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How FOMO shapes consumptive behavior among madurese students : impulse buying, lifestyle and habits

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Abstract

This study investigates the influence of Fear of Missing Out (FOMO) on the consumptive behavior of students attending the Mbledos Fashion Festival in Madura by examining the mediating role of impulse buying and the moderating roles of lifestyle and habits. A quantitative approach was employed using a purposive sampling technique involving 250 first-year university students who had attended or were familiar with the festival. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed with Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that FOMO has a positive and significant effect on both impulse buying and consumptive behavior. Impulse buying also positively influences consumptive behavior and significantly mediates the relationship between FOMO and consumptive behavior, indicating that spontaneous purchasing behavior serves as an important psychological mechanism through which FOMO stimulates excessive consumption. Furthermore, lifestyle and habits exhibit significant direct effects on consumptive behavior; however, neither variable significantly moderates the relationship between FOMO and consumptive behavior. These findings highlight that students' consumptive behavior is primarily driven by psychological pressure associated with FOMO and reinforced through impulse buying rather than by differences in lifestyle or habitual consumption patterns.

***Keywords**: consumptive behaviour, fomo, habit, impulse buying, lifestyle.*

Introduction

The rapid expansion of digital technology and social media has fundamentally transformed the consumption patterns of Generation Z, particularly university students who are highly connected to digital platforms and continuously exposed to online information, peer activities, and emerging trends (Alruthaya, Nguyen, and Lokuge 2021; Asmarantika, Prestianta, and Evita 2022; Fadillah, Nurbalqis, and Agustina 2022; Filippas et al. 2021). This digital environment has intensified the emergence of Fear of Missing Out (FOMO), a psychological condition characterized by anxiety about missing valuable social experiences, popular trends, or activities shared by others. As social interactions increasingly occur through digital media, students are more likely to compare themselves with their peers and feel compelled to participate in trending activities to maintain social acceptance and self-image. This phenomenon is clearly reflected in the Mbledos Fashion Festival in Pamekasan, one of the largest fashion exhibition and bazaar events in Madura, which attracts large numbers of young consumers through extensive social media promotion, influencer engagement, and continuous real-time updates. Beyond functioning as a marketplace for fashion products and local MSMEs, the festival has evolved into a social arena where participation and purchasing activities symbolize trend awareness and social belonging. Consequently, many students are encouraged to purchase fashion products,

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accessories, or thrift items not merely to satisfy functional needs but also to avoid social exclusion and remain relevant within their peer groups, creating conditions that foster increasingly consumptive purchasing behavior.

Despite the growing body of literature examining the relationship between FOMO and consumer behavior, previous findings remain inconclusive. Several studies have reported that FOMO directly increases both impulse buying and consumptive behavior by encouraging individuals to make spontaneous purchases in response to social pressure and the fear of being left behind (Abel, Buff, and Burr 2016; Przybylski et al. 2013). In contrast, other studies argue that the influence of FOMO is not always direct but depends on situational and individual characteristics, such as lifestyle and habitual consumption patterns, which may strengthen or weaken consumers' behavioral responses (Balta et al. 2020; Elhai et al. 2020). These inconsistent findings indicate that the psychological mechanism linking FOMO to consumptive behavior has not yet been fully explained. In particular, limited attention has been given to the simultaneous role of impulse buying as a mediating mechanism and lifestyle and habits as moderating factors within a single conceptual framework. Furthermore, most previous studies have been conducted in general online shopping or social media settings, whereas empirical evidence from local cultural events involving direct social interaction remains scarce. This limitation is particularly relevant in the Indonesian context, where fashion festivals such as the Mbledos Fashion Festival combine digital promotion, peer influence, and local cultural identity, potentially creating unique psychological conditions that shape students' consumptive behavior.

This study is primarily grounded in the Theory of Planned Behavior (TPB) which explains that individual behavior is preceded by behavioral intention formed through attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen 1991). Within the context of digital consumption, TPB provides a comprehensive framework for explaining how psychological stimuli and social influences shape individuals' purchasing decisions. Exposure to social media trends, peer interactions, and digitally mediated social expectations creates subjective norms that encourage individuals to engage in behaviors perceived as socially desirable. Consequently, consumer decisions are not solely driven by functional needs but are also influenced by psychological motivations and social pressure. Previous studies further suggest that FOMO encourages emotionally driven purchasing decisions, whereas impulse buying represents the behavioral manifestation of these psychological pressures. Meanwhile, lifestyle and habitual consumption patterns may strengthen or weaken the translation of psychological intention into actual purchasing behavior (Santoso 2024; Sartika and Sugiharsono 2020; Tandon et al. 2021). Accordingly, TPB serves as the primary theoretical foundation for explaining the relationships among FOMO, impulse buying, lifestyle, habits, and consumptive behavior in this study.

FOMO refers to a psychological condition in which individuals experience persistent anxiety about missing rewarding experiences, information, or activities enjoyed by others (Przybylski et al. 2013). Within the TPB framework, FOMO represents a psychological antecedent that shapes attitudes and strengthens subjective norms by increasing individuals' desire for social acceptance and belonging. Students experiencing high levels of FOMO are more likely to perceive participation in trending activities and ownership of fashionable products as socially expected behaviors. Continuous exposure to social media further reinforces these perceptions, encouraging individuals to make purchasing decisions that prioritize social relevance over actual needs (Verplanken and Sato 2011). In this study, FOMO is measured through five indicators: emergency, desire to stay connected, alienation, feeling of annoyance, and self-esteem, reflecting the multidimensional psychological characteristics (Abel et al. 2016; Przybylski et al. 2013).

Impulse buying is defined as an immediate, spontaneous, and unplanned purchasing decision made without careful cognitive evaluation (Verplanken and Sato 2011). From the perspective of TPB, impulse buying represents the behavioral response that emerges when strong psychological intentions and social pressures override rational decision-making processes. In environments characterized by limited-time promotions, attractive product displays, and intensive peer interaction, individuals become more susceptible to spontaneous purchases driven by emotions rather than objective needs. Therefore, impulse buying is expected to function as the behavioral mechanism through which psychological pressure generated by FOMO is translated into actual purchasing behavior. In this study, impulse buying is represented by three indicators: spontaneity, power, coercion and intensity, and passion and stimulation (Beatty and Ferrell 1998).

Consumptive behavior refers to the tendency to purchase products excessively for symbolic, emotional, or social reasons rather than for functional necessity (Solomon 2020). Within the TPB perspective, consumptive behavior represents the final behavioral outcome resulting from the interaction between behavioral intentions, psychological motives, and social influences. Among university students, purchasing decisions are frequently associated with identity construction, social recognition, and conformity to prevailing trends. Consequently, consumption behavior extends beyond satisfying material needs and increasingly reflects individuals' efforts to maintain social acceptance and personal image. In this study, consumptive behavior is operationalized using eight indicators, including purchasing for gifts, product attractiveness, status maintenance, lifestyle, conformity, enjoyment, incomplete purchasing, and purchasing expensive products (Reimann and Jain 2021).

Lifestyle reflects an individual's pattern of activities, interests, and opinions that characterizes how they allocate resources and interact with their social environment (Kotler and Keller 2021). Within TPB, lifestyle represents an individual characteristic that may strengthen or weaken the influence of psychological intentions on actual behavior. Students who prioritize fashion, self-expression, and social visibility are expected to respond more strongly to FOMO, thereby increasing their tendency toward consumptive behavior. Conversely, individuals whose lifestyles emphasize rational consumption may exhibit greater resistance to social pressure. Lifestyle is measured using the AIO dimensions, namely activity, interest, and opinion (Kotler and Amstrong 2020).

Habit refers to learned behavioral patterns that develop through repeated actions and eventually become automatic responses requiring minimal conscious deliberation (Wood and Dennis 2016). In the TPB framework, habits may influence the extent to which behavioral intentions are translated into actual behavior because repeated experiences often reduce the need for deliberate decision-making. Individuals with established shopping habits may respond differently to FOMO compared with those whose purchasing decisions are largely situational. Therefore, habits are expected to moderate the relationship between psychological stimuli and consumptive behavior. In this study, habit is measured through six indicators: routine, automaticity, spontaneity, consistency, predictability, and perceived benefit.

Building upon the identified empirical inconsistencies and the theoretical arguments derived from the Theory of Planned Behavior, this study aims to develop a more comprehensive understanding of how FOMO shapes university students' consumptive behavior within the context of the Mbledos Fashion Festival in Pamekasan. Specifically, this study examines the direct influence of FOMO on consumptive behavior, investigates the mediating role of impulse buying in explaining the underlying behavioral mechanism, and evaluates whether lifestyle and habits moderate the relationship between FOMO and consumptive behavior. By integrating psychological, behavioral, and individual contextual factors into a single conceptual framework, this study seeks to provide a more holistic explanation of students' purchasing behavior in digitally mediated and socially driven consumption environments. The urgency of this research lies in the need to better understand the consumption patterns of college students in the digital era, who are susceptible to the influence of social media and cultural trends. Within the regional socio-economic context, the consumerist phenomenon among college students also impacts local economic behavior, particularly in activities involving the creative industry and MSMEs. Therefore, the results of this study not only provide academic contributions to the development of Consumptive behavior theory but also have practical relevance for planning regional-based economic activities and local marketing strategies.

The following is a picture of the conceptual framework in this study:

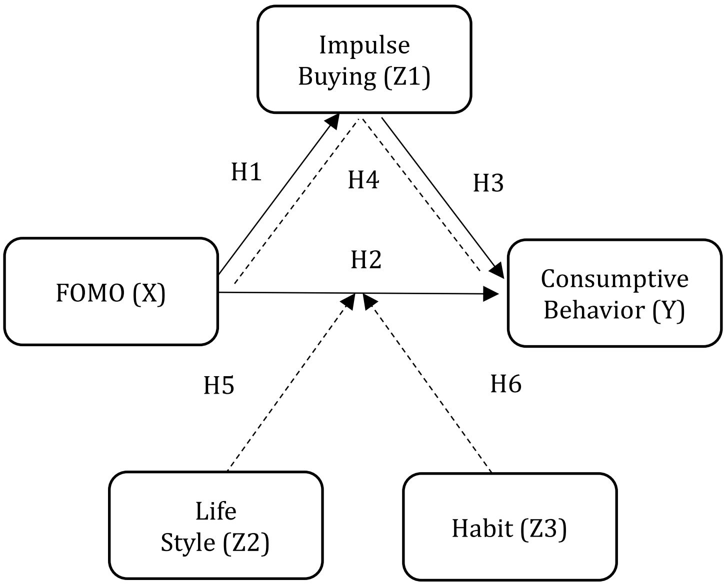

Figure 1. Conceptual framework

A hypothesis is a tentative answer to a research problem formulation based on theory, before being tested with empirical evidence (Ghozali 2018). The following are some of the hypotheses in this study:

H1: FOMO has a positive and significant effect on impulse buying.

H2: FOMO has a positive and significant effect on consumptive behavior.

H3: Impulse Buying has a positive and significant effect on consumptive behavior

H4: Impulse Buying significantly mediates the relationship between FOMO and consumptive Behavior.

H5: Lifestyle is significant as a moderator of the relationship between FOMO and consumptive Behavior.
H6: Habit is a significant moderator of the relationship between FOMO and consumptive behavior.

This study contributes to the existing literature by offering several important conceptual and contextual extensions to previous FOMO research. First, unlike most prior studies that primarily examine the direct relationship between FOMO and consumptive behavior, this study develops a more comprehensive behavioral model by simultaneously incorporating impulse buying as a mediating mechanism and lifestyle and habits as moderating variables within a single theoretical framework. This integrated approach provides a deeper explanation of how psychological pressure generated by FOMO is translated into actual purchasing behavior under different individual conditions. Second, this study extends the application of the Theory of Planned Behavior by positioning FOMO as a psychological antecedent that interacts with behavioral mechanisms and individual characteristics in shaping consumptive behavior, thereby broadening the explanatory power of TPB in the context of digitally driven consumer behavior. Third, unlike previous studies that have predominantly focused on online shopping environments or general social media usage, this research introduces the Mbledos Fashion Festival as a unique local empirical context where digital interaction, social influence, and cultural identity converge. Examining FOMO within this context provides new empirical evidence on how digitally mediated psychological pressures operate in offline social events, particularly among university students in emerging regional markets.

This study is expected to contribute to both theory and practice. From a theoretical perspective, the proposed research enriches the literature on consumer behavior by providing a more comprehensive explanation of how psychological, behavioral, and individual contextual factors interact in shaping students' consumptive behavior. By integrating FOMO, impulse buying, lifestyle, and habits within the Theory of Planned Behavior, this study extends existing knowledge on digitally driven consumer behavior and offers a more holistic understanding of the psychological mechanisms underlying consumption decisions among Generation Z. Furthermore, the findings are expected to provide empirical evidence that may clarify the inconsistent results reported in previous studies regarding the role of FOMO in stimulating consumptive behavior. From a practical perspective, the findings are expected to assist event organizers, fashion retailers, and marketing practitioners in designing promotional strategies that effectively engage young consumers while promoting more responsible consumption practices. In addition, the study may serve as a useful reference for universities and policymakers in developing financial literacy programs and consumer awareness initiatives that encourage students to make more rational purchasing decisions in increasingly digital and socially connected environments.

Methods

This study uses a quantitative approach with an explanatory research method, namely research that aims to explain the causal relationship between variables through hypothesis testing (Sugiyono 2020). This approach was chosen because the study aims to measure the extent to which Fear of Missing Out (FOMO) influences student consumptive behavior by considering impulse buying as a mediating variable and lifestyle and habits as moderating variables. Furthermore, this study requires a structural analysis capable of testing both direct and indirect relationships between variables, therefore a Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS) was used.

The study was conducted on new students from several universities in Pamekasan Regency, namely: 1. Madura University (UNIRA); 2. UIN Madura; 3. Madura Islamic University (UIM). Subjects were selected because these three universities have the largest student populations in Pamekasan and are active participants in cultural-based activities and fashion festivals, including the Mbledos Fashion Festival, which is the context of this study. The study population was all new students of the 2025/2026 intake from the three universities, totaling 2,757 students. Considering the characteristics of the study, which requires respondents with experience attending or being exposed to fashion events, the sampling technique used was purposive sampling with the following criteria: 1. Active new students; 2. Having attended or known about the Mbledos Fashion Festival; 3. Active users of social media. Based on these criteria, 250 respondents were obtained in accordance with the minimum sampling standard in SEM-PLS analysis, namely 10 times the number of variable indicators (Hair et al. 2022) and that method has been used in several previous studies (Tahar et al. 2022; Sofyani, Tahar, and Ulum 2022).

The research instrument consisted of a structured questionnaire developed from measurement scales that have been widely validated in previous studies. The questionnaire contained 25 measurement items, comprising five items for Fear of Missing Out (FOMO), three items for Impulse Buying, eight items for Consumptive Behavior, three items for Lifestyle, and six items for Habit. The FOMO construct was adapted from Przybylski et al. (2013) and Abel et al. (2016), impulse buying from Rook and Fisher (1995) and Beatty and Ferrell (1998), consumptive behavior from Reimann and Jain (2021), lifestyle from Kotler and Armstrong (2020), and habit from Wood and Dennis (2016). All measurement items were assessed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, allowing respondents to indicate the extent to which they agreed with each statement. The questionnaire was originally prepared in Indonesian to ensure clarity and was distributed online using Google Forms. A detailed description of the operational definitions, indicators, and measurement sources is presented in Table 1.

The data analysis technique used Structural Equation Modeling - Partial Least Squares (SEM-PLS) through the latest version of SmartPLS software. SEM-PLS was chosen because 1. It can process data with a relatively small sample size; 2. It does not require a normal data distribution; 3. It is able to test structural and measurement models simultaneously (Hair et al. 2022). The data analysis used in this study consists of an outer model and an inner model. Where in the outer model, several analyses will be carried out, including: 1. Reliability test consisting of Cronbach alpha and composite reliability; 2. Validity test consisting of outer loading, AVE test, HTMT test, and Fornell Lacker test.

After analyzing the outer model, the researcher can continue the data analysis stage with the inner model. Where in this inner model, several analyses will be carried out, including: R square and the GoF model. The final stage in data analysis in this study is the hypothesis test and mediation test analysis stage to obtain conclusions regarding the results of this study. In the data analysis phase of this study, the outer and inner models have success indicators that must be achieved at each stage of data processing. Therefore, the data obtained must have good values so that the research data can be analyzed using the statistical tool. The following are the criteria for the outer and inner models:

Table 1. Operational Definitions of Variables and Indicators

Variables	Operational Definition of Variables	Indicator
FOMO	A psychological state when an individual feels afraid of being left behind by information, trends, or activities that other people are doing (Abel et al. 2016; Przybylski et al. 2013).	FOMO Emergency The desire to stay connected Alienated Feeling of annoyance Self-esteem
Impulse buying	The characteristics of impulse buying include spontaneity, strength, compulsion, seriousness, excitement and stimulation, and indifference to the consequences (Rook and Fisher 1995).	Spontaneity Power, coercion and intensity Passion and stimulus
Consumptive behavior	the act of using or buying products that are not necessary or excessive, often driven by desire rather than need, with purchasing patterns that are not based on rational considerations or are triggered by worldly desires and pleasure alone (Reimann and Jain 2021).	Bought as a gift Buying because the product is interesting Buying to maintain status Buying for lifestyle Buying for conformity Buying for fun Incomplete purchase Buying because of high price
Life style	a person's lifestyle as seen from their psychographics, which includes the AIO dimension (Kotler and Amstrong 2020).	Activity Interest Opinion
Habit	Consumption patterns are formed through repeated habits (Wood and Dennis 2016).	Routine Automatic Spontaneous Consistent Predicted Benefit

Table 2. Outer and Inner Model Criteria

Category	Criteria	Information
Cronbach alpha	> 0,7	Good
Composite reability	> 0,7	Good
Outer loading	> 0,7	Good
AVE test	> 0,5	Good
HTMT test	< 0,9	Good
Fornell Lacker test	Maximum value	Higher is better
R square	Maximum value	Higher is better
Model GoF	< 0,08	Good

Result and Discussions

For the reliability test in this study, 2 measuring instruments were used.composite reliable (CR) and cronbach alpha (CA) where all values are > 0.7, which means that all variables in this study are reliable.

Table 3. CA and CR Test

	Cronbach's Alpha	Composite Reliability
Consumptive Behavior (Y)	0.966	0.971
FOMO (X)	0.943	0.957
Habit (Z3)	0.932	0.946
Impulse Buying (Z1)	0.884	0.928
Life Style (Z2)	0.821	0.893

The results of the data processing above show that the results of this study are valid and reliable so that it can be continued for further data processing calculations using several measuring instruments in this study. Below are the results of data processing for the validity of research results from the aspect ofouter loading presented in the table below, where all indicator values areouter loading in this research variable > 0.7 where this result shows valid results

Table 4. Outer Loading Reflective Indicator

Variable	Indicators	Outer Loadings
FOMO (X)	X1.1	0.903
	X1.2	0.883
	X1.3	0.905
	X1.4	0.931
	X1.5	0.892
Consumptive Behavior (Y)	Y1.1	0.900
	Y1.2	0.900
	Y1.3	0.916
	Y1.4	0.897
	Y1.5	0.888
	Y1.6	0.909
	Y1.7	0.880
	Y1.8	0.904
Impulse Buying (Z1)	Z1.1	0.882
	Z1.2	0.905
	Z1.3	0.914
Life Style (Z2)	Z2.1	0.846
	Z2.2	0.879
	Z2.3	0.849
Habit (Z3)	Z3.1	0.869
	Z3.2	0.857
	Z3.3	0.865
	Z3.4	0.875
	Z3.5	0.861
	Z3.6	0.853

Below are the results of data processing for the validity of research results from the aspect ofouter loading presented in the table below, where all indicator values areouter loading in this research variable > 0.7 where this result shows valid results

Table 5. AVE Test

Variable	Average Variance Extracted (AVE)
Consumptive Behavior (Y)	0.809
FOMO (X)	0.815
Habit (Z3)	0.745
Impulse Buying (Z1)	0.811
Life Style (Z2)	0.736

For further validity measurements in this study, data processing was used with Heterotrait-Monotrait Ratio (HTMT) aspects where the value of each variable was <0.9, which means the results are valid

Table 6. HTMT Test

	Y	X	Z3	Z1	Z2	M1	M2
Y							
X	0.743						
Z3	0.565	0.628					
Z1	0.748	0.765	0.543				
Z2	0.48	0.519	0.361	0.424			
M1	0.026	0.092	0.071	0.026	0.103		
M2	0.042	0.033	0.077	0.169	0.062	0.361	

To measure validity in this study, data processing was used with aspects Fornell Larcker where the results show that each variable has a higher value compared to the value of the other variables so that the results are valid

Table 7.Fornell Lacker Test

	Y	X	Z3	Z1	Z2	M1	M2
Y	0.899						
X	0.71	0.903					
Z3	0.538	0.59	0.863				
Z1	0.693	0.7	0.495	0.901			
Z2	0.43	0.459	0.321	0.363	0.858		
M1	0.017	-0.089	0.069	0.018	-0.092	1	
M2	0.04	-0.031	0.075	0.16	0.058	0.361	1

The following is the result of data processing in the form of a model in this study. Where in this study there are 1 independent variables, namely FOMO with 1 dependent variable, namely consumptive behavior and 1 mediating variable, namely impulse buying. Before evaluating the structural relationships among constructs, it is necessary to examine the collinearity of the predictor variables using the Variance Inflation Factor (VIF). This assessment ensures that the predictor constructs do not exhibit excessive multicollinearity, which could bias the estimation of path coefficients and reduce the stability of the structural model. VIF values below 5.0 indicate that collinearity is not a critical issue (Hair et al. 2022).

Table 8. VIF Test

Indicator	VIF Value	Indicator	VIF Value
X1.1	3.829	Z1.1	2.288
X1.2	3.091	Z1.2	2.599
X1.3	3.659	Z1.3	2.672
X1.4	4.972	Z2.1	1.802
X1.5	3.267	Z2.2	1.888
Y1.1	4.389	Z2.3	1.835
Y1.2	4.120	Z3.1	2.949
Y1.3	4.110	Z3.2	2.686
Y1.4	4.089	Z3.3	2.788
Y1.5	3.790	Z3.4	2.921
Y1.6	4.566	Z3.5	2.785
Y1.7	3.547	Z3.6	2.665
Y1.8	4.428		

As presented in Table 8, all VIF values range from 1.802 to 4.972, indicating that none of the indicators exceed the recommended maximum threshold of 5.0. These results confirm that multicollinearity is not a serious concern in the measurement model, and therefore the predictor variables are suitable for subsequent structural model and hypothesis testing.

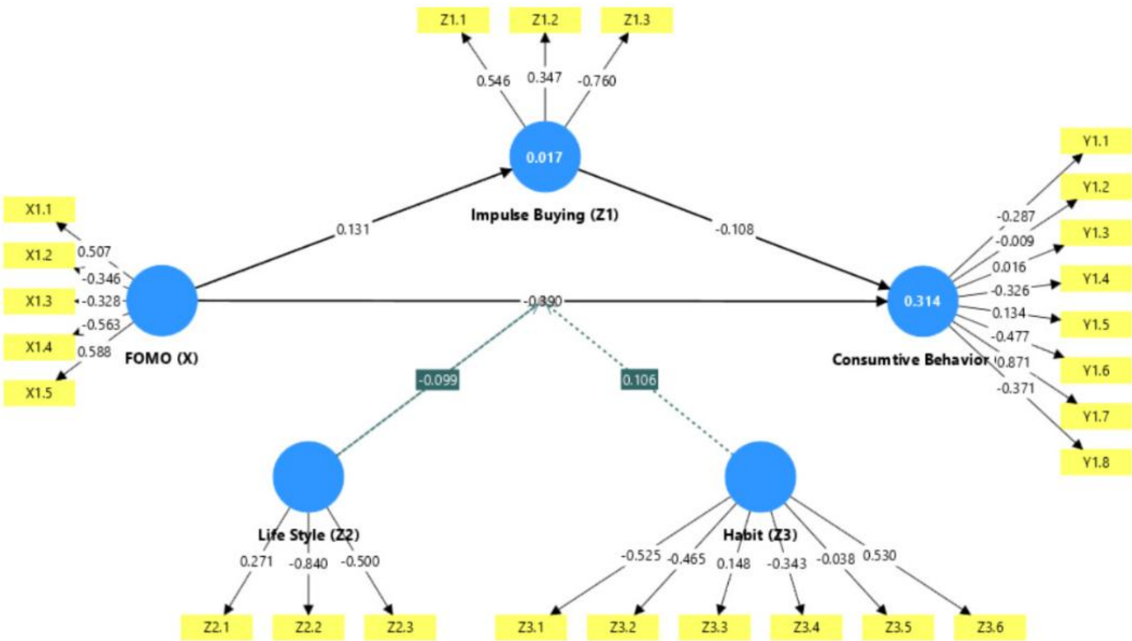

Figure 2. Inner Model

The calculation result for R square in this study is 0.603 for variable Y and 0.491 for variable Z. This shows that consumptive behavior is influenced by FOMO by 60.3% and impulse buying is influenced by FOMO by 49.1%. From these results, it is known that consumptive behavior are influenced by other variables outside of FOMO, namely 39.7% and impulse buying are influenced by other variables outside of FOMO, namely 50.9%.

Table 9. R square

	R Square	R Square Adjusted
Consumptive Behavior (Y)	0.603	0.594
Impulse Buying (Z1)	0.491	0.489

The following are the results of the values goodness on fit model by using the SRMR indicator where the results are said to be good if the value is < 0.08. With the SRMR result of 0.037, it illustrates goodness on fit model in this study is good

Table 10. GoF

	Saturated Model	Estimated Model
SRMR	0.037	0.04

The results of the hypothesis test in this study can be seen from the magnitude of the calculated t value as follows:

Table 11. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X → Y	0.335	0.33	0.071	4.739	0.000
X → Z1	0.7	0.7	0.032	21.581	0.000
Z3 → Y	0.124	0.126	0.047	2.625	0.004
Z1 → Y	0.362	0.361	0.056	6.418	0.000
Z2 → Y	0.114	0.118	0.041	2.751	0.003
M1	0.059	0.057	0.041	1.458	0.073
M2	-0.038	-0.039	0.049	0.779	0.218

Table 12. Mediation test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X → Z1 → Y	0.254	0.252	0.041	6.157	0.000

The t-value for this study is 1.970, with a significance level of 0.05. Tables 11 and 12 above present the hypothesis results, including the findings regarding the moderation effect in this study. For the first hypothesis, the t-value for the effect of the FOMO variable on impulse buying is 21.581, with a significance level of 0.000; these results indicate a significant effect of FOMO on impulse buying. For the second hypothesis, the t-value for the effect of the FOMO variable on consumptive behavior is 4.379, with a significance level of 0.000; these results indicate a significant effect of FOMO on consumptive behavior. For the third hypothesis, the t-value for the effect of the impulse buying variable on consumptive behavior is 6.418, with a significance level of 0.000; these results indicate a significant effect of impulse buying on consumptive behavior; The fourth hypothesis, the following is a continuation of the hypothesis test above using the impulse buying variable (Z1) as a mediating variable. The results below show that variable Z1 is a mediating variable between FOMO and consumptive behavior. This is proven by the significant value between FOMO of 0.000 < 0.05; The fifth hypothesis, The Following is a continuation of the hypothesis test above using the life style variable (Z2) as a moderating variable. The results below show that variable Z2 is a not moderating variable between FOMO and consumptive behavior. This is proven by the significant value between FOMO of 0.073 > 0.05; and The sixth hypothesis, The following is a continuation of the hypothesis test above using the variable habit (Z3) as a moderating variable. The results below show that variable Z3 is a not moderating variable between FOMO and consumptive behavior. This is proven by the significant value between FOMO of 0.218 > 0.05.

The researchers also employed slope analysis to provide a more detailed explanation regarding the moderating variable in this study. Figure 2 below shows that the blue and green lines do not intersect; this indicates that the lifestyle variable does not moderate the relationship between FOMO and consumptive behavior.

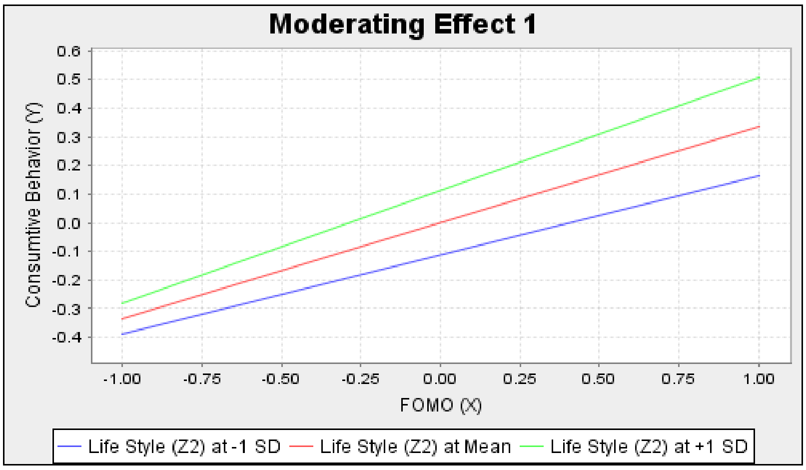

Figure 3. Slope Analysis of Lifestyle Variable Moderation

Furthermore, Figure 3 below shows that the blue and green lines do not intersect, indicating that the habit variable does not moderate the relationship between the FOMO variable and the consumptive behavior variable.

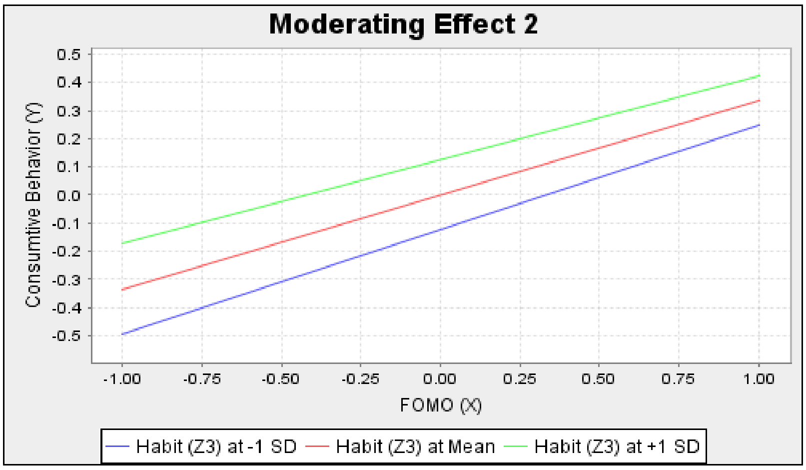

Figure 4. Slope Analysis of Habit Variable Moderation

H1: FOMO has a positive and significant influence on Impulse Buying.

The research results indicate a positive path coefficient of 0.7, with a calculated t-value of 21.581 exceeding the t-table value of 1.970 and a p-value of 0.000, which is less than 0.05. The findings demonstrate that FOMO has a positive and significant influence on impulsive buying; therefore, the hypothesis is accepted. This means that the greater the fear of missing out on trends, social experiences, or activities considered popular by their environment, the greater their tendency to make spontaneous purchases. This condition is relevant in the setting of fashion festivals that present a competitive atmosphere regarding appearance, trends, and access to the latest fashion products. This finding aligns with research which states that FOMO encourages individuals to take quick action to avoid being left behind socially (Przybylski et al. 2013). Furthermore, research shows that individuals with high levels of FOMO are more likely to make spontaneous consumer decisions due to social pressure (Abel et al. 2016). The context of students in a period of searching for social identity reinforces this urge, where purchases are not only functional but also symbolic of self-representation.

H2: FOMO has a positive and significant influence on Consumptive behavior.

The research results indicate a positive path coefficient of 0.335, with a calculated t-value of 4.379 exceeding the t-table value of 1.970 and a p-value of 0.000, which is less than 0.05. The findings demonstrate that FOMO has a positive and significant influence on consumptive behavior; therefore, the hypothesis is accepted. This means that students' Consumptive behavior is driven more by a psychological drive to remain relevant in their social circles, rather than rational considerations. This finding supports research which states that social media exposure triggers pressure to follow the lifestyles of peers (Verplanken and Sato 2011). Furthermore, research proves that FOMO is strongly correlated with trend-driven consumption among adolescents (Blackwell and Heidenreich 2021). Thus, in the context of Pamekasan students, FOMO is a socio-emotional factor that accelerates the formation of Consumptive behavior.

H3: Impulse Buying has a positive and significant influence on Consumptive behavior.

The research results indicate a positive path coefficient of 0.362, with a calculated t-value of 6.418 exceeding the t-table value of 1.970 and a p-value of 0.000, which is less than 0.05. The findings demonstrate that impulsive buying has a positive and significant influence on consumptive behavior; therefore, the hypothesis is accepted. The results regarding impulsive buying indicate a positive and significant influence on this consumptive behavior, consistent with the findings of previous research (Saadatmand 2017). This indicates that a consumerist mindset is a factor contributing to spontaneous purchasing. University students often make purchases based on fleeting emotional impulses, while also being influenced by long-term social constructs such as the need for self-image, group acceptance, and the formation of social identity. In other words, within the context of a fashion festival, students may not initially intend to buy anything, yet a desire for impulsive purchasing arises; consequently, impulsive buying emerges as a key determining factor (Adiputra 2015).

H4: Impulse Buying as a mediate the relationship Between FOMO and Consumptive Behavior.

The research results show a positive path coefficient of 0.254, with a calculated t-value of 6.157 exceeding the t-table value of 1.970 and a p-value of 0.000 which is less than 0.05. These findings indicate that impulsive buying mediates the relationship between FOMO and consumptive behavior; therefore, the hypothesis is accepted. The findings demonstrate that impulse buying significantly mediates the relationship between FOMO and consumptive behavior. This indicates that the influence of FOMO on consumptive behavior is strengthened through consumers' spontaneous purchasing tendencies. Individuals experiencing a stronger fear of missing out are more likely to make unplanned purchases, which subsequently intensify their consumptive behavior. These findings support the Theory of Planned Behavior, suggesting that psychological pressure arising from FOMO shapes behavioral intentions that are translated into actual purchasing behavior through impulse buying. Similar research findings indicate that FOMO significantly increases impulsive buying among e-commerce consumers (Karunia et al. 2025) and confirm that FOMO drives impulsive buying through psychological mechanisms in live-stream commerce (Sari et al. 2026).

H5 and H6: Lifestyle and Habit has a moderate the relationship Between FOMO and Consumptive Behavior.

The research results show a positive path coefficient of 0.059 with a calculated t-value of 1.458 which is lower than the t-table value of 1.970 and a p-value of 0.073, which exceeds the significance level of 0.05. These findings indicate that lifestyle does not moderate the relationship between FOMO and consumptive behavior; therefore, the hypothesis is rejected. Similarly, the results of the subsequent analysis showed a negative path coefficient of 0.038 and a calculated t-value of 0.779 which is lower than the t-table value of 1.970 along with a p-value of 0.218, exceeding the significance level of 0.05. These findings indicate that habit does not moderate the relationship between FOMO and consumptive behavior; therefore, the hypothesis is rejected.

Research found that lifestyle neither strengthened nor weakened the influence of FOMO on Consumptive behavior. This suggests that Consumptive behavior, in this context, is not born from established lifestyle patterns, but rather a situational response triggered externally by trending events. This means that students' lifestyles are not yet fully established and therefore unable to moderate their basic Consumptive behaviour (Purwianti et al. 2025). Similarly, with habits, research results show that habits have no moderating effect. This means that students' Consumptive behavior is not a repetitive or automatic habit, but rather a case-by-case, temporary, and event-driven action. Students have not yet demonstrated a consistent fashion consumption pattern, but rather a seasonal one, typically increasing during festivals or certain trends.

Conclusion

This study concludes that FOMO is a key determinant of consumptive behavior among students attending the Mbledos Fashion Festival in Pamekasan. The findings demonstrate that FOMO not only directly influences consumptive behavior but also indirectly affects it through impulse buying, confirming the important mediating role of spontaneous purchasing behavior. Furthermore, although lifestyle and habits significantly influence consumptive behavior, neither variable moderates the relationship between FOMO and consumptive behavior. These findings suggest that students' consumption decisions are primarily driven by psychological pressure associated with social trends rather than by enduring lifestyle patterns or habitual behavior. Overall, this study enriches the understanding of psychological mechanisms underlying consumptive behavior in the context of digital culture and fashion-related events.

This study has several limitations, namely: 1. The study was conducted in a local context, namely students in Pamekasan Regency who participated in the Mbledos Fashion Festival so that the results cannot be generalized widely; 2. The number of samples used was relatively limited, namely 97 respondents, so that data variation can still be increased; 3. The variables used in this study were limited to FOMO, impulse buying, lifestyle and habits, while there is a possibility that other psychological factors such as self-confidence, influencer influence, and financial literacy also play a role; 4. The data collection instrument using a questionnaire has the potential to cause perception bias or expected social answers.

Based on the limitations of this study, several directions for future research are proposed. First, future studies should expand the research setting to different contexts, such as music festivals, community events, or other cultural activities, to improve the external validity of findings and understand how different social environments shape consumptive behavior (Alvita 2025; Samsura and Rufaidah 2025); Second, employing larger and more heterogeneous samples is recommended to enhance the robustness and generalizability of SEM findings across diverse demographic groups (Hair et al. 2022); Third, future research may incorporate additional psychological and behavioral variables, such as self-esteem, social influence, self-control, or financial literacy, as these factors have been shown to influence impulsive purchasing and consumptive behavior in digital environments (Kusmaharani and Halim 2020; Syahmira and Anita 2025); Fourth, mixed-method or qualitative approaches are encouraged to explore the emotional and social mechanisms underlying FOMO and impulse buying more comprehensively (Samotra and Singh 2026); and finally, future studies are expected to develop and evaluate consumer education or financial literacy intervention programs aimed at reducing socially driven consumptive behavior among university students (Xiao and Porto 2017).

Theoretical Implications. The results of this study provide important theoretical contributions to the study of college students' consumption behavior: 1. Strengthening the FOMO theory as a psychosocial variable that directly influences consumption, not through emotional stimuli (impulse buying) or lifestyle; 2. Affirming that fashion-based consumption among college students is symbolic and identity-driven, not a necessity; 3. Refuting the traditional consumption model that assumes that consumer purchases occur due to habits or lifestyle; 4. Demonstrating the need for a model of college students' consumptive behavior based on social identity theory and communal pressure, not just conventional consumer psychology.

The findings of this study provide several practical implications for stakeholders involved in fashion-related events and consumer education. Given that FOMO significantly influences consumptive behavior both directly and indirectly through impulse buying, event organizers are encouraged to develop promotional strategies that emphasize cultural experiences, consumer engagement, and product value rather than relying predominantly on scarcity-based or urgency-driven marketing appeals that may stimulate impulsive purchasing. Likewise, fashion marketers may strengthen long-term consumer relationships by prioritizing transparent communication, product quality, and sustainable value propositions instead of focusing solely on psychological triggers associated with FOMO. In addition, universities and local governments may enhance financial literacy and consumer education programs by integrating topics related to digital consumer behavior, conscious consumption, and self-regulation into educational activities, enabling students to make more informed purchasing decisions. These initiatives are expected to encourage more responsible consumption patterns while maintaining the positive economic and cultural contributions of fashion-related events.

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