

The effect of fear of missing out and scarcity marketing on impulse buying of thrift consumers with the mediation of purchase intention: A study on generation Z in Garut City



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ABSTRACT

This study aims to examine the influence of Fear of Missing Out (FOMO) and scarcity marketing on impulse buying among Generation Z thrifting consumers in Garut City, with purchase intention as a mediating variable. A quantitative approach was employed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) based on data collected from 162 Generation Z respondents who had purchased thrift products more than three times. The study investigates consumer behavior in the one-of-a-kind thrifting market following Indonesia's ban on imported used clothing, providing evidence on the mediating role of purchase intention in explaining consumers' responses to perceived scarcity. The results indicate that FOMO does not have a significant direct effect on impulse buying, whereas scarcity marketing has a positive and significant effect. Both FOMO and scarcity marketing positively influence purchase intention, which in turn significantly affects impulse buying and mediates the relationships between the two antecedent variables and impulsive purchasing behavior. These findings extend the understanding of consumer behavior in scarcity-driven retail environments and highlight the pivotal role of purchase intention in translating psychological and marketing stimuli into impulse buying. The study also provides practical implications for thrifting businesses by emphasizing the importance of effective scarcity marketing, transparent product information, and social media engagement to strengthen consumer interest and encourage sustainable purchasing behavior.

Keywords: Fear Of Missing Out; Scarcity Marketing; Impulse Buying; Purchase Intention; Generation Z



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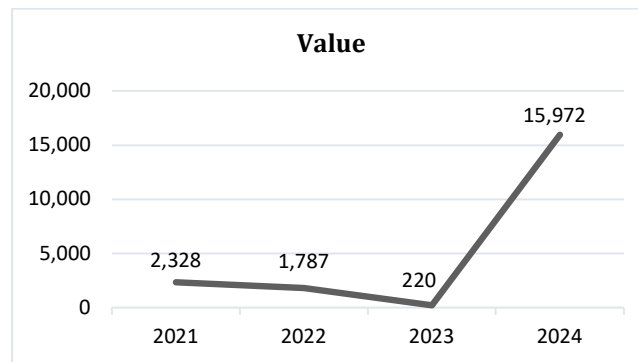
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INTRODUCTION

The development of digital technology has transformed consumer interaction patterns with marketing activities and products, particularly through increasingly interactive e-commerce platforms and social media (Chaidir & Irawan, 2024). Consumers are no longer merely passive recipients of information but are actively involved in the process of evaluating peer recommendations and social perceptions that impact purchasing decisions (Sari et al., 2025). In Indonesia, changes in digital-based consumption behavior are increasingly evident, particularly among Generation Z, who are familiar with technology and social media (Ihsan et al., 2025). This situation has also driven a growing interest in thrifting, the activity of purchasing used clothing that has fashion value and follows emerging trends in society.

In this context, thrifting activities in Indonesia have undergone significant structural changes since the implementation of the ban on imports of used clothing through Minister of Trade Regulation No. 40 of 2022. This policy aims to protect the national textile industry and local MSMEs from the negative impacts of imported used clothing, which is considered or perceived as damaging to the domestic market (Perdagangan, 2022).

To provide an overview of the import conditions that underlie this policy, national import data are presented below. The figures illustrates the trend in Indonesia's import activities, which serves as an important context for understanding the government's decision to regulate the entry of important used clothing.



Source : BPS, 2025

Figure 1
National Import Data

Data from BPS-Statistics Indonesia (2025) shows a drastic increase in used clothing imports, from 2,328 tons in 2021 to a peak of 15,972 tons in 2024, reaching a cumulative total of 22,565 tons by December 2025, primarily through Soekarno-Hatta Port (7,681 tons) and Jakarta Post Pasar Baru from China and Thailand. This is despite the government enforcing a strict ban since 2025, accompanied by raids and the destruction of goods worth billions of rupiah. Furthermore, the value of used clothing and textile imports also increased from January to July 2025. Imports reached US\$78.19 million, an increase of approximately 17.33% compared to the same period the previous year, reflecting that demand for thrift goods remains strong despite violations (Anggraeni, 2025).

This fact demonstrates the complex dynamics of the thrift market and the challenges in implementing trade policies that impact the availability of goods in the local

market. According to Zanggi (2025) despite the import ban being in effect since 2022, the figure for used clothing imports in Indonesia remains high and has even increased significantly in recent years. This phenomenon indicates that despite the ban's implementation, challenges in enforcement and high market demand have led to continued import practices.

This situation is also influenced by consumer behavior, particularly among Generation Z, who are known not only to be active online shoppers but also to frequently make purchases based on emotional and social impulses (Komariyah et al., 2025). Generation Z is defined as those born between 1997 and 2012 and are digital natives exposed to technology and social media (Arum et al., 2023). Indonesian consumer behavior data indicates that 91% of people will conduct online transactions by 2024, with Generation Z spending an average of IDR 414,309 per month on e-commerce, reflecting the significant role of digital shopping in the lives of young consumers (Eka, 2025). Research on shopping behavior has shown that Generation Z has a higher tendency to make impulsive purchases than other generations, influenced by factors such as easy access to digital platforms, persuasive promotional features, and social pressure or the fear of missing out (Juliandhani & Tjahjawati, 2024).

One psychological phenomenon in consumer behavior is the Fear of Missing Out (FOMO), which is the fear of missing out on certain experiences or opportunities (Prasasti & Wulandari, 2021). FOMO often occurs when consumers see a widely discussed or exclusive purchase experience or information on social media (Good & Hyman, 2021). This creates emotional discomfort that encourages individuals to participate in the experience to avoid feeling "left behind." (Lestari et al., 2023). Generation Z uses social media intensively to search for product trends and recommendations that can increase purchasing desire (Kurniawati et al., 2025). This condition indicates that FOMO can influence individual consumption behavior, especially among Generation Z, who have a high intensity of social media use.

In line with this penetration, consumer behavior is increasingly shifting toward purchases based not only on needs but also on emotional and social drives, particularly marketing strategies such as scarcity marketing. The implementation of scarcity marketing strategies essentially doesn't stop at creating a perception of scarcity but also continues to shape consumer psychology. Scarcity marketing typically takes the form of offering limited stock, limited-time promotions, or exclusive items (Widyastuti, 2022).

The implementation of scarcity marketing is closely linked to the emergence of purchase intention (Barton et al., 2022). In many cases, scarcity marketing stimuli and the pressure that triggers FOMO (Focus on Motivation) first shape purchase intention in consumers (Suhardi et al., 2023). Purchase intention reflects an individual's tendency or loneliness to make a purchase after evaluating the stimulus they receive. Purchase intention refers to the state when a consumer shows interest in purchasing a particular product or service (Mantiri et al., 2022). Purchase intention can also function as a mediating mechanism explaining how psychological factors and marketing strategies influence impulse buying behavior.

Impulse buying is when someone spontaneously purchases goods or services without prior planning and careful consideration, resulting in a sudden decision (Hermawan & Rafiah, 2025). Impulse buying in Generation Z is generally characterized by a tendency to seek instant gratification through unplanned purchases. This behavior can encourage Generation Z to make purchases because they follow trends and are easily influenced by marketing strategies such as discounts, cashback, vouchers, and free

shipping (Pangemanan et al., 2022). These habits and social influences are important drivers of Generation Z's tendency to buy impulsively (A'ini et al., 2025).

Thrift commodity sales, including in Garut Regency, have also experienced significant growth, both through small brick-and-mortar stores and online sales. Local thrifting operators, particularly in Garut City, utilize social media to market their products. Several thrifting venues in Garut actively market their products both online and offline, including SVJ Thrifting Store, Iconiq Store, Inthrift Store, The Best altrift, Home Store Thrift bycha, Seken Store Garut, Deepest Thrift Club, and others. In December 2024, Garut even held the "Treasure Hunt 2" Festival, which served not only as a fashion showcase but also as a collaborative platform for dozens of thrifting industry players in Garut to build a local thrifting ecosystem (Mardiana, 2025). The "Treasure Hunt 2" festival fostered a strong thrifting community in Garut, where businesses collaborated and supported each other. This community consisted not only of sellers but also of consumers who actively followed trends through social media and thrifting events.

This pattern demonstrates a shift from conventional to digital product marketing strategies in response to limited supply due to the ban on imports of used clothing. This limitation indirectly created a perception of scarcity among consumers. The impact of the ban on secondhand clothing imports is also being felt locally, including in Garut City. As a mid-sized city in West Java, Garut has unique social characteristics, particularly in terms of demographics and the consumption culture of its younger generation. The majority of Garut's productive-age population is dominated by Generation Z, who actively use social media platforms like Instagram, TikTok, and Live Shopping platforms as their primary means of exploring fashion trends.

In Garut City, thrift product purchases currently demonstrate a shift in consumer behavior, leading to impulsive and emotional trends. Some consumers feel the need to monitor social media or marketplaces to stay informed about thrift products, leading to symptoms of FOMO. However, previous research suggests that scarcity marketing does not always encourage impulsive behavior, such as in the context of TikTok live streaming or limited-time scarcity, which does not trigger competitive excitement or impulse buying (Hermawan & Rafiah, 2025). Conversely, other research has found that perceived scarcity can even negatively impact impulse buying, although it still triggers FOMO, which then drives impulsive buying (Danantara, 2025). This suggests that the influence of scarcity marketing on purchase intention and impulse buying remains inconsistent, making it interesting to examine in the context of thrift products.

Other relevant studies have examined the direct relationship between scarcity marketing and impulse buying in various contexts, such as e-commerce and live streaming (Yi et al., 2023). These studies have shown that scarcity messages significantly increase impulse buying behavior (Tedry & Tulipa, 2025). This suggests that consumers are more likely to be encouraged to make impulse purchases when they perceive that the product or offer is limited in time or quantity.

Furthermore, several studies have simultaneously explored the relationship between scarcity cues (indicators of scarcity) and impulse buying and FOMO. For example, research by Suhardi et al. (2023), found that scarcity can strengthen the relationship between FOMO and impulse buying through its psychological influence on consumers, demonstrating the importance of scarcity as a factor that strengthens purchasing impulses. However, most of this research has been conducted in the context of general products or retail products, and few have focused on the phenomenon of thrifting in a market influenced by the actual ban on imports of used clothing in Indonesia. This ban on imports of used clothing, or thrift, has been in circulation for a long time. This

could be a point that will certainly form a correlation with the literature on digital marketing and consumer behavior.

Although numerous studies have confirmed the relationship between Fear of Missing Out, Scarcity Marketing, Purchase Intention, and Impulse Buying, there is limited literature examining these dynamics in thrifting market commodities, which are fundamentally characterized by natural scarcity (unique, one-of-a-kind items). This gap is becoming increasingly crucial to examine given the policy intervention of the used clothing import ban in Indonesia, which has directly altered the availability of goods. Consequently, the behavior of Generation Z consumers in processing purchasing urgency in a market disrupted by this regulation requires new theoretical explanations, particularly through the role of Purchase Intention, which has not been widely recognized as a psychological bridge in the specific thrift market conditions.

The urgency of this research is certainly not only theoretical but also practical. The results will provide insights for thrift businesses in designing effective, ethical, and responsive marketing strategies to limited supply conditions, as well as provide policymakers with an understanding of the impact of trade policies on consumer behavior in micro-markets.

Therefore, based on several existing phenomena, researchers are certainly interested in raising this theme, which is expected to expand the literature related to consumer psychology, marketing scarcity, cognitive mechanisms and consumer behavior, and provide a more holistic understanding of how Fear of Missing Out and Scarcity Marketing work through Purchase Intention in triggering Impulse Buying in the Thrift market which is experiencing challenges. Thus, this study aims to examine the direct effects of Fear of Missing Out and Scarcity Marketing on Impulse Buying, to analyse the effect of Fear of Missing Out on Purchase Intention, to investigate the effect of Purchase Intention on Impulse Buying, and to determine the mediating role of Purchase Intention in the relationship between Fear of Missing Out, Scarcity Marketing, and Impulse Buying among Generation Z thrift consumers in Garut City following the thrift import ban.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Fear of Missing Out (FOMO)

This is a psychological condition characterized by social anxiety resulting from the fear of missing out on experiences or trends considered interesting. Przybylski et al. (2013) were among the first researchers to conceptualize FOMO as a drive to stay connected online. Wegmann et al. (2017) differentiated FOMO into state FOMO and trait FOMO, indicating that FOMO can be both situational and dispositional. Suhardi et al. (2023) stated that FOMO can be utilized in a marketing context to encourage impulse buying. Fitri et al. (2024) found that individuals with low self-esteem tend to be more susceptible to FOMO. This demonstrates FOMO's role as an important psychological mechanism influencing consumer purchase intention and behavior.

Scarcity Marketing

Scarcity Marketing is a marketing strategy that emphasizes the limited availability of products or offers. Inman et al. (1997) explained that these restrictions serve as value signals that increase consumers' perceptions of the product's attractiveness. Cialdini (2009) stated that the principle of scarcity triggers automatic consumer responses due to a sense of urgency and fear of missing out. Ladeira et al. (2023) added that scarcity can be either supply-induced or demand-induced. Cengiz & Şenel (2024) found that

perceived scarcity significantly increases FOMO and impulse buying in the context of fashion products. Thus, scarcity marketing is an effective strategy in influencing consumer purchasing decisions.

Purchase Intention

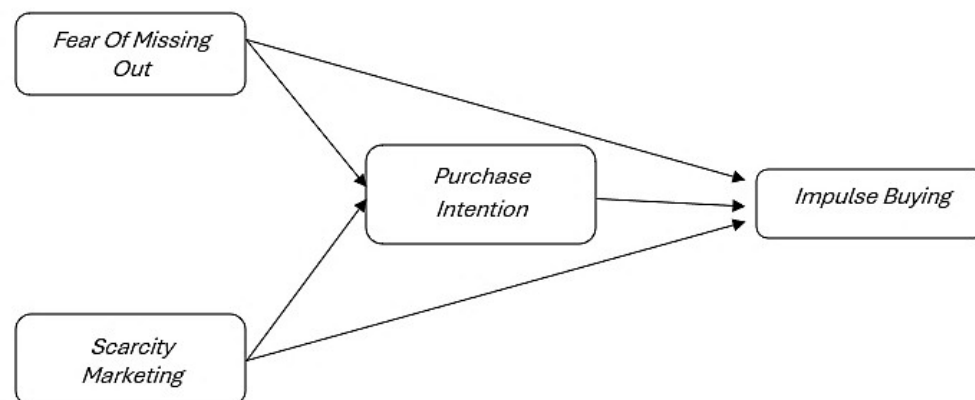
Purchase intention, or purchase interest, is a consumer's psychological tendency to make a purchase in the future. According to Ajzen (1991), the Theory of Planned Behavior explains that behavioral intention is the primary predictor of actual action. Suryowati & Pangestuti (2025) state that purchase intention is formed from attitudes, subjective norms, and perceived behavioral control. Purchase intention develops through stages of evaluation and ultimately leads to purchase commitment (Kotler & Keller Lane, 2016; Schiffman & Kanuk, 2010). Ferdinand (2002) states that purchase intention reflects a consumer's mental readiness before actual action. Therefore, purchase intention is often positioned as an intervening variable in consumer behavior research. Dimensions of purchase intention include transactional, referential, and exploratory intentions. In this context, purchase intention is viewed as a mediating mechanism between marketing stimuli and impulsive buying behavior.

Impulse Buying

Impulse buying is buying behavior that occurs spontaneously without prior planning. Impulse buying is triggered by a strong emotional drive and minimal rational consideration (Verplanken & Herabadi, 2001). Kotler & Keller Lane (2016) emphasized that marketing stimuli play a significant role in triggering impulsive buying. Impulse buying is influenced by internal factors such as emotions and mood, as well as external factors such as promotions and the store environment (Harahap & Amanah, 2022; Yahmini, 2019). Thus, impulse buying reflects consumers' rapid response to marketing stimuli, particularly in situations involving FOMO and product scarcity.

Research Framework

Based on the literature review and the relationships among the research variables, a conceptual framework is developed to illustrate the proposed relationships examined in this study. The framework is presented in Figure 2.



Source : Developed by authors, 2025

Figure 2
Research Framework

Based on the conceptual framework presented, the following hypotheses are developed to test the proposed relationships among Fear of Missing Out (FOMO), Scarcity Marketing, Purchase Intention, and Impulse Buying.

H1: Fear of Missing Out (FOMO) is suspected to have a positive and significant effect on impulse buying of Generation Z thrift consumer in Garut City.

This hypothesis is based on the Fear of Missing Out theory proposed by (Przybylski et al., 2013) which states that FOMO is a form of social anxiety caused by the fear of missing out on experiences or trends considered interesting. This condition encourages immediate action to reduce emotional discomfort. Similarly, Suhardi et al, (2023) explain that FOMO plays a significant role in increasing impulse buying behavior, especially among consumers who actively use social media, due to the strong emotional drive and sense of urgency to avoid missing out on an opportunity.

H2: Scarcity Marketing is suspected to have a positive and significant effect on impulse buying of Generation Z thrift consumer in Garut City

This hypothesis refers to the scarcity theory (Scarcity Principle) proposed by Cialdini (2009), which states that the perception of scarcity increases the subjective value of a product and triggers an automatic purchasing response. Limiting product quantities and offering times significantly increases the likelihood of impulsive purchases, as consumers are driven by a sense of urgency and the psychological pressure resulting from these limitations (Cengiz & Şenel, 2024; Inman et al., 1997).

H3: Fear of Missing Out (FOMO) is suspected to have a positive and significant effect on Purchase Intention of Generation Z thrift consumer in Garut City.

This hypothesis is supported by Wegmann et al. (2017) observation that FOMO encourages individuals to engage with and respond to digital stimuli to fulfill social and emotional needs. When consumers feel left behind by trends or circulating information, this psychological drive creates an intention to make a purchase as an effort to reduce anxiety. Research by Fitri et al. (2024) also found that high levels of FOMO contribute to increased purchase intention, particularly among consumers with high social media usage intensity.

H4: Scarcity Marketing is suspected to have a positive and significant effect on Purchase Intention of Generation Z thrift consumer in Garut City.

This hypothesis is based on Commodity Theory, which explains that limited availability of a product increases the perception of value and the desire to own it (Ladeira et al., 2023). Scarcity marketing, whether in the form of quantity or time constraints, creates psychological pressure that encourages consumers to form a purchase intention before the opportunity is lost. This finding aligns with research by Cengiz & Şenel (2024), which showed that scarcity messages significantly increase Purchase Intention for fashion products.

H5: Purchase Intention is suspected to have a positive and significant effect on Impulse Buying of Generation Z thrift consumer in Garut City.

This hypothesis is based on the Theory of Planned Behavior proposed by (Ajzen, 1991), which states that behavioral intention is the main predictor of actual behavior. Ferdinand (2002) findings confirm that Purchase Intention reflects a consumer's mental readiness before making a purchase. In the context of digital marketing, rapidly forming

purchase intentions due to emotional stimuli can lead to impulsive buying, as described in the book (Kotler & Keller Lane, 2016).

H6: Fear of Missing Out is suspected to have a positive and significant effect on impulse buying through Purchase Intention as an intervening variable of Generation Z thrift consumer in Garut City.

This hypothesis refers to the view that FOMO not only directly influences purchasing behavior but also forms purchase intention as a cognitive stage before the actual action. Suhardi et al. (2023) explain that FOMO increases purchase intention, which then strengthens the tendency to make impulse purchases. Thus, Purchase Intention acts as a mediator explaining the psychological mechanism of FOMO's influence on impulsive buying behavior.

H7: Scarcity Marketing is suspected to have a positive and significant effect on impulse buying through Purchase Intention as an intervening variable of Generation Z thrift consumer in Garut City.

This hypothesis is supported by the findings of Inman et al. (1997), who stated that scarcity creates urgency, which first forms purchase intention before driving spontaneous purchase decisions. Research by Febrianty et al. (2025) showed that scarcity cues increase purchase intention, which in turn contributes to impulse buying. Therefore, purchase intention is positioned as an intervening variable that bridges the influence of scarcity marketing on impulse buying behavior

METHOD

This study employed a quantitative approach with descriptive methods. A quantitative approach means the data obtained in this study are expressed in numerical form and analyzed using statistical techniques, while descriptive methods are used to systematically describe a phenomenon based on accurate and factual data (Sugiyono, 2020). In this study, this approach was chosen to explain the characteristics of Generation Z thrift consumers in Garut City and to describe the levels of Fear of Missing Out, Scarcity Marketing, Purchase Intention, and Impulse Buying among respondents.

The population in this study was all Generation Z thrift consumers in Garut City, whose exact number is unknown. The sample was determined using a non-probability sampling technique through a purposive sampling approach, which involves selecting samples based on certain criteria that align with the research objectives (Sugiyono, 2020). The respondent criteria for this study were Generation Z thrift consumers who reside in Garut City, are familiar with thrift products, and have purchased thrift products at least three times. Based on the Cochran formula, the minimum sample size required is 96 respondents. However, the data collected during the data collection process was 162 respondents, so the researcher used the entire sample of 162 respondents.

The data in this study consisted of primary and secondary data. Primary data were obtained directly from respondents through a questionnaire distributed using Google Forms, while secondary data came from books, journals, and other relevant scientific sources. The research instrument was constructed using a Likert scale with a range of values from 1 to 4, ranging from strongly disagree to strongly agree.

Furthermore, the data were analyzed using the Partial Least Squares (PLS) method with the assistance of SmartPLS 3.0 software, using outer and inner model testing to determine the relationships between the variables in the study (Ghozali, 2021).

RESULTS AND DISCUSSION

Data Analysis

The results of the study showed that 162 respondents had filled out the questionnaire distributed via Google Form. It was found that the majority of respondents were aged 18-22 years with a percentage of 55.6% compared to the percentage of 23-26 years old at only 37.2% and those aged > 26 years old at a percentage of 9.2%. With the dominant gender being women, namely 88 respondents and a percentage of 54.3%. And men as many as 74 respondents with a percentage of 45.7%. All respondents in this study were consumers who had purchased thrift products > 3 times.

Outer Model Analysis

This study applied the Partial Least Squares (PLS) method along with the Structural Esquation Model (SEM) technique to statistically test the research indicators. Prior to hypothesis testing, validity and reliability were assessed by examining factor loading values >0.70, Average Variance Extracted (AVE) >0.50, and Composite Reliability (CR) >0.70 (Ghozali, 2021; Sarwono, 2020). Additionally, Cronbach's Alpha was used as an additional measure with a minimum threshold of 0.70 (Sarwono, 2020). The measurement results are presented in the following table.

Table 1
Validity and Reliability Results

Variabel	Items	Factor Loading	Cronbach's Alpha	Composite Reliability	Avarage Varians Extraced
Fear of Missing Out (FOMO)	X1.1	0.793	0.878	0.908	0.622
	X1.2	0.830			
	X1.3	0.810			
	X1.4	0.775			
	X1.5	0.765			
	X1.6	0.757			
Scarcity Marketing	X2.3	0.745	0.834	0.882	0.600
	X2.6	0.778			
	X2.8	0.796			
	X2.9	0.757			
	X2.10	0.797			
Puchase Intention	M2	0.710	0.887	0.910	0.559
	M5	0.728			
	M6	0.730			
	M7	0.727			
	M9	0.756			
	M10	0.809			
	M11	0.751			
Impulse Buying	M12	0.764	0.899	0.919	0.586
	Y2	0.756			
	Y4	0.758			
	Y5	0.773			
	Y6	0.769			
	Y7	0.756			
	Y8	0.795			
	Y9	0.729			
	Y10	0.784			

Source: Primary Data Processing Results, 2026

Based on the Table 1, after eliminating indicators with factor loadings >0.70 , the model meets convergent validity requirements, with loading values ranging from 0.793 to 0.757 for the Fear of Missing Out variable, 0.745 to 0.797 for the Scarcity Marketing variable, 0.710 to 0.797 for Purchase Intention, and 0.756 to 0.784 for the Impulse Buying variable. These results indicate that the measurement model in this study has strong validity and supports the relationship between the latent variables.

Furthermore, all variables in this study demonstrated AVE values greater than 0.50, indicating that each variable met discriminant validity requirements. This indicates that the relationship between the indicators and the latent variables is strong, and the data obtained adequately describes the conditions of the research variables. The Composite Reliability and Cronbach's Alpha results each yielded values greater than 0.70. This indicates that the variables in this research model have a good level of reliability.

Inner Model Analysis

The R-Square value describes the extent to which the independent variables can explain the variation in the dependent variable. The higher the R-Square value, the stronger the relationship between the variables (Ghozali, 2021). The R-Square values obtained from the analysis are presented in Table 2. The table show proportion of variance in the dependent variables that can be explained by the independent variables in the research model.

Table 2
R-Square Value

	R-Square
Impulse Buying	0.748
Purchase Intention	0.674

Source: Primary Data Processing Results, 2026

The Table 2 shows that impulse buying has an R-squared value of 0.748, indicating that FOMO and scarcity marketing together explain 74.8% of impulse buying. Meanwhile, the R-squared value for purchase intention is 0.674, indicating that FOMO and scarcity marketing explain 67.4% of purchase intention.

The F-Square values is used to measure the relative effect size of the independent variables on the dependent variables. An F-Square value above 0,02 indicates a weak effects, a value of 0,15 indicates a moderate effect, and a value of 0,35 indicates a strong effect (Ghozali, 2021).

The F-Square values obtained from the analysis are presented in Table 3. The table illustrates the effect size of each independet variable on the dependent variables within the proposed research model.

Table 3
F-Square Results

	Fear Of Missing Out	Impulse Buying	Purchase Intention	Scarcity Marketing
Fear Of Missing Out		0.032	0.239	
Scarcity Marketing				
Impulse Buying		0.262		
Purchase Intention		0.177	0.386	

Source: Primary Data Processing Results, 2026

Based on the Table 3, the F-Square value is used to measure how much relative influence the independent variable has on the dependent variable. Fear Of Missing Out on Impulse Buying has an F-Square value of 0.032 which is classified as weak and on Impulse Buying with an F-Square value of 0.239 which is classified as moderate. For the Impulse Buying variable, a value of 0.262 is obtained which is classified as moderate. Purchase Intention has a moderate influence on Scarcity Marketing with a value of 0.177 which is classified as low and on Impulse Buying with a value of 0.386 which is classified as strong.

Overall, these findings explain that Scarcity Marketing and Purchase Intention contribute significantly in shaping Consumer Satisfaction which ultimately encourages an increase in Impulse Buying.

The Model Fit test is used to evaluate the extent to which the proposed model fit the analysed data. The criteria used to assess model fit include the NFI value, which should approach 1, and the SRMR value, which should be below 0,10 (Ghozali, 2021)

The results of the mModel Fit test obtained from the analysis are presented in Table 4, which shows the level of compatibility between the proposed research model and the empirical data

Table 4
Model Fit Results

	Saturated Model	Estimated Model
SRMR	0.061	0.061
d_ULS	1.423	1.423
d_G	0.748	0.748
Chi-Square	636.265	636.265
NFI	0,780	0,780

Source: Primary Data Processing Results, 2026

Based on the results on Table 4, the SRMR value is 0.061, which meets the criteria and indicates that the model can be considered a good fit. However, the NFI value of 0.780 indicates that the research model is quite good. However, because the SRMR value meets the requirements, the model in this study is still considered feasible and appropriate overall.

The Q-Square value is used to evaluate the predictive relevances and quality of the research model. A Q-Square value greater than 0 indicates that the model has predictive relevances, while a value closer to 1 indicates a higher level of predictive accuracy (Ghozali, 2021).

The Q-Square values obtained from the analysis are presented in Table 5, which illustrate the predictive capability of the proposed research model

Table 5
Q-Square Results

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Fear Of Missing Out	972.000	972.000	
Impulse Buying	1296.000	743.445	0.426

Purchase Intention	1296.000	818.664	0.368
Scarcity Marketing	810.000	810.000	

Source: Primary Data Processing Results, 2026

The Table 5 shows that the resulting Q-Square value must be greater than 0, indicating good model-relevant predictions for the variables and meeting the specified requirements.

Hypothesis Testing

The analysis results demonstrate that hypothesis testing is conducted by evaluating the p-value or t-statistic results. The hypothesis is accepted if the p-value is <0.05 or if the t-statistic is greater than the t-table value of 1.65. T-statistic testing is performed using bootstrapping (Sarwono, 2020). To Measure the strength of ther relationships between construct and test the research hypoteses, booystrapping anlysis was performed. The bootstrapping results indicate the significance the relationships between variables through the values of the path coefficients, t-statistics, and p-values. The direct effects between variabels are presented in Table 6, while the indirect effect involving the mediating variable are presented in Table 7.

Table 6
Direct Effects

	Hypothesis	Standard Deviation (STDEV)	T Statistiks (O/STDEV)	P Values	Information
Fear Of Missing Out -> Impulse Buying	H1	0.072	1.932	0.054	Rejected
Fear Of Missing Out -> Purchase Intention	H2	0.102	3.831	0.000	Accepted
Purchase Intention -> Impulse Buying	H3	0.082	5.491	0.000	Accepted
Scarcity Marketing -> Impulse Buying	H4	0.078	4.462	0.000	Accepted
Scarcity Marketing -> Purchase Intention	H5	0.108	4.586	0.000	Accepted

Source: Primary Data Processing Results, 2026

Table 7
Indirect Effects

	Hypothesis	Standard Deviation (STDEV)	T Statistiks (O/STDEV)	P Values	Information
Fear Of Missing Out -> Purchase Intention-> Impulse Buying	H6	0.052	3.397	0.001	Accepted
Scarcity Marketing -> Purchase Intention -> Impulse Buying	H7	0.071	3.139	0.002	Accepted

Source: Primary Data Processing Results, 2026

Measuring the significance of the relationship between variables in hypothesis testing can be done by looking at the P-Value $< \alpha$ (0.05), then H_0 is rejected and H_1 is accepted. In this case, with a 95% confidence level and a significance level of 10% or 0.01.

Fear of Missing Out on Impulse Buying

The test results showed that Fear of Missing Out had no effect on impulse buying. This suggests that Generation Z, who are thrifting consumers, particularly in Garut City, do not fully make impulse purchases due to a fear of missing out on trends, information, and popular activities in their social circles. Furthermore, Wegmann et al. (2017) explain that FOMO is related to a tendency toward loneliness, social anxiety, and a preference for using online communication to meet individual social needs. However, in this study, these anxieties were not strong enough to influence thrifting consumers' impulsive buying behavior. This may occur because Generation Z consumers prioritize aspects of need, price, product quality, and the benefits of using thrifting products rather than simply following trends on social media. Psychologically, this occurs through a cognitive mechanism where social anxiety is processed into purchase intention before manifesting in impulsive purchases due to a conflict between cognitive (rational) and affective (emotional) factors (Verplanken & Herabadi, 2001).

Furthermore, the temporary dimension of State FOMO and trait FOMO, which are innate tendencies, do not directly drive consumers to make spontaneous purchases. Therefore, Fear of Missing Out is not a primary factor in the formation of impulse buying among thrifting consumers in Garut City. This finding aligns with the results of research conducted by Pattiasina et al. (2024), which showed that Fear of Missing Out (FOMO) does not directly impact impulse buying.

The Influence of Scarcity Marketing on Impulse Buying

The test results showed that scarcity marketing influences impulse buying among Generation Z thrifting consumers in Garut City. This indicates that marketing strategies that emphasize product limitations, both in terms of quantity and time, can encourage consumers to make spontaneous purchases without prior planning. Consumers perceive opportunities as lost if they don't act, urgency increases when there is a time limit, the offer is perceived as more valuable due to time constraints, impulsive responses emerge when there is a countdown or deadline, and purchasing decisions are made more quickly and less thoughtfully. Psychologically, the perception of scarcity triggers emotional and cognitive responses that accelerate decision-making, including increased urgency (time pressure), fear of missing out (fear of loss), and an increase in the subjective value of the product (perceived value). Loss aversion and the urge to act immediately drive Generation Z consumers to respond more impulsively when they see countdowns, time limits, or low-stock notifications (Aeni et al., 2025).

This finding aligns with the Scarcity Marketing theory by Cengiz & Şenel (2024), which suggests that perceptions of limited quantity scarcity and limited time scarcity can increase a product's value and trigger impulse buying. In this study, the Limited Time Scarcity dimension appears to be more dominant, as consumers feel more impulsive when there are time limits, countdowns, or deadlines on thrifting product offers. This is supported by research by Zhang et al. (2022), which shows that product scarcity can influence consumers' psychological state and encourage impulse buying. Therefore, the more scarcity marketing strategies applied to thrifting products, the higher the consumer's tendency to make impulse purchases.

The Influence of Fear of Missing Out on Purchase Intention

This study found that Fear of Missing Out influences Purchase Intention among Generation Z thrifting consumers in Garut City. This indicates that the greater the fear of missing out on trends, experiences, and popular information in the social environment, the higher the consumer's interest in purchasing thrifting products. Consumers tend to be compelled to follow emerging trends on social media to avoid feeling left behind in their social environment, leading to a desire to seek product information, consider products as primary choices, and ultimately become ready to make a purchase. In this study, Purchase Intention acts as an intervening variable that bridges the influence of Fear of Missing Out on Impulse Buying. Psychologically, FOMO is social anxiety that arises when individuals feel isolated or worried about missing out on opportunities to participate in activities, experiences, or trends that are popular among their peers. This state of anxiety triggers a reconnection motivation to avoid feeling isolated from their social environment. This leads to a desire to seek product information, consider the product as a primary choice, and ultimately become ready to make a purchase (Abbas et al., 2025).

The results of this study also align with the theory of Wegmann et al. (2017), which states that FOMO is related to an individual's tendency to stay connected to online media to fulfill social needs and reduce the fear of missing out on others' experiences. In the context of this study, Generation Z thrifting consumers, who are frequently exposed to fashion trends, product recommendations, and purchasing activities on social media, tend to have a greater urge to follow these trends. This condition then gives rise to Purchase Intention, or interest in buying thrifting products, because consumers feel the need to own popular products to remain connected to their social environment.

The Influence of Scarcity Marketing on Purchase Intention

The test results showed that scarcity marketing influences purchase intention among Generation Z thrifting consumers in Garut City. This indicates that a marketing strategy that emphasizes the limited availability of thrifting products. Consumers tend to perceive products that are difficult to obtain or available in limited quantities as having higher value than products that are readily available. Psychologically, the perception of scarcity triggers a different cognitive evaluation process. When individuals encounter something psychologically close, they process information more concretely and emotionally, resulting in faster decisions (Maulana, 2023)

The results of this study align with Cialdini (2009) theory of scarcity marketing, which explains that scarcity can increase the perceived value of a product because consumers perceive it as exclusive and difficult to obtain. Furthermore, Cengiz & Şenel (2024) explain that the perception of limited quantity scarcity and limited time scarcity can increase consumer interest in a product. In this study, thrifting consumers tended to have higher purchase intention when products were perceived as limited and potentially out of stock. Therefore, scarcity marketing strategies can create a psychological boost that strengthens consumer purchasing interest in thrifting products. This finding is supported by research conducted by Heriyanto et al. (2021) which states that scarcity marketing has a positive influence on purchase intention.

The Influence of Purchase Intention on Impulse Buying

Research results show that purchase intention influences impulse buying among Generation Z thrifting consumers in Garut City. This finding indicates that consumers who already have an interest or intention to purchase thrifting products are more likely to

make spontaneous purchases. When consumers find a product they deem attractive, rare, or in line with their preferences, their pre-existing purchase intention can transform into a quick purchase decision without much consideration. These research findings align with Ferdinand (2002) Purchase Intention theory, which explains that purchase intention is a form of consumer mental readiness and a reflection of their purchase plan for a product. The purchase intention formed within consumers forms the basis for actual purchase actions. Furthermore, these research findings also relate to Verplanken & Herabadi (2001) Impulse Buying theory, which states that impulsive buying is influenced by both affective and cognitive dimensions.

Psychologically, impulsive buying occurs due to emotional (affective) drives and limited emotional regulation abilities. Once a purchase intention has been formed, consumers experience increased emotional arousal, making them more susceptible to impulsive purchases without careful consideration. Research (Hariyanto et al., 2025) shows that difficulty regulating emotions significantly influences impulsive buying behavior in Generation Z. This means that the more difficult it is for an individual to regulate their emotions, the higher the tendency to make impulsive purchases. On the affective dimension, consumers experience emotional urges and a spontaneous desire to immediately purchase a product for immediate gratification. Meanwhile, on the cognitive dimension, consumers tend to ignore rational considerations and make purchases without careful planning. In the context of this research, pre-formed purchase intentions make consumers more susceptible to emotional urges and reduce rational considerations when encountering attractive thrifting products, thus encouraging impulse buying.

The Influence of Fear of Missing Out on Impulse Buying through Purchase Intention

The test results showed that Fear of Missing Out influences impulse buying through purchase intention among Generation Z thrifting consumers in Garut City. This indicates that the fear of missing out on popular trends, experiences, and information can increase consumer purchasing interest, which then leads to impulsive buying. Consumers who are frequently exposed to thrifting trends on social media tend to have a desire to follow these trends to avoid feeling left behind in their social environment. This desire first triggers purchase intention, which then develops into spontaneous buying when consumers find products they deem interesting, unique, or in high demand.

Psychologically, Purchase Intention functions as a cognitive prerequisite that prepares consumers for action. According to (Ajzen, 1991), according to the Theory of Planning and Behavior (TPB), purchase intention is the closest predictor of actual behavior because intention reflects the motivational readiness to take action. In this context, when Purchase Intention has been formed (due to FOMO or Scarcity Marketing), consumers are in a psychological state of readiness to act. Therefore, when an external trigger (attractive product, discount, low stock) occurs, the transition from intention to impulsive action becomes easier and faster (Abbas et al., 2025b).

The results of this study align with the Fear of Missing Out theory by Wegmann et al. (2017), which explains that individuals with high levels of FOMO tend to stay connected online to fulfill social needs and avoid feeling left behind. Exposure to information about thrifting trends, product recommendations, and other people's purchasing experiences on social media can increase consumer interest in a particular product. This condition then forms Purchase Intention, as explained by Ferdinand (2002), who states that purchase intention is a consumer's mental readiness to purchase a product. When this purchase intention is strong, consumers are more easily driven to make impulse purchases. This also aligns with the theory of Verplanken & Herabadi

(2001), which states that impulsive buying is influenced by emotional drives and a lack of rational consideration. Thus, it can be seen that Purchase Intention acts as an intervening variable that strengthens the influence of Fear of Missing on Impulse Buying in Generation Z thrifting consumers.

The Influence of Scarcity Marketing on Impulse Buying through Purchase Intention

The test results showed that scarcity marketing influences impulse buying through purchase intention among Generation Z thrifting consumers in Garut City. This indicates that scarcity-based marketing strategies can initially increase consumer purchase intention, then encourage impulse buying. When consumers see thrifting products with limited stock or limited-time offers, they tend to desire the product immediately before the opportunity is lost. This desire forms purchase intention, which then develops into a spontaneous purchase decision without much consideration. For thrifting products, this condition is further strengthened by the unique characteristics of the product and its scarcity, which makes consumers feel compelled to make a purchase immediately.

Psychologically, the emergence of FOMO accelerates the transition from intention to action because Generation Z consumers fear missing out on popular trends on social media. Furthermore, shopping emotion (positive emotions while shopping) strengthens the urge to buy impulsively when the shopping experience is enjoyable. Positive emotions have also been shown to mediate the influence of hedonic and promotional motivations on impulse buying, meaning positive emotions reduce rational considerations and encourage instant decisions (Khairunnisa et al., 2026).

The results of this study align with Cialdini (2009) theory of scarcity marketing, which explains that scarcity can create a high perceived value of an opportunity. Furthermore, Cengiz & Şenel (2024) also explain that limited product quantities and offering times can increase consumer interest in a product. In this study, the perception of scarcity gives rise to purchase intention, as explained by Ferdinand (2002) which is a form of consumer mental readiness to make a purchase. When this purchase intention is strong, consumers are more easily driven to make impulse buying, consistent with the theory of Verplanken & Herabadi (2001) which states that impulsive buying occurs due to emotional drives and minimal rational considerations. Thus, purchase intention acts as an intervening variable that strengthens the influence of scarcity marketing on impulse buying among Generation Z thrifting consumers in Garut City.

CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that Fear of Missing Out (FoMO), Scarcity Marketing, Purchase Intention, and Impulse Buying among Generation Z thrifting consumers in Garut City are in the good category. This finding indicates that the fear of missing out (FOMO) does not immediately lead to spontaneous purchases, but rather first forms a purchase intention that drives impulse buying behavior. This indicates that FOMO works through a cognitive mechanism where social anxiety is first processed into purchase intention before manifesting in an impulsive purchase. Psychologically, this indicates that Generation Z consumers do not make impulse buying blindly, but rather through a thought process where the fear of missing out turns into a purchase intention that then drives a spontaneous purchase decision.

Furthermore, Scarcity Marketing triggers consumer purchase interest, which then manifests in impulsive purchases. This indicates that Scarcity Marketing does not directly encourage spontaneous purchases but through the process of forming purchase intention first. The implications of this study indicate that thrifting businesses need to optimize

scarcity marketing strategies and social media promotions to increase purchasing interest among Generation Z consumers. Furthermore, businesses need to maintain product quality, information transparency, and service to create customer satisfaction and loyalty.

For future researchers, it is recommended to expand the scope of the study and add other variables such as Social Influence, Perceived Value and Brand Trust. These variables are important to examine because social influence can explain the role of other in shaping consumer decisions, perceived value reflects consumer's evaluation of the benefits obtained from thrift products, and brand trust can influence consumer's confidence in making purchasing decision.

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