

IMPULSE BUYING IN AN ISLAMIC ECONOMIC PERSPECTIVE: AN ANALYSIS OF FOMO AND DOUBLE-DATE PROMOTIONS ON E- COMMERCE USERS

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ABSTRACT

The development of e-commerce in Indonesia has driven significant changes in consumer behavior, one of which is the emergence of the impulse buying phenomenon. This study aims to analyze the influence of fear of missing out (FOMO) and double-date promotions on impulse buying by e-commerce users from an Islamic economic perspective. The research method used a quantitative approach with a purposive sampling technique on 468 respondents who had shopped on online shopping applications. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results showed that both FOMO and double-date promotions had a positive and significant effect on impulse buying, with double-date promotions being the most dominant factor. This finding confirms that event-based promotional strategies are more powerful in driving consumptive behavior than psychological factors. From an Islamic economic perspective, this type of consumption behavior can conflict with the principles of qana'ah (consumption of wealth), the prohibition of israf (israf), and tabdzir (indulgence in spending). Therefore, Islamic consumption literacy is needed to develop wise and sharia-compliant shopping behavior. For the e-commerce industry, this finding confirms that event-based promotional strategies such as double-date promotions are very effective in increasing transactions. However, companies also need to consider sustainability and ethical aspects to avoid encouraging excessive consumer behavior that could harm consumers. For consumers, this research raises awareness to be more critical and rational in approaching digital promotional strategies, enabling them to distinguish between immediate needs and desires.

Keywords: Impulse Buying, FOMO, Double Date Promo, E-Commerce, Islamic Economy

INTRODUCTION

The development of digital technology has significantly changed people's consumption patterns. Increasing internet penetration and the rise of e-commerce platforms in Indonesia have made online shopping increasingly ingrained in everyday life. Data from the German e-commerce research institute, ECDB, shows that Indonesia has the highest e-commerce growth rate in the world, reaching 30.5%. The complete data is presented in Table 1. Singles' Day, which was popularized by Alibaba. This strategy has proven effective in encouraging consumers to make quick, even if sometimes unplanned, purchases (C. Chen & Li, 2019; Dewi, 2024; Wang et al., 2019).

This phenomenon is closely related to impulse buying, namely the behavior of buying goods or services suddenly without prior planning, more influenced by emotional impulses than rational needs (Wahid et al., 2024; Xiao & Nicholson, 2013). On the other hand, this behavior is further strengthened by the Fear of Missing Out (FOMO), which is the fear of missing out on the opportunity to get an attractive promotion that is only valid for a limited time (Y. Chen & Wang, 2016; Hodgkinson, 2019). FOMO encourages consumers to make purchases immediately to avoid regret, thus increasing the tendency for impulse buying among e-commerce users. One marketing strategy widely used in Indonesia by e-commerce providers is double-date promotions (such as 9.9, 10.10, 11.11, and 12.12), which offer massive discounts, flash sales, and free shipping. Meanwhile, in China, this marketing strategy is known as

Although impulse buying provides economic benefits for e-commerce business actors, this consumer behavior creates problems from the consumer's perspective, such as waste, purchasing unnecessary goods, and weak self-control (Che, 2024; Fithriyani et al., 2022;

Nawaz et al., 2021; Rosely et al., 2024). From an Islamic economic perspective, this is contrary to the principles of Islamic consumption which emphasize balance, simplicity, and the prohibition of israf (excessive behavior) and tabdzir (wastefulness) (Nadhifah & Syakur, 2025). Thus, the impulse buying phenomenon triggered by FOMO and double date promotions needs to be studied more deeply, not only from the perspective of modern consumer behavior, but also from the perspective of Islamic normative values.

Table 1. Countries With The Highest E-Commerce Growth Projections In The World

Country	Growth (%)
Indonesia	30,5
Meksiko	26,8
Thailand	22,9
Iran	22,1
Malaysia	21,4
Filipina	20,5
Peru	19,9
India	19,9

Source: ECDB (2024)

Several previous studies have discussed impulse buying in the digital age. One study showed that online promotions and discounts significantly influence impulse buying among e-commerce users (Hidayat & Riofita, 2024; Purwaningsih, 2021). In other studies, it was found that hedonic lifestyle and shopping enjoyment play an important role in encouraging impulsive shopping behavior (Mertaningrum et al., 2023; Rahmania & Afifah, 2022). And several other studies have identified that FOMO is a psychological factor that is directly related to the tendency to overconsume among social media users (Maruapey et al., 2025; Roberts & David, 2020). However, most previous studies only emphasize psychological factors or digital marketing strategies without linking them to Islamic Economic values as an analytical tool.

This study offers novelty by integrating FOMO and double-date promotions as independent variables influencing impulse buying in an e-commerce context, while simultaneously examining this phenomenon from an Islamic economic perspective. This study not only examines external (promotions) and internal (FOMO) factors but also provides an ethical-normative foundation for Muslim consumer behavior in the digital era. Thus, this research is expected to enrich the literature on Islamic consumer behavior and provide practical contributions for consumers, businesses, and regulators in encouraging wiser, sharia-compliant shopping behavior.

LITERATURE REVIEW

Impulse Buying

Impulse buying is defined as the act of purchasing goods or services suddenly without any prior intention or planning (Beatty & Ferrell, 1998; Rook & Fisher, 1995). Impulse buying is also defined as consumer behavior in making purchases without planning, suddenly, with a strong, uncontrollable urge (Kalla & Arora, 2011). Impulse buying is the act of buying without having any prior problems or pre-formed buying intentions (Mowen et al., 2022). This behavior is influenced by emotional factors, such as feelings of joy, curiosity, or a momentary urge. In the context of e-commerce, impulse buying is increasingly prevalent because digital platforms offer easy transactions, instant payment systems, and promotional strategies that create a sense of urgency (Beatty & Ferrell, 1998; Kalla & Arora, 2011; Mertaningrum et al., 2023).

A study stated that digital marketing stimuli such as discounts, flash sales, and attractive product displays contribute significantly to increased impulse buying (Hermina et al., 2025;

Kathuria & Bakshi, 2024; Martaleni et al., 2022). This is in line with Kotler and Keller, who define impulse buying as consumer behavior influenced by sales promotions and point-of-purchase stimuli. Consumers are driven to make unplanned purchases due to external stimuli (such as discounts, product displays, and limited promotions) (Kotler & Keller, 2016). Impulse buying can also occur when consumers experience an imbalance between feelings and cognition, so that purchasing decisions are driven more by emotion than logic (Loundon & Bitta, 2002). On the other hand, with strong financial capabilities, they have great potential to make impulsive purchases (Ayuni & Fikriyah, 2024).

Fear of Missing Out (FOMO)

FOMO is a psychological state where someone feels afraid of being left behind or missing out on opportunities offered by others (Alabri, 2022; Milyavskaya et al., 2018). In consumer behavior, FOMO is reflected in consumers' desire to make immediate purchases to avoid missing out on promotions or trends. E-commerce leverages FOMO through notifications, countdown timers, and limited-time promotions (Gunawan, 2023). One study found that FOMO significantly influences digital consumer behavior, particularly among the younger generation, who frequently use the internet and social media (Firmansyah & Fikriyah, 2024; Milyavskaya et al., 2018).

According to Good & Hyman, FOMO arises not only from functional needs but also from social drives, namely the desire to be recognized, stay on top of trends, and be part of a social group (Good & Hyman, 2020; Morsi et al., 2025). Therefore, FOMO is often categorized as social-driven consumption behavior (Istiqomah & Wahyudi, 2024). McGinnis added that FOMO encourages consumers to make quick decisions even when the product isn't a primary need (McGinnis, 2020). E-commerce capitalizes on this through scarcity marketing strategies, such as labels like "limited stock," "today only," or "3 items left". Furthermore, research shows that FOMO is also closely linked to social media usage. Consumers who are frequently exposed to promotional posts or testimonials from others tend to experience psychological pressure to make a purchase immediately to avoid missing out on the same experience (Hodkinson, 2019).

Double-Date Promotions

The double date promotion is a popular e-commerce marketing strategy in Indonesia. Various marketplaces such as Shopee, Tokopedia, Lazada, and TikTokShop utilize unique dates such as 9.9, 10.10, 11.11, and 12.12 as a marketing strategy. This strategy successfully attracts consumers by offering massive discounts, free shipping, cashback, and flash sales. In several countries, this double date promotion is also used, but with various terms. For example, in China, Alibaba uses it and gives it the term Single's Day Promotion. In several countries in Southeast Asia, such as Indonesia, Malaysia, Singapore, Vietnam, and Thailand, it uses the term Double-Date Promotion or Twin-Date Promotion. According to Kotler & Keller, promotion is one of the main tools in the marketing mix that can influence purchasing decisions (Kotler & Keller, 2016). Double date promotions significantly increase e-commerce application traffic and encourage impulse buying behavior because consumers are encouraged to buy immediately so as not to miss the opportunity (Wahid et al., 2024; Wu et al., 2016).

An Islamic Economic Perspective on Consumption

Islamic economics views consumption as an activity that not only fulfills physical needs but also has a spiritual dimension. The principles of Islamic consumption include: Halal and Thayyib: every item must be compliant with Sharia law and beneficial. As Allah says in Surah Al-Baqarah, Verse 168. Quoted from Tafsir Jalalain, it is stated that halal is a 'thing' (and good) that strengthens, meaning delicious or tasty.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

O mankind, eat of what is lawful and good on earth, and do not follow the footsteps of Satan. Indeed, he is a clear enemy to you.

Qana'ah (moderation): not being excessive in consumption. As Allah says in Surah Al-A'raf, Verse 31:

يُنَبِّئُ أَدَمَ خُذُوا زِينَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوا وَاشْرَبُوا وَلَا تُسْرِفُوا إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ

O children and grandchildren of Adam, wear your beautiful clothes every time (enter) the mosque and eat and drink, but do not overdo it. Indeed, He does not like excessive people.

In Tafsir Al-Muyasar, this verse emphasizes that do not exceed the balance limit in eating or drinking. Indeed, Allah does not like people who exceed the limits in eating and drinking and so on. Tawazun (balance): maintaining a balance between worldly and spiritual needs. As Allah says in Al-Qashas Verse 77: In Tafsir Al-Misbah, this verse emphasizes the prohibition on forgetting or ignoring one's share of worldly pleasures.

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا

And, seek what Allah has bestowed upon you (reward) in the land of the afterlife, but do not forget your share in this world...

Prohibition of Israf (excess) and Tabdzir (waste): excessive consumption is prohibited as Allah says in QS. Al-Isra' Verse 27: In Tafsir Ibnu Katsir explains in verse 27 of Al-Isyra Allah commands the importance of frugal living and avoiding waste

إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۗ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

Meaning: Indeed, the wastrels are Satan's brothers and Satan is very disbelieving of his Lord.

From this perspective, impulse buying triggered by FOMO and excessive promotions has the potential to violate Islamic consumption ethics because it tends to lead to irrational and excessive purchases. Islam emphasizes that consumption should be proportional and based on real needs (basic needs), not mere fleeting desires. Allah SWT says in Surah Al-A'raf [7]:31: "Eat and drink, but do not be excessive. Indeed, Allah does not like those who waste."

Furthermore, consumption behavior influenced by emotional impulses such as FOMO often leads to israf (excess) and tabdzir (waste), which are expressly prohibited in Islam (Surah Al-Isra' [17]:26–27). This contradicts the principles of qana'ah (modesty) and tawazun (balance), which are recommended so that Muslims can maintain the blessings of their wealth and avoid wasteful activities. Muslim consumers should consider their needs when making purchases through marketplaces. The concept of balance in consumption must be paramount to avoid excessive and wasteful purchases that lead to impulsive buying behavior (Kasanah & Fikriyah, 2022). Purchasing something driven by desire should be avoided, as it may not be truly necessary, leading to wasteful behavior (Putri & Fikriyah, 2023).

Thus, this research is important to examine in more depth how modern marketing strategies such as double date promotions and the psychological phenomenon of FOMO impact people's consumer behavior, as well as how Islamic Economic principles can become a normative reference in shaping healthier, wiser, and sharia-compliant consumption behavior.

HYPOTHESIS

The Influence of FOMO on Impulse Buying

According to Przybylski et al., FOMO (Fear of Missing Out) is a psychological state where someone fears missing out on an opportunity experienced by others (Przybylski et al., 2013). In the context of digital consumption, FOMO is often exploited by e-commerce through features such as countdown timers and limited-time promo notifications. Hodkinson also explains that FOMO marketing appeals create urgency that triggers impulse purchases (Hodkinson, 2019). Habib and Almamy stated that FOMO significantly influences the consumer behavior on digital platforms (Habib & Almamy, 2025). Hypothesis 1 (H1): FOMO has a positive effect on impulse buying among e-commerce users.

The Influence of Double-Date Promotions on Impulse Buying

Kotler & Keller emphasize that promotions are a key tool in the marketing mix that can drive purchasing decisions (Kotler & Keller, 2016). The popular double-date promotion strategy in Southeast Asia has been shown to be effective in creating a "scarcity effect" and increasing purchase urgency. Kathuria and Bakshi's research found that double-date promotions significantly increased impulse buying behavior (Kathuria & Bakshi, 2024). Yan's research also showed that online promotional stimuli were closely related to unplanned purchases on e-commerce sites (Yan et al., 2016). Hypothesis 2 (H2): Double-date promotions have a positive effect on impulse buying among e-commerce users.

METHODS

This study used a quantitative approach with explanatory research methods. Primary data were obtained through online questionnaires distributed to e-commerce users in Indonesia who had shopped during the double-date promotion. The sampling technique used purposive sampling with the following criteria: (1) e-commerce users, (2) previous purchases during the double-date promotion, and (3) Muslim. Operational definitions of the research variables are shown in Table 2.

Table 2. Operational Definitions of Variables

Variable	Definition	Indicator	Measure
FOMO (X1) A psychological condition characterized by the fear of missing out on opportunities or information.	<ol style="list-style-type: none"> 1. Fear of missing out on promotions; 2. Urgency to buy; 3. Discomfort about missing out on trends 	<ol style="list-style-type: none"> 1.1. I'm worried about missing out on exciting e-commerce promotions if I don't check them out right away. 1.2. I feel like I'm missing out if I don't participate in big promotions on double-date dates. 2.1. I feel compelled to buy products immediately when there's a double-date promotion. 2.2. I'm compelled to make a quick purchase because the promotion only lasts a short time. 3.1. I feel uncomfortable if I don't shop when there's a big, buzzworthy promotion. 3.2. I'm afraid of missing out on online shopping trends when friends or others take advantage of double-date promotions. 	Przybylski et al. (2013), Habib & Almamy (2025)
Double Date Promotion (X2) E-commerce promotional strategy on double dates (11.11, 12.12, etc.) with big discounts and limited-time offers.	<ol style="list-style-type: none"> 1. Intensity of participation in promotions 2. Attractiveness of discounts 3. Countdown timer 4. Promotion notifications 	<ol style="list-style-type: none"> 1.1. I often participate in shopping promotions on double-date dates (e.g., 9/9, 10/10, 11/11, 12/12). 1.2. I postpone purchases so I can shop during double-date promotions. 2.1. I often participate in shopping promotions on double-date dates (e.g., 9/9, 10/10, 11/11, 12/12). 2.2. I postpone purchases so I can shop during double-date promotions. 	Kathuria & Bakshi (2024)

		<ol style="list-style-type: none"> 3.1. The presence of a time limit (countdown timer) makes me feel compelled to buy products immediately. 3.2. I feel rushed to buy because promotions are only valid for a limited time. 4.1. Notifications about double-date promotions from the app encourage me to shop. 4.2. I feel tempted to open the app after receiving reminders about double-date promotions. 	
Impulse Buying (Y) Unplanned purchasing behavior triggered by emotional impulses.	<ol style="list-style-type: none"> 1. Impulse purchases 2. Unplanned desires 3. Satisfaction 	<ol style="list-style-type: none"> 1.1. I often make impulse purchases when I see an attractive promotion on e-commerce sites. 1.2. I buy products spontaneously without thinking twice when there's a double-date promotion. 2.1. I often buy products I hadn't planned on buying when there's a big promotion. 2.2. I add items to my shopping cart even though they weren't on my original shopping list. 3.1. I feel happy after impulsively purchasing items on e-commerce sites. 3.2. My sense of satisfaction increases even though the purchase wasn't really necessary. 	Rook & Fisher (1995), Good & Hyman (2020)
Islamic Economic Perspective	The principles of Islamic consumption emphasize simplicity, avoiding israf and tabdzir.	Descriptive analysis of quantitative results	QS. Al-A'raf:31; Syafitri (2023)

Source: Compiled from various sources (2025)

RESULTS

Respondent Description

Survey data was obtained from a questionnaire distributed online using Google Forms. Data were collected from 468 respondents who met the criteria. A tabulation of respondent characteristics is shown in Table 3. Based on the survey results, the majority of respondents to this study were millennials aged 29–45 (46%), followed by Generation Z aged 13–28 (30%). This indicates that the majority of e-commerce users involved in the study are from the productive age group familiar with digital technology. In terms of income, the majority of respondents earned between Rp 3,000,001–Rp 4,500,000 (24%) and Rp 4,500,001–Rp 6,000,000 (22%), indicating the affordability of the middle class as a potential segment of the e-commerce market. In terms of gender, the majority of respondents were female (59%), while males accounted for 41%, indicating that online shopping behavior is predominantly female.

In terms of occupation, the majority of respondents were private sector employees (27%) and students (21%), followed by government employees (15%) and freelancers (12%). Meanwhile, the entrepreneur group (3%), housewives (4%), retirees (9%), and other categories (0%) were relatively small. This reflects the study's large sample size of respondents from formal employment and young people still in education. Meanwhile, in terms of platform preference, Shopee topped the list as the most frequently used e-commerce app (43%), followed by TikTok Shop (37%) and Tokopedia (15%), while Lazada (4%) and other apps (1%) were only used by a small proportion of respondents. These findings confirm that Shopee and TikTok Shop are dominant players in Indonesians' digital

consumption behavior, particularly when it comes to promotions and online shopping trends.

Table 3. Respondent Description

Based on Age	Amount	Base on Work	Amount
More Than 60 (Baby Boomers)	36	Government employees	69
46 - 60 (X Gen)	78	Teacher/ Lecturer	42
29 - 45 (Y Gen/ Millenial)	213	Privat Sector Employee	127
13 - 28 (Z Gen)	141	Entrepreneur	16
Based on Salary/ Month	Amount	Freelancer	54
0 - Rp. 1.500.000,-	46	Housewife	18
Rp. 1.500.001 - Rp. 3.000.000,-	83	Retired	43
Rp. 3.000.001 - Rp. 4.500.000,-	111	Student	97
Rp. 4.500.001 - Rp. 6.000.000,-	105	Other	2
Rp. 6.000.001 - Rp. 7.500.000,-	60	Most frequently used app	Amount
Rp. 7.500.001 - Rp. 9.000.000,-	51	Shopee	203
More Than Rp. 9.000.000	12	Tokopedia	68
Based on Sex	Amount	Tiktok Shop	174
Male	192	Lazada	19
Female	276	Other	4

Source: Survey (2025)

Respondent Response Summary

The research applied descriptive statistics, specifically mean statistics, to interpret the average value of respondents' responses. The average value of all variable types was determined using the three-box method (Ferdinand, 2006). The following are the category guidelines (formula i).

$$Class\ Interval = \frac{Highest\ Class - Lowest\ Class}{Number\ of\ Class} \quad (i)$$

Description: 5 (five) is the highest value and 1 (one) is the lowest value, while the number of classes is 3 (three), so the interval values are as follows (formula ii) 1.33 is the range of the interval for each class in each category. The criteria can be seen in Table 4. Then, Table 5 presents the results of grouping respondents' answers.

$$Class\ Interval = \frac{5-1}{3} = 1.33 \quad (ii)$$

Table 4. Three Box Criteria

Score	Criteria
1,00 – 2,33	Low
2,33 – 3,66	Moderate
3,67 – 5,00	High

Source: Ferdinand (2006)

Table 5. Respondents' answers to the FOMO variable

Item	1	2	3	4	5	Mean Item	Mean Variable
X1.1.1	5	15	63	202	183	4,16	
X1.1.2	7	13	67	176	205	4,19	4,18

X1.2.1	4	17	49	153	244	4,31
X1.2.2	11	28	52	165	212	4,15
X.1.3.1	9	22	51	209	177	4,12
X.1.3.2	4	24	71	167	202	4,15

Source: Data Collection (2025)

Based on the analysis, an average score of 4.18 was obtained from the six measured indicators. Referring to the three-box criteria according to Ferdinand (2006), this score is included in the high category (3.67–5.00). This indicates that respondents tended to give positive assessments and agree with the statements raised regarding FOMO. The highest score was found for the indicator with a score of 4.31, indicating that this aspect was the most dominant in shaping respondents' perceptions. Meanwhile, the lowest score was recorded at 4.12, but still in the high category. Thus, overall, respondents showed a strong tendency in accordance with the research construct examined.

Table 6. Respondents' answers to the Double-Date Promo variable

Item	1	2	3	4	5	Mean Item	Mean Variable
X2.1.1	12	18	87	166	185	4,06	3,95
X2.1.2	6	13	81	174	194	4,15	
X2.2.1	14	19	75	156	204	4,10	
X2.2.2	18	18	64	172	196	4,09	
X2.3.1	28	30	99	159	152	3,80	
X2.3.2	14	24	71	167	192	4,07	
X2.4.1	33	42	98	146	149	3,72	
X2.4.2	42	58	84	144	140	3,60	

Source: Data Collection (2025)

Based on the analysis results, the average item score shows a relatively high tendency. Of the eight items measured, seven items are in the high category (3.67–5.00), while one item is in the medium category (2.34–3.66). The item with the highest score was 4.15, which indicates that respondents strongly agree with the indicator. Meanwhile, the lowest score was 3.60, which is in the medium category, so it can be concluded that respondents' assessments in this aspect are relatively lower compared to other indicators. Overall, these findings indicate that the majority of indicators received positive responses and consistently support the research constructs studied, although there is one indicator that still requires further attention.

Table 7. Respondents' Impulsive Buying variable

Item	1	2	3	4	5	Mean Item	Mean Variable
Y.1.1	7	13	58	197	193	4,51	4,27
Y.1.2	5	15	57	174	217	4,25	
Y.2.1	4	14	52	142	256	4,35	
Y.2.2	9	20	50	167	222	4,21	
Y.3.1	6	16	49	210	187	4,19	
Y.3.2	4	19	62	177	206	4,11	

Source: Data Collection (2025)

All indicators scored above 4.00, thus categorizing them as high. The highest score was 4.51, indicating that this indicator received the most positive assessments from respondents. The lowest score was 4.11, but this score remains high. Therefore, it can be concluded that respondents consistently demonstrated a strong tendency to agree with all statements in this construct, resulting in very good acceptance of the measured variables.

Measurement Model Evaluation

The outer model was measured by assessing convergent validity, discriminant validity, and indicator reliability. Convergent validity was tested using factor loadings and Average Variance Extracted (AVE), while reliability was tested using Composite Reliability (CR) and Cronbach's Alpha. Discriminant validity was evaluated using cross-loadings, the Fornell-Larcker Criterion, and the Heterotrait-Monotrait Ratio (HTMT).

Validity Test

The validity of the latent variables with reflexive indicators was evaluated based on the results of the "Outer loadings (measurement model)" and "Cross loadings." A latent variable with a reflective indicator is said to meet the requirements of convergent validity if the correlation between each reflective indicator score and the latent variable score has an outer loading value > 0.6 and is significant. The test results are shown in Table 8 and also in Figure 1.

Tabel 8. Outer Loading

	Outer loadings	Result
X1.1.1 <- FOMO	0.845	Meets Convergent Validity
X1.1.2 <- FOMO	0.816	Meets Convergent Validity
X1.2.1 <- FOMO	0.852	Meets Convergent Validity
X1.2.2. <- FOMO	0.839	Meets Convergent Validity
X1.3.1 <- FOMO	0.837	Meets Convergent Validity
X1.3.2 <- FOMO	0.774	Meets Convergent Validity
X2.1.1 <- DD Promo	0.773	Meets Convergent Validity
X2.1.2 <- DD Promo	0.843	Meets Convergent Validity
X2.2.1 <- DD Promo	0.824	Meets Convergent Validity
X2.2.2 <- DD Promo	0.797	Meets Convergent Validity
X2.3.1 <- DD Promo	0.761	Meets Convergent Validity
X2.3.2 <- DD Promo	0.767	Meets Convergent Validity
X2.4.1 <- DD Promo	0.843	Meets Convergent Validity
X2.4.2 <- DD Promo	0.708	Meets Convergent Validity
Y.1.1 <- Impulsive Buying	0.882	Meets Convergent Validity
Y.1.2 <- Impulsive Buying	0.818	Meets Convergent Validity
Y.2.1 <- Impulsive Buying	0.856	Meets Convergent Validity
Y.2.2 <- Impulsive Buying	0.876	Meets Convergent Validity
Y.3.1 <- Impulsive Buying	0.698	Meets Convergent Validity
Y.3.2 <- Impulsive Buying	0.857	Meets Convergent Validity

Source: SmarPLS Output (2025)

After calculations, all indicators were found to be valid because their outer loading values were > 0.6 . This means all indicators met convergent validity. Next, AVE is a measure of the extent to which a construct can explain the variance of its indicators. The AVE value indicates the proportion of indicator variance explained by the latent construct compared to the variance due to measurement error. The test results are displayed in Table 9

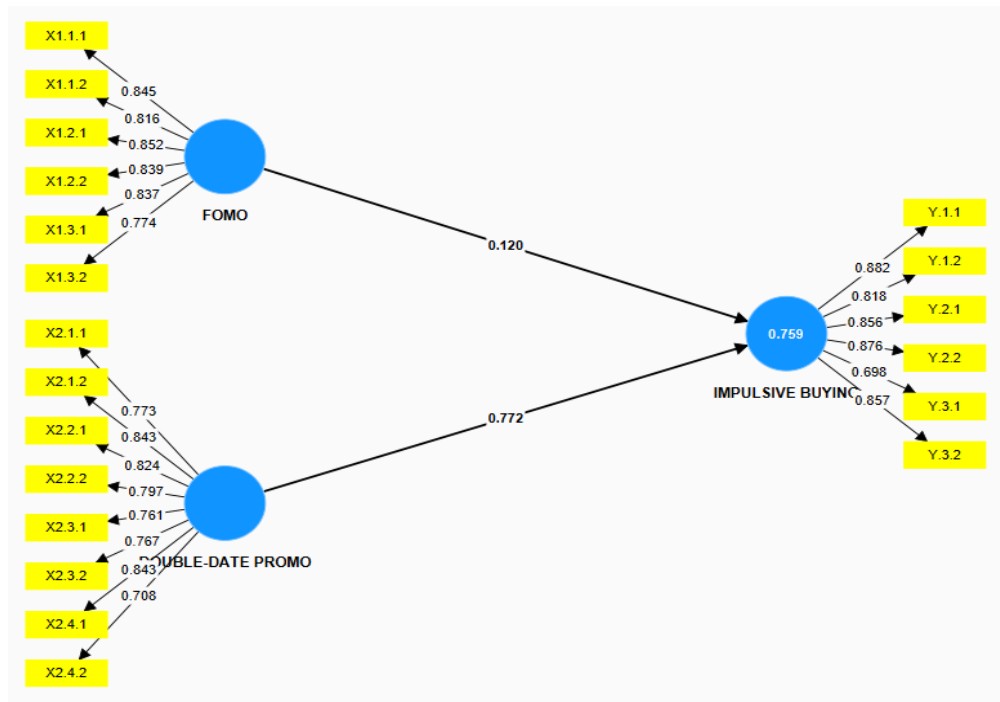


Figure 1. Model Analysis
Sumber: SmartPLS output (2025)

Table 9. Average Variance Extracted

	Average variance extracted (AVE)	Result
Double-Date Promo	0.625	Meets Convergent Validity
FOMO	0.685	Meets Convergent Validity
Impulsive Buying	0.695	Meets Convergent Validity

Source: SmarPLS Output (2025)

The test results showed that all variables had AVE values ≥ 0.50 , which were considered to meet convergent validity, meaning that at least 50% of the indicator's variance could be explained by the construct. Next, discriminant validity testing was conducted, which aimed to determine the discriminant relationship within a research construct by examining the cross-loading values, as shown in Table 10. Based on the analysis results, all indicators had higher loading values for the constructs being measured compared to other constructs. This finding indicates that each construct meets the criteria for discriminant validity, namely the ability of an indicator to clearly distinguish one construct from another and avoid overlap.

Reliability Test

The composite reliability test (Table 11) was applied to demonstrate the reliability value between the indicators and the constructs that form them. Furthermore, this test is useful for assessing the consistency of the variables being measured. A composite reliability value greater than 0.70 is considered reliable. The composite reliability values for all variables were greater than 0.70, as shown in the table. Therefore, the variable model has sufficient composite reliability and good reliability.

Table 10. Cross Loading

	FOMO	DD Promo	Impulsive Buying	Result
X1.1.1	0.845	0.662	0.622	Meets Discriminant Validity
X1.1.2	0.816	0.545	0.533	Meets Discriminant Validity
X1.2.1	0.852	0.654	0.565	Meets Discriminant Validity
X1.2.2	0.839	0.697	0.635	Meets Discriminant Validity
X1.3.1	0.837	0.752	0.673	Meets Discriminant Validity
X1.3.2	0.774	0.671	0.637	Meets Discriminant Validity
X2.1.1	0.628	0.773	0.63	Meets Discriminant Validity
X2.1.2	0.745	0.843	0.705	Meets Discriminant Validity
X2.2.1	0.694	0.824	0.732	Meets Discriminant Validity
X2.2.2	0.639	0.797	0.673	Meets Discriminant Validity
X2.3.1	0.579	0.761	0.711	Meets Discriminant Validity
X2.3.2	0.596	0.767	0.592	Meets Discriminant Validity
X2.4.1	0.672	0.843	0.76	Meets Discriminant Validity
X2.4.2	0.544	0.708	0.664	Meets Discriminant Validity
Y.1.1	0.676	0.815	0.882	Meets Discriminant Validity
Y.1.2	0.601	0.685	0.818	Meets Discriminant Validity
Y.2.1	0.61	0.759	0.856	Meets Discriminant Validity
Y.2.2	0.631	0.762	0.876	Meets Discriminant Validity
Y.3.1	0.558	0.547	0.698	Meets Discriminant Validity
Y.3.2	0.638	0.741	0.857	Meets Discriminant Validity

Source: SmarPLS Output (2025)

Table 11. Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	
Double-Date	0.914	0.916	0.930	Reliable
FOMO	0.908	0.910	0.929	Reliable
Impulsive Buying	0.911	0.920	0.931	Reliable

Source: SmarPLS Output (2025)

Structural Model Evaluation

The next test is Structural Model Evaluation, which aims to predict causal relationships (causal relationships) between latent variables, or variables that cannot be directly measured. The structural model (inner model) describes the causal relationships between latent variables, built on theoretical basis. The structural model testing (inner model) utilizes the Bootstrapping procedure in SmartPLS. Structural model testing is conducted to examine the relationships between latent constructs. Several tests are available for the structural model, including P-Value, T-Stat, and Confidence Intervals. After performing the Bootstrapping calculations, the results are displayed as in Table 12.

Based on the results of the Path Coefficients test in Table 12, the Double-Date Promo variable has a positive and significant effect on impulse buying, with a coefficient value of 0.772, a T-statistic of 19.502, and a P-value of 0.000. This indicates that the double-date promo significantly increases consumer impulse buying behavior. Meanwhile, the FOMO variable also proved to have a positive and significant effect on impulse buying, with a coefficient value of 0.120, a T-statistic of 2.702, and a P-value of 0.007. Although the effect

of FOMO is relatively smaller than that of the double-date promo, both contribute to increased impulse buying. Thus, it can be concluded that the double-date promotional strategy is more dominant in encouraging consumers to make impulse purchases than the influence of FOMO.

Table 12. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Double-Date Promo -> Impulsive Buying	0.772	0.773	0.04	19.502	0
Fomo -> Impulsive Buying	0.12	0.119	0.044	2.702	0.007

Source: SmarPLS Output (2025)

Model Fit Evaluation

The data processing results show the results of the model fit measurements for this study, which are presented in Table 13. Based on the R-Square test results in Table 13, the R-Square value was 0.759 and the Adjusted R-Square value was 0.758 for the Impulse Buying variable. This indicates that the independent variables, namely Double-Date Promo and FOMO, are able to explain 75.9% of the variation in the Impulse Buying variable, while the remaining 24.1% is influenced by other factors outside the research model. With an R-Square value close to 1, it can be concluded that the model has excellent predictive ability and is included in the strong category. Based on the results of the Standardized Root Mean Square Residual (SRMR) test in Table 14, the SRMR value was 0.065 for both the saturated model and the estimated model. This value is lower than the maximum limit of 0.08 (Hu & Bentler, 1999), thus it can be concluded that this research model has good goodness of fit. This means that the structural model used in this study is able to represent the data well, so the estimation results can be considered valid for explaining the relationships between variables.

Table 13. R-Square

	R-square	R-square adj
Impulsive Buying	0.759	0.758

Source: SmarPLS Output (2025)

Table 14. SRMR

	Saturated model	Estimated model
SRMR	0.065	0.065

Source: SmarPLS Output (2025)

Discussion

The Effect of FOMO on Impulsive Buying

The results of the path coefficient test indicate that FOMO has a significant effect on impulsive buying, with a coefficient value of 0.12, a t-statistic of 2.702, and $p = 0.007$. Although the effect is relatively small, this finding confirms that the psychological state of fear of missing out can encourage consumers to make spontaneous purchases. Theoretically, impulse buying is defined as sudden, emotionally driven purchasing behavior that often ignores long-term consequences (Rook, 1987). One psychological factor that reinforces this impulse is FOMO, the anxiety that arises when someone feels they are missing out on experiences or opportunities enjoyed by others (Przybylski et al., 2013). In the context of e-commerce, FOMO is reinforced by notifications, flash sales, countdown timers, and limited-stock messages that create a sense of urgency.

The results of this study are consistent with research that found FOMO significantly influences digital consumer behavior, especially among the younger generation who frequently use social media (Firmansyah & Fikriyah, 2024). Other research by (Good & Hyman, 2020; Istiqomah & Wahyudi, 2024) also shows that FOMO can increase the tendency to make impulse purchases in digital environments. Thus, these findings confirm that internal consumer psychological factors are a crucial determinant in explaining impulsive behavior in the digital age. From an Islamic consumption perspective, these findings warn that the urge to buy due to FOMO can lead to wasteful and irrational behavior. Islamic principles emphasize that consumption should be proportionate, wise, and based on needs, not simply out of fear of missing out on trends or opportunities.

The Effect of Double-Date Promos on Impulsive Buying

Based on the test results, the Double-Date Promo variable has a very strong effect on impulsive buying, with a coefficient value of 0.772, a t-statistic of 19.502, and $p = 0.000$. This means that promotional strategies on double dates (e.g., 9/9, 11/11, 12/12) are effective in encouraging consumers to make impulsive purchases.

Theoretically, promotions are considered a crucial element in the marketing mix that influences consumer behavior (Kotler & Keller, 2016). Double-date promotions are considered event-based promotions, where consumers are encouraged to make purchases through external stimuli such as large discounts, limited-time vouchers, and emphasis on time urgency. This phenomenon reinforces the impulse to buy, as explained by Yan et al, who categorized impulse buying as the result of an interaction between external stimuli and consumers' internal states (Yan et al., 2016).

Previous research supports these findings. Another study found that double-date promotions in Indonesia (such as 11.11 and 12.12) significantly increased e-commerce transaction volume (Dewi, 2024). McGinnis also emphasized that flash sales and event-based discounts can create a shopping rush that increases the likelihood of unplanned purchases (McGinnis, 2020). This also aligns with previous research, which shows that time-urgency-based marketing techniques can reduce consumers' rational control, leading to quick purchase decisions (Hodkinson, 2019).

The R-squared value of 0.759 indicates that the combination of Double-Date Promos and FOMO explains approximately 75.9% of the variation in impulsive buying behavior. This finding confirms that external factors (promotions) are more dominant than internal factors (FOMO), thus proving a more influential e-commerce marketing strategy based on event promotions. From an Islamic ethical perspective, this is crucial to critique. Consumers caught up in excessive promotions are likely to fall into wasteful and irrational behavior. Islamic principles encourage consumers to control their consumption desires and not be tempted by discounts alone, but rather to weigh their real needs and the benefits of the goods they purchase.

Implications from an Islamic Economic Perspective

The results of this study indicate that both FOMO and Double-Date Promos significantly influence impulsive buying behavior among e-commerce users. This phenomenon indicates psychological dynamics and marketing strategies that encourage consumers to purchase without planning. However, from an Islamic economic perspective, this type of consumer behavior requires serious attention because it can conflict with Islamic consumption principles.

First, Islam emphasizes the principle of balance (*wasathiyah*) in consumption. The Quran states: "*And those who, when they spend, are neither extravagant nor stingy, but are in the middle between these.*" (Surah Al-Furqan, Verse 67). This verse emphasizes that spending should be done proportionally, not based on momentary psychological impulses such as FOMO or the temptation of excessive promotions.

Second, Islam prohibits wastefulness (*israf*), which often arises from impulsive behavior. As affirmed in the word of Allah: "*And do not squander (your wealth) wastefully. Indeed, the wasteful are brothers of Satan.*" (*Quran, Al-Isra' [17]: 26–27*). The urge to buy out of fear of missing out on trends or because of massive promotions falls into the category of inefficient consumption and does not align with real needs.

Third, Islam encourages consumption based on real needs and benefits. The Prophet Muhammad (peace be upon him) said: "*Eat, drink, dress, and give in charity without excess and without arrogance.*" (*Narrated by Ahmad, An-Nasa'i, and Ibn Majah*). This hadith emphasizes that consumption should maintain the values of moderation and blessings, not simply follow desires or psychological pressure.

Therefore, the implication of this research for Muslim consumers is the importance of developing Islamic financial literacy and ethical awareness in shopping, especially in the digital era filled with aggressive promotional strategies. Meanwhile, for e-commerce industry players, the results of this study provide input so that marketing strategies continue to pay attention to the principles of ethics and social responsibility, so that they do not merely pursue increasing transactions but also encourage healthy and equitable consumption in accordance with Islamic values.

CONCLUSION

This study concludes that FOMO and double-date promotions significantly influence impulsive buying among shopping app users, with double-date promotions being the most dominant variable. These findings address the research objective of examining the influence of psychological and promotional factors on consumer behavior in e-commerce. However, this study is limited by its focus on one specific type of promotion and its limited scope in Indonesia, making the results inaccurate. Future researchers are advised to expand the research to include e-commerce platforms in various countries, employ a longitudinal design, and incorporate Islamic consumption values for a more comprehensive analysis of consumer behavior in the digital era.

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