Komsiah (2024) about the cultural exposure and consumption patterns of young people. Moreover, these findings support the Kang et al. (2020) that social and cultural influences can shape consumer evaluations and purchase intentions, while Thompson (2024) emphasizing that consumption activities can serve as a representation of self-identity, where individuals use products to express personal values and a sense of belonging socially.

Fear of Missing Out shows a positive and substantial effect on Consumption Behavior, revealing that increased anxiety leads to increased purchases, especially for Korean culinary products. These patterns correspond to Kotler et al. (2020), which notes that emotional movers trigger impulsive purchasing decisions. In theory, the desire for social inclusion gives rise to this anxiety (Zhang, 2022). In the regional demographics studied, concern arises through worry and stress over missed information, forcing individuals to purchase items in order to maintain community relationships. This conclusion reinforces the research by Kang et al. (2020); Squirt (2025) emphasizes the role of social anxiety in driving young people's consumption, thus acting as a core mechanism that bridges digital pressures and buying habits.

The mediation function of Fear of Missing Out shows that the relationship between Lifestyle and Consumption Behavior runs both directly and through cognitive channels centered on the retention of social trends. Statistical evaluation confirms partial mediation, meaning that daily routines increase the tendency to spend independently and through social anxiety. Trend-driven habits and online visibility foster anxiety, directing acquisition decisions to Korean culinary products. This is related to Przybylski et al. (2013) regarding the need for connection, and Wegmann et al. (2017) regarding platform intensity and social pressure. In contrast, Fear of Missing Out fails to mediate the relationship between Korean Wave and Consumption Behavior due to statistical insignificance. The Korean wave directly regulates purchases through cultural preferences, not anxiety about exclusion. Therefore, Fear of Missing Out clarifies the lifestyle-consumption path, whereas the Korean Wave dominates primarily through cultural affinity and preference formation.

4. CONCLUSION

This study aims to analyze the influence of Korean Waves and Lifestyle on Generation Z Consumption Behavior in Garut Regency, with Fear of Being Left Behind (FoMO) as a mediating variable. The results of the analysis using SEM-PLS showed that Lifestyle had a positive and significant effect on FoMO, while Korean Wave had no significant effect on FoMO. In addition, the Korean Wave, lifestyle, and FoMO all have a positive and significant influence on consumption behavior, with FoMO being the most dominant factor. These results suggest that lifestyle is a more proximal factor because it is directly related to the daily activities, interests, and lifestyle patterns that trigger the emergence of FoMO. In contrast, Korean Waves act as a distal factor that directly influences consumer behavior through interest in Korean culture, but is not strong enough to trigger FoMO. The mediation analysis showed that FoMO partially mediated the relationship between Lifestyle and Consumer Behavior, but did not mediate the relationship between Korean Wave and Consumer Behavior. These findings suggest that Generation Z's consumer behavior stems from the interaction between cultural, lifestyle, and psychological factors. The study enriches the body of research on consumer behavior in the digital age and offers implications for businesses in developing marketing strategies that integrate the cultural appeal, lifestyle, and psychological characteristics of consumers. Future research is recommended to expand the scope of respondents and include additional variables that may influence Generation Z's consumption behavior.

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