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Fear of Missing Out and e-WOM as Drivers of Impulsive Buying: Evidence from Muslim Gen Z's Purchase Intentions on TikTok in Support of the SDGs

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Abstract

Objective: This study examines the influence of Fear of Missing Out (FOMO) and Electronic Word of Mouth (e-WOM) on Impulsive Buying behavior among Generation Z, with Purchase Intention serving as a mediating variable. It also evaluates the implications of these relationships for sustainable consumption in support of SDG 12 and SDG 8. **Theoretical framework**: The research is grounded in consumer behavior theory, stimulus–organism–response (S–O–R) theory, and social influence theory, which explain how emotional and informational stimuli shape purchase intentions and impulsive buying decisions in digital commerce. **Literature review**: Previous studies have established that FOMO and e-WOM significantly influence online purchasing behavior. However, empirical findings remain inconsistent regarding their direct effects on impulsive buying, while the mediating role of Purchase Intention has received limited attention, particularly among Muslim Generation Z consumers in social commerce environments. **Methods**: A quantitative research design was employed using an online survey involving 212 respondents selected through accidental sampling. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS to evaluate both direct and indirect relationships among the proposed constructs. **Results**: The findings indicate that FOMO significantly influences both Purchase Intention and Impulsive Buying. In contrast, e-WOM has a positive and significant effect on Purchase Intention but does not directly affect Impulsive Buying. Purchase Intention positively influences Impulsive Buying and partially mediates the relationships between FOMO, e-WOM, and Impulsive Buying, although the mediation effect is relatively weak. **Implications**: The findings provide practical insights for e-commerce platforms, digital marketers, and policymakers to develop responsible marketing strategies that reduce emotionally driven purchasing behavior while supporting sustainable consumption and economic development aligned with SDG 12 and SDG 8. **Novelty**: This study contributes by integrating FOMO, e-WOM, Purchase Intention, and Impulsive Buying into a single SEM-PLS model while highlighting the mediating role of Purchase Intention among Muslim Generation Z consumers within the context of digital commerce and sustainable development.

Keywords: fear of missing out (fomo), electronic word of mouth (e-wom), purchase intention, impulsive buying, sdgs.

INTRODUCTION

Digital transformation has transformed the landscape of consumer behavior, with e-commerce and social media emerging as the primary means for social communication and business transactions [1]. The development of information and communication technology has brought major changes to various aspects of human life, including the way we interact and access information [2]. The digital revolution marked by the internet and social media has changed the behavior pattern of society from the conventional system to the all-digital era [3]. This digital transformation also plays an important role in shaping modern consumer behavior. Based on data from the Ministry of Communication and Digital (Komdigi), internet and social media users in Indonesia have reached 221 million, equivalent to 79.5% of the total population of Indonesia. Referring to information from the Population Census released by the Central Statistics Agency on the GoodStats website (2023), Indonesia's population is dominated by Generation Z, namely those born between 1997 and 2012, which amounts to around 74.93 million people or 27.94% of the total population. E-commerce users are dominated by the younger generation known as Gen Z, which is around 68%. Based on populix research, the highest intensity of online shopping is in the age groups of 18-21 years (35%) and 22-28 years (33%).

Based on data from We Are Social (2021) in Mahena et., al, 2025, Indonesia is one of the countries with a high level of e-commerce usage, reaching 88.1% of the total population [4]. According to data from Databoks (2024), Indonesia occupies the second position after the United States which has the widest reach of TikTok ads. This shows a significant shift from traditional shopping to online shopping, where platforms like TikTok are in high demand, especially by Generation Z who are active users of social media and e-commerce [5]. The phenomenon of impulse buying, which is characterized as an unplanned purchase action, is on the rise among Gen Z, a generation born amid technological and social media advancements [6]. The urgency of this research arises from the possible negative consequences of uncontrolled impulse buying [7]. Therefore, it is very necessary to have a deep understanding of the factors that drive impulsive buying among Gen Z Muslims, especially on the TikTok platform. This is crucial not only to create a more efficient marketing strategy, but also to improve financial literacy in order to manage excessive consumption behavior.

In the context of global development, the phenomenon of Impulsive Buying in the digital era can also be seen through the perspective of the Sustainable Development Goals (SDGs). The consumption behavior of the younger generation, especially Gen Z Muslims as the dominant demographic group in Indonesia, has a role in determining the direction of consumption patterns in the future. Impulsive Buying Behavior triggered by FOMO and e-WOM has the potential to encourage unplanned and excessive consumption so that in the long run it has an impact on individual financial imbalances. From the perspective of SDGs 12 (Responsible Consumption and Production), understanding the psychological and social factors that drive impulsive behavior is crucial to design educational interventions both through digital literacy and financial literacy, in order to create more rational and sustainability-oriented consumers. In addition, digital developments such as TikTok are related to SDGs 8 (Decent Work and Economic Growth) [8]. Digital platforms are not only a space for consumption, but also open up opportunities for digital entrepreneurship, as well as technology-based economic growth. Nevertheless, the growth of the digital economy needs to be balanced with ethical and non-exploratory marketing practices against consumers' psychological vulnerabilities, including the phenomenon of FOMO which can amplify social pressure in purchasing decision-making.

The selection of Gen Z Muslims as research subjects is based on the unique characteristics of this group that grew up in the digital age while also having religious values that influence their consumption behavior [4]. Gen Z is known to be a very vulnerable group to the influence of social media and digital trends, including the phenomenon of Fear of Missing Out (FOMO) which is the fear of falling behind a trending trend [9]. TikTok as a social media platform that is in great demand by Generation Z, provides a unique experience of interactive features and highly personalized short video content, offering a shopping experience that is different from other e-commerce platforms [10]. TikTok combines elements of entertainment and shopping very well, creating an atmosphere that favors impulsive buying [11]. TikTok-generated content, including product reviews and recommendations, has a significant impact on purchasing decisions [10]. In addition, frequently appearing features such as "Flash Sale" and "Limited Edition" on TikTok further increase the urge to buy out of the blue. The focus on Gen Z Muslims adds a different cultural and ethical dimension than previous research, as religious values can influence the influence of FOMO and Electronic Word of Mouth (e-WOM) on Gen Z Muslims' impulsive buying intentions.

The main variables in this study are FOMO, e-WOM and Impulsive Buying which are measured through Purchase Intention. FOMO is a psychological factor that motivates individuals to stay connected and follow trends so as not to feel isolated, which ultimately increases the tendency to make impulsive buying [12], [13]. Continuous exposure to other people's activities through social media can trigger the desire to buy products immediately to stay relevant to existing trends [14]. e-WOM is a positive review and recommendation from other users on platforms such as TikTok that plays an important role in shaping consumer perception and trust in a product, which in turn influences quick purchase decisions [11]. The interaction between FOMO and e-WOM creates significant social pressure and emotional drive, thereby reinforcing impulse buying behavior among TikTok users from Gen Z Muslims [15].

The gap in this study lies in the lack of a comprehensive understanding of the interaction between Fear of Missing Out (FOMO) and Electronic Word of Mouth (e-WOM) as a driver of impulsive buying among Gen Z Muslims on TikTok. Previous research has extensively discussed the influence of FOMO on impulsive buying [16]–[18] and the role of e-WOM in influencing purchasing decisions [19], [20], but have not integrated the two variables simultaneously in this specific demographic and platform context. The novelty of this study is the development of a theoretical model that simultaneously integrates the influence of FOMO and e-WOM on impulsive buying with purchase intention as a mediator in the context of Gen Z Muslim TikTok users. The benefit of this research is that it provides important insights for marketers and e-commerce platforms in designing more ethical and effective communication strategies to reach Gen Z Muslims, as well as being a foundation for more relevant financial literacy programs to help Gen Z manage their consumption patterns. The main objective of this study was to empirically analyze the influence of FOMO and e-WOM on impulsive buying among Gen Z Muslims on TikTok, as well as identify the practical and theoretical implications that result.

LITERATURE REVIEW

Fear of Missing Out Influence Purchase Intention

Fear of Missing Out (FOMO) is a psychological condition that arises due to the lack of fulfillment of basic needs such as ability, independence, and social interaction, encouraging individuals to stay connected to social activities through digital platforms [9]. A new concept of Fear of Missing Out is as an individual tendency, where a person feels anxious about missing out on a product or not engaging in activities that are being discussed [21]. Excessive use of social media can lead to addiction, especially when individuals with low levels of subjective well-being often make social comparisons, particularly regarding ability, which then triggers FOMO behaviors [22].

The findings also show that individuals who experience FOMO tend to be more active and motivated to seek out and share information that influences their purchasing decisions [23]. Several previous studies have found that FOMO has a positive influence on Purchase Intention, where FOMO behavior has been shown to encourage a person to make a purchase caused by fear of missing out on a trending trend that is being discussed [24], [25].
H1: FOMO has a positive and significant effect on Purchase Intention.

e-WOM Influence Purchase Intention

Electronic Word of Mouth (e-WOM) is a phenomenon where consumers use digital platforms such as social media, review sites, and forums to share experiences, views, and positive recommendations about products, brands or services with others online [14]. e-

WOM has become an important factor in influencing consumer behavior, including consumer purchase intention driven by consumer perception and trust in a product because The information received comes from fellow users and is considered more objective [6]. In today's digital era, social media platforms and online review sites are increasing in popularity. As a result, Electronic Word of Mouth (e-WOM) has become a strong influence in the purchasing decision-making process [11].

Lu et al., 2014, in their research, emphasized the importance of source credibility and content relevance to the effectiveness of e-WOM. In addition, social interaction and consumer participation on such platforms can strengthen its influence on purchase intention [26]. Kumar et al., 2016, also highlight how content generated by users and influencers on social media can speed up the decision-making process in purchasing [27]. e-WOM strengthens brand trust and loyalty, and plays an important role in shaping Purchase Intention among Gen Z [28]. Consumers tend to trust e-WOM because it is considered more objective than advertising from the brand or company itself [29]. Reviews and recommendations made by consumers before, significantly affect purchase intention, where e-WOM is the main source of reference for potential consumers in purchasing decisions [10], [19], [20]. In addition, e-WOM also strengthens trust which then encourages consumer buying interest.

H2: e-WOM has a positive and significant effect on Purchase Intention

Purchase Intention Influence Impulsive Buying

Purchase Intention is a tendency or readiness to buy a product or service within a certain period of time [30]. Purchase Intention is defined as the encouragement or desire of consumers to make a purchase after being exposed to digital marketing stimulus [19]. In the context of social commerce, Purchase Intention is influenced by trust, perceived usability, social influence, e-WOM and affective factors [31]. Zhang & Benyoucef, (2016) in their study found that social interaction as well as customized content can increase Purchase Intention [32]. Research conducted by Ngo et al., (2024) also emphasizes the important role of emotional and cognitive aspects in shaping buying intent [31].

In the context of modern shopping, Purchase Intention not only results in a planned purchase, but can also encourage impulsive behavior. Several studies have found that Purchase Intention has a positive effect on Impulsive Buying behavior [33]. This shows that the higher the consumer's purchase intention for a product, the greater the likelihood of Impulsive Buying when consumers are exposed to a promotional stimulus or certain emotional situation. Purchase Intention is also known to mediate the relationship between dependent variables and independent variables [34].

H3: Purchase Intention has a Positive and significant effect on Impulsive Buying

Fear of Missing Out Influence Impulsive Buying

Impulsive Buying is defined as the act of buying that is carried out suddenly without prior planning, usually influenced by emotional and situational factors [35]. In the context of digital and social media such as TikTok, the phenomenon of Impulsive Buying is increasing due to ease of access, visual stimulation, and large social impact [36]. Content Marketing and Fear of Missing Out (FOMO) also trigger Impulsive Buying behavior which often leads to Post Purchase Regret [17]. FOMO encourages consumers to make quick decisions without much consideration [12]. Impulsive Buying can be triggered by the FOMO factor, where when a person feels that they may miss out on the opportunity to get a trending product or service, this feeling of FOMO can encourage them to make a purchase without considering the needs, priorities, or financial implications of the decision [7]. Fear of Missing Out (FOMO) is known to increase emotional distress and inhibit cognitive control thereby encouraging individuals to buy without thinking long [37]. The higher the level of FOMO a person feels, the more likely they are to make impulsive buying [17].

H4: FOMO has a positive and significant effect on Impulsive Buying

e-WOM Influence Impulsive Buying

In the context of impusive buying behavior, the influence of e-WOM is not always significant. Impulsive buying is essentially a spontaneous action that occurs without planning and is influenced more by individual emotional, situational, and internal impulse factors than rational considerations arising from external information such as e-WOM. Electronic Word of Mouth (e-WOM) has no significant influence on impulse buying behavior. The influence of e-WOM is more dominant in influencing consumers' purchase intentions or attitudes rationally, rather than on spontaneous purchases that are emotional [38], [39].

H5: e-WOM has no positive and significant effect on Impulsive Buying

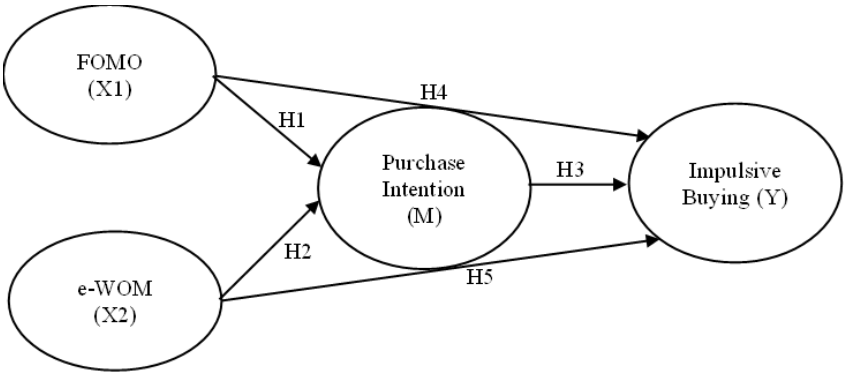

Figure 1. Conceptual Framework
Source: Data Processed

METHODOLOGY

This study uses an online survey as a data collection method using the Accidental Sampling Technique to get respondents who meet the required criteria, namely Gen Z Muslim, aged 17 to 27 years and have used TikTok Shop at least 1 time. The survey was distributed via social media using Google Forms for 1 month (30 days), starting from September 18, 2025 to October 18, 2025. Since the population is considered unlimited, the sample size was determined to be 212 respondents. According to Crocker and Algina, it is stated that for the stability of information, a minimum of 200 respondents is needed (Crocker & Algina 1986, in [40]. This study aims to find out Fear of Missing Out (FOMO) and Electronic Word of Mouth (e-WOM) as drivers of Impulsive Buying behavior as evidenced by Purchase Intention in Gen Z Muslim TikTok Shop users. The method used is Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The collected data is analyzed using SmartPLS. This analysis allows researchers to assess the reliability and validity of constructs, as well as the causal relationships between variables. This approach was chosen to examine the complex relationships between these variables and test the strength and direction of consumer influence. The variables in this study were measured using a 5-point Likert scale, ranging from "Strongly Agree" (5) to "Strongly Disagree" (1). This study examines the relationship between key variables in consumer behavior, namely Fear of Missing Out (FOMO), Electronic Word of Mouth (e-WOM), Purchase Intention and Impulsive Buying. This research process begins with validity and reliability tests, which are carried out to ensure that the survey instrument is reliable and accurate in measuring each variable.

The survey instruments used in this study are based on previous studies. References from previous research were used to build and validate the scale used. This research has four key variables in consumer behavior. Fear of Missing Out (X1) is defined as anxiety when a person feels left behind by experiences or activities undertaken by others [4], [9], [21], [22]. Electronic Word of Mouth (X2) is defined as a form of indirect marketing communication that influences Decisions through reviews, comments or recommendations of other users [6],

[11]. Purchase Intention (M) is defined as the encouragement or desire of consumers to make a purchase after being exposed to a digital marketing stimulus [10], [19]. And Impulsive Buying (Y) is defined as the act of buying that is carried out suddenly without prior planning, usually influenced by emotional and situational factors [17], [41].

RESULTS AND DISCUSSIONS

Table 1. Demographic Characteristic (n=212)

No.	Demographic Characteristic		Frequency	Precentage
1	Gender	Male	55	26%
		Female	157	74%
2	Age	17-20 Years	56	26%
		21-24 Years	117	55%
		25-28 Years	39	18%
3	Employment	College Students	129	61%
		Enterpreneur	20	9%
		Civil Servant	4	2%
		Private Employees	40	19%
		Influencer	4	2%
		Students	2	1%
		Etc	13	6%
4	Income	< Rp.500.000	37	17%
		Rp.500.001-Rp.1.000.000	47	22%
		Rp.1.000.001-Rp.2.000.000	50	24%
		Rp.2.000.001-Rp.3.000.000	42	20%
		> Rp. 3.000.000	36	17%
5	Domicile	East Java	82	39%
		West Java	49	23%
		Central Java	27	13%
		Jakarta	23	11%
		D.I Yogyakarta	13	6%
		Bali	8	4%
		East Kalimantan	1	0%
		South Kalimantan	3	1%
		etc	6	3%
6	Shopping Frequency on TikTok Shop	1 times	49	23%
		2-3 times	108	51%
		4-5 times	31	15%
		etc	24	11%

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7	Frequently Purchase Products on TikTok Shop	Fashion	107	50%
		Skincare/Cosmetics	62	29%
		Household appliances	13	6%
		Food/Beverage	21	10%
		etc	etc	4%

Respondent Characteristics

The characteristics of the respondents in this study included demographic factors such as gender, age, occupation, income, domicile, frequency of shopping at TikTok Shop in a month and products often purchased through TikTok Shop. These demographic details are important to ensure relevance between the research population and the research objectives. The focus of this research is Gen Z Muslims in Indonesia. The total number of respondents is 212 with the majority of female respondents aged 21-24 years. Table 2 shows that the category of respondents by gender is dominated by women with a total of 157 people (74%) of the total respondents, namely 212 people, while the male gender is 55 people (26%). The age of the respondents was dominated by Gen Z with an age range of 21-24 years with a total of 117 people (55%), followed by 56 people (26%) aged 17-20 years (26%), while for 25-28 years old it was 39 people (18%). Most of the respondents were students with a total of 129 people (61%), then Private Employees with a total of 40 people (19%), Entrepreneurs with a total of 20 people (9%). The highest income is Rp. 1,000,001-Rp. 2,000,000 per month (24%) with a domicile in East Java, representing 39% of the total respondents. 108 respondents (51%) shop online through TikTok Shop 2-3 times a month with the most popular products being Fashion products with a total of 107 people (50%) of the total respondents. This demographic data is a basic screening to find out the characteristics of respondents. All of these respondents are from Generation Z Muslims who use TikTok Shop.

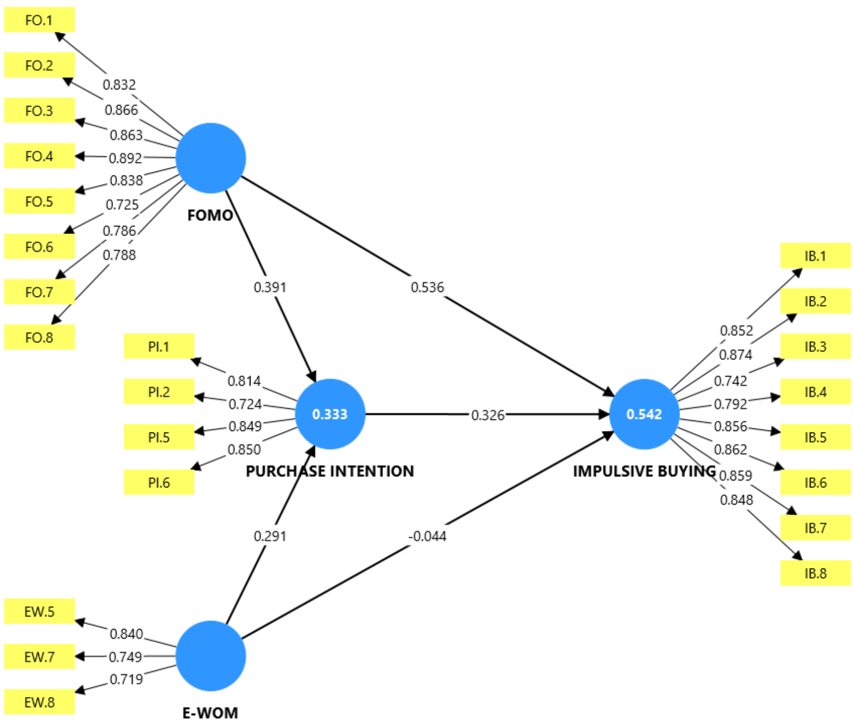

Figure 2. Path Model
Source: Data processing result in SmartPLS

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Table 2. Reability and Validity Test

No.	Variabel	Item Pengukuran	Outer Loading	Cronbach's Alpha	Composite Reability	AVE
1	FOMO	FO.1	0.832	0.932	0.944	0.681
		FO.2	0.866			
		FO.3	0.863			
		FO.4	0.892			
		FO.5	0.838			
		FO.6	0.725			
		FO.7	0.786			
		FO.8	0.788			
2	e-WOM	EW.5	0.840	0.674	0.814	0.594
		EW. 7	0.749			
		EW. 8	0.719			
3	Purchase Intention	PI.1	0.814	0.825	0.884	0.657
		PI.2	0.724			
		PI.5	0.849			
		PI.6	0.850			
4	Impulsive Buying	IB.1	0.852	0.938	0.949	0.700
		IB.2	0.874			
		IB.3	0.742			
		IB.4	0.792			
		IB.5	0.856			
		IB.6	0.862			
		IB.7	0.859			
		IB.8	0.848			

Based on the results of the Reability and Validity Test in table 3, it can be seen that all research constructs, namely e-WOM, FOMO, Impulsive Buying and Purchase Intention have met the criteria of good validity and reliability. The Outer Loading value on the entire indicator is above the threshold value of 0.70, which indicates that each measurement item has a strong contribution. Among all the measurement items, there are some less satisfactory items such as EW.8 (0.719) and FO.6 (0.725), but both items are still acceptable because they > 0.70. In addition, the AVE value in each construct also showed satisfactory results, namely, e-WOM (0.594), FOMO (0.681), Impulsive Buying (0.700) and Purchase Intention (0.657). The entire AVE value > 0.50, which means that each construct is able to explain more than 50% of the variance of its indicators.

The reliability test was carried out through two measurements, namely Cronbach's Alpha and Composite Reability. In table 3, it is known that Cronbach's Alpha values for all variables range from 0.674–0.938. Based on the criteria of Hair et al (2019), the > value of 0.70 indicates good reliability [42]. Thus, based on the results in table 3, all variables in Cronbach's Alpha are declared realistic. In addition, the Composite Reability value also showed high results, namely e-WOM (0.814), FOMO (0.944), Impulsive Buying (0.949) and Purchase Intention (0.884). So it is known that the entire Composite Reability value > 0.70, which means that the entire construct has good internal consistency.

Based on the results of the Validity and Reability Test, it can be concluded that all variables in this study have met valid and realistic criteria, which means that all indicators used can accurately measure the research construct.

Table 3. R-Square

No.		R-square	R-square adjusted
1	Impulsive buying	0.537	0.530
2	Purchase Intention	0.317	0.311

Based on the results of R-Square in the table, it is known that the R-Square value in Impulsive Buying is 0.537, which means that 53.7% of the variation in Impulsive Buying can be explained by independent variables, namely FOMO and e-WOM, while the other 46.3% is explained by other factors outside the research model. An R-Square Adjusted value of 0.530 indicates that this model has a good level of stability. Furthermore, the value of the Purchase Intention variable is 0.317, which means that the 31.7% variation of Purchase Intention in consumers can be explained by independent variables such as FOMO and e-WOM. The other 68.3% were influenced by factors outside the model. The R-Square Adjusted value of 0.311 has a relatively small difference with the R-Square value, so it can be said that this model has a good level of consistency.

Table 4. Hypothesis Test

No.	Hipotesis		Path Coefficient	P-Value	T-Statistic
1	H1	FOMO to Purchase Intention	0.391	0.000	0.638
2	H2	e-WOM to Purchase Intention	0.291	0.000	3.850
3	H3	Purchase Intention to Impulsive Buying	0.326	0.000	9.977
4	H4	FOMO to Impulsive Buying	0.536	0.000	6.143
5	H5	e-WOM to Impulsive Buying	-0.044	0.524	4.605

Based on the results of the hypothesis test in table 4, it was found that H1, the influence of FOMO on Purchase Intention is known to have a positive and significant effect, where the Path Coefficient value in the hypothesis is 0.391 with a P-Value of 0.000 (< 0.05). This indicates that psychological factors such as Fear of Missing Out (FOMO) can encourage individuals to buy products that are currently popular so as not to fall behind the trend. Furthermore, hypothesis 2 (H2) with a Path Coefficient value of 0.291 and a P-Value of 0.000 (< 0.05), thus showing that e-WOM has a positive and significant effect on Purchase Intention. This means that the more positive information received by consumers through e-WOM, the higher the consumer's purchase intention for a product. It is known that the Path Coefficient value in hypothesis 3 (H3) is 0.326 with a P-Value of 0.000 (< 0.05) indicating that Purchase Intention has a positive and significant effect on Impulsive Buying. H3 accepted. The higher the purchase intention of consumers, the greater their tendency to make impulsive buying. The next hypothesis is H4, the influence of FOMO on Impulsive Buying is known to have a positive and significant effect with a Path Coefficient value of 0.536 with a P-Value of 0.000 (< 0.05). these results indicate that FOMO directly encourages individuals to make an immediate purchase without planning. This phenomenon is common in social media consumers who are driven by viral trends. The higher a person's FOMO level, the higher their impulsive behavior. Furthermore, the influence of e-WOM on Impulsive Buying is known to have no positive and significant effect. H5 was rejected. This is explained by the Path Coefficient value on the hypothesis of -0.044 with a P-Value of 0.524. Because the P-

Value > 0.05, Electronic Word of Mouth (e-WOM) information does not directly encourage consumers to make impulsive buying.

Table 5. Mediation Test

No.	Hipotesis	Path Coefficient	P-Value	Upsilon V (Mediation Effect)	Judgment
1	FOMO to Purchase Intention to Impulsive Buying	0.127	0.000	0,009	Low Influence
2	e-WOM to Purchase Intention to Impulsive Buying	0.095	0.004	0,016	Low Influence

The mediation test was conducted to find out whether the Purchase Intention variable was able to mediate the influence between FOMO and e-WOM on Impulsive Buying. Then a calculation was also carried out on Upsilon V or the effect size of mediation where, upsilon V was able to measure how much influence the mediation variable had on the relationship between independent variables and dependent variables. Based on the recommendations of Lachowicz et al (2018), the mediation effect was low (0.01), moderate mediation effect (0.075), and high mediation effect (0.0175) [43].

Mediation of Purchase Intention on the relationship between FOMO and Impulsive Buying

The test results showed that the Path Coefficient value was 0.127 with a P-Value of 0.000 (< 0.05), which means that Purchase Intention acts as a significant mediator between FOMO and Impulsive Buying. An upsilon V (effect size mediation) value of 0.009 indicates that the power of the mediating influence is relatively low even though it is significant. This shows that while FOMO can increase consumer buying intent, its follow-up effect on impulsivr buying through purchase intention is not great. Thus, the influence of FOMO on Impulsive Buying is more strong occurs directly compared through the variable of buying intent.

Mediation of Purchase Intention on the relationship between e-WOM and Impulsive Buying

The test results showed that the Path Coefficient value was 0.095 with a P-Value of 0.004 (< 0.05). that is, Purchase Intention significantly mediates the influence of e-WOM on Impulsive Buying. The effect size of Upsilon V mediation is known to be 0.016, indicating that the level of influence of Purchase Intention on the relationship between e-WOM and Impulsive Buying is relatively low. This means that although e-WOM can increase impulsive buying behavior in consumers through purchase intention, the influence is not strong.

Discussions

This study shows that Fear of Missing Out (FOMO) (X1) significantly affects Purchase Intention (M) and Impulsive Buying (Y), as well as confirming the important role of psychological factors in Gen Z Muslim consumption behavior on digital platforms such as TikTok. The higher the perceived level of FOMO, the greater a person's buying intent caused by the fear of missing out on opportunities, trends, and social experiences shared by others, thus encouraging individuals to engage in consumption activities in order not to feel left behind [17]. Psychological factors and the fear of missing out on important opportunities and experiences created by others are powerful emotional motivators to encourage individuals to participate in purchasing activities so as not to feel left behind in social trends thereby increasing purchase intent in Gen Z [9], [23], [25], [44]. FOMO also has a significant direct influence on Impulsive Buying. Individuals with high levels of FOMO, tend to buy impulsively [17], [18], [37], [45]. In the context of TikTok Shop, Gen Z Muslim consumers tend to buy viral products impulsively to relieve FOMO. In addition, this study also found that Electronic Word of Mouth (e-WOM) (X2) has a significant effect on Purchase Intent, where reviews, recommendations, and experiences shared by users and influencers are able to increase product trust and attractiveness [19]. But on the other hand, e-WOM is known to have no positive and significant effect on Impulsive Buying. These results reflect the cautious approach of respondents, which are influenced by cultural and religious factors. Gen Z Muslims in Indonesia, shaped by the teachings of consideration and avoiding immediacy, make the e-WOM process more rational, prioritizing verified information over impulsive responses [38]. Furthermore, Purchase Intention has been shown to have a positive and significant effect on Impulsive Buying, which shows that purchase intent can develop into unplanned purchases, especially supported by the ease of digital shopping features [46]. Mediation analysis showed that Purchase Intention acted as a partial mediator between FOMO and e-WOM against Impulsive Buying, albeit with a low effect size, thus confirming that direct psychological triggers were more dominant in encouraging impulsive behavior.

Based on the results of the research, it is known that this research has important implications for the achievement of the Sustainable Development Goals (SDGs), especially SDG 12 (Responsible Consumption and Production) and SDG 8 (Decent Work and Economic Growth) [8]. In the context of the digital economy, social media-based e-commerce platforms such as TikTok Shop have become one of the drivers of creative economy growth and digital entrepreneurship. This shows that consumption activities through digital platforms can contribute to inclusive economic growth and new job opportunities, especially for MSME actors and content creators. Therefore, findings related to FOMO and e-WOM as factors influencing consumer behavior are also relevant in supporting a sustainable digital economy ecosystem [47]. Policy implications can also be directed to improving digital consumer literacy, especially for the younger generation. Governments, educational institutions, and industry players can collaborate in developing educational programs that emphasize the importance of sustainable consumption, self-control, and awareness of social and environmental impacts. This not only supports the achievement of SDG 12, but also strengthens the quality of sustainable digital economy growth in SDG 8. Thus, this study shows that while digital platforms such as TikTok Shop are able to increase economic growth and digital innovation, they need to be balanced with strategies that encourage responsible consumption [48]. An approach that integrates sustainability values, ethics, and local culture, including Islamic values for Muslim Gen Z consumers, can be a solution to mitigate the negative impact of impulsive behavior while supporting the achievement of the SDGs holistically.

CONCLUSION

Overall, the study confirms that impulsive buying behavior in Gen Z Muslims on TikTok is influenced by psychological, social and emotional factors. FOMO is known to be a strong factor that directly drives the purchase intention of Gen Z Muslims on TikTok Shop and influences Impulsive Buying behavior. Meanwhile, e-WOM has been shown to play a greater role in forming buying intentions rationally and has no effect on the behavior of Impulsive Gen Z Muslims on TikTok Shop. In addition, Purchase Intention has been shown to be a significant mediator between FOMO and e-WOM on Impulsive Buying, but its influence is not strong in mediating the relationship between these variables. So it can be concluded that impulsive behavior in Gen Z Muslims who use TikTok Shop is more triggered by spontaneous emotional aspects such as fear of being left behind by trends (FOMO) than by product reviews and recommendations through e-WOM. From the perspective of the Sustainable Development Goals (SDGs), especially SDG 12 (Responsible Consumption and Production) and SDG 8 (Decent Work and Economic Growth), this study shows that although digital platforms are able to encourage economic growth and entrepreneurship, the dominance of FOMO has the potential to increase excessive consumption. Therefore, education and literacy of sustainable consumption are needed so that consumers are able to balance digital lifestyles with conscious, ethical, and responsible consumption behavior.

There are several recommendations that can be proposed for further research development, business practices, and consumer behavior in the future. First, for future researchers, it is expected to expand the research context by involving respondents from various demographic and cultural backgrounds so that they can produce more representative research. A mixed-method approach is also recommended to explore psychological and emotional aspects more deeply. Future research can add variables such as hedonic motivation, social influence, self-control, or digital literacy to enrich the understanding of impulsive behavior. Second, for business people, especially on the TikTok Shop platform, the results of this research can be the basis for designing an effective strategy in encouraging purchases in Gen Z Muslims that not only attract the attention of consumers, but also pay attention to psychological characteristics and religious values. FOMO-based strategies such as viral content and viral product promotion are priorities to increase sales for sellers on TikTok Shop. Finally, for Gen Z Muslim consumers, this research is a reflection to be wiser in dealing with digital promotion flows. Consumers are expected to increase awareness of the emotional influence of FOMO and e-WOM, as well as apply the principles of Islamic consumption by strengthening digital and financial literacy so that they are able to balance between modern lifestyles and financial capabilities.

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Author Contribution

All authors contributed to the development of this article. All authors also carefully read, reviewed, and approved the final draft to ensure accuracy, originality, and academic integrity.

Conflicts of Interest

All authors declare no conflict of interest.

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