

Analysis on Fear of Missing Out (FOMO) and Hedonic Browsing Through E-Commerce Shopee Influence Toward Consumptive Lifestyle on Students in Indonesia: A Study at State Polytechnic of Malang

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Abstract

The consumptive behavior of students today is increasingly influenced by technological advancements and the convenience of online shopping through e-commerce platforms like Shopee. This research aims to analyze the influence of Fear of Missing Out (FOMO) and hedonic browsing effects toward consumptive lifestyle. The approach in this research was quantitative with survey method involving 95 student respondents, which were selected as the research sample. The data which was used was primary data which was collected through the distribution of questionnaires and it were analyzed by using multiple linear regression with the assistance of SPSS version 26. The research showed that FOMO and hedonic browsing had positive and significant effect toward the consumptive lifestyle. FOMO drove purchases to keep up with trends and hedonic browsing encouraged for pleasure alone. Students should enhance the self-awareness toward the emotional and psychological influences in online shopping activities, particularly related to the phenomenon of FOMO and hedonic browsing habits, in order to be able to make more rational financial decisions and avoid impulsive consumer behaviors.

1. Introduction

The growth of the digital economy in Indonesia is showing rapid development, marked by the increasing use of digital platforms in various aspects of life, including consumption and shopping behaviour. Technological transformation has driven a shift in people's lifestyles from conventional shopping to digital-based transactions. Based on data from Statista (2024), the number of e-commerce users in Indonesia is estimated to reach 189.6 million people by 2024. This trend reflects the high dependence of people on digital services in fulfilling their daily needs. Shopee is one of the e-commerce platforms that has experienced the most significant growth in Indonesia. According to Semrush data in August 2024, Shopee managed to reach 134.1 million visits from all over the world. In Indonesia alone, Shopee dominates the e-commerce market, with the most users coming from the 19-24 age group, which is 72%, most of whom are students (Siregar et al., 2023). This shift from offline shopping to online shopping is getting stronger along with the ease of access offered by platforms such as Shopee, both in terms of appearance, promotional features, and efficient payment systems (Tuzzahra, 2024). This convenience indirectly encourages the formation of consumptive behaviour, especially among young people. One of the factors that influence this consumptive behaviour is Fear of Missing Out (FOMO), which is a psychological urge not to feel left behind from trends or social activities that take place in digital media. According to Przybylski et al. (2013), FOMO

arises due to the unfulfillment of psychological needs such as social attachment and self-satisfaction. Elhai et al. (2016) also showed that FOMO has an impact on compulsive use of social media and smartphones, especially among digitally active youth. The findings of Yaputri et al. (2022) reinforce that individuals with high levels of FOMO tend to show consumptive behaviour as a form of maintaining social existence. In addition, the phenomenon of hedonic browsing also plays an important role in encouraging emotional consumption. Hedonic browsing refers to the activity of browsing e-commerce platforms without the purpose of rational purchase, but rather to seek entertainment, escapism, or momentary satisfaction. Wulandari et al. (2018) explain that this activity is closely related to consumers' moods and emotional impulses, thus potentially leading to impulse purchases. In the context of Shopee, features such as large discounts, attractive promotions, and fast product updates reinforce this consumptive tendency, especially among university students who have financial and psychological control that is still developing.

This phenomenon not only affects the way students' shop, but also creates an unhealthy consumptive lifestyle pattern, which in turn can have an impact on one's ability to manage finances wisely. Students who do not yet have economic stability and experience in financial management are vulnerable to the influence of impulsive consumption triggered by psychological factors. Therefore, awareness to manage life wisely is important so that consumptive behaviour does not develop into a financially detrimental habit. In line with this, Fitriani, Andari, & Farida (2025) state that life must be managed as well as possible, as a form of responsibility in the face of modern lifestyle pressures. The urgency of this research lies in the need to understand the psychological factors that play a role in the formation of consumptive lifestyles in college students, especially in today's digital era. Given that university students are an age group that is very active in using social media as well as being the main target in digital marketing strategies, it is important to examine how aspects such as FOMO and hedonic browsing affect a person's consumption patterns. This understanding is expected to be the basis for developing consumer education strategies and forming better financial awareness among the younger generation, especially Polytechnic students. Based on the background information above, the researcher will conduct research with the title "Analysis of the Influence of Fear of Missing Out (FOMO) and Hedonic Browsing Through E-commerce Shopee on Consumptive Lifestyle in Indonesian Students with Studies in Polytechnic Students".

2. Literature Review

2.1 Consumptive Lifestyle

According to Sumartono in Aini (2020), a consumptive lifestyle is a behaviour in which a person uses a product but does not finish it. In other words, before the product is used up, the person has started using other products that have similar functions. Furthermore, Faadhilah (2018) explains that a consumptive lifestyle refers to the behaviour of consuming products motivated by the desire to own goods or services, not by necessity. Often, the urge to seek pleasure makes it difficult for a person to distinguish between needs, wants and demands. Lifestyle has a major influence on the way consumers behave when making purchases. Basically, it describes a buying pattern where wants often take precedence over needs.

2.2 Fear of Missing Out (FOMO)

Lim in Tuzzahra (2024) explains that FOMO is a feeling of anxiety that arises when someone sees their friends or colleagues buying or owning items that they do not yet have, or when they realise that their friends will attend a social event without them. In contrast to the previous opinion, Zhang in Tuzzahra, (2024) defines FOMO as a sense of discomfort that arises from missing out on something, which makes a person feel left behind. It also includes the concern that others may have a better experience, both satisfyingly and favourably, compared to the personal or social experience.

2.3 Hedonic Browsing

According to Nurmikko, cited in Kurnia and Firmialy's research, (2024) hedonic browsing is an activity that places more emphasis on fulfilling hedonic motivation, namely motivation related to consumption behaviour in order to obtain happiness, pleasure, and fantasy. Therefore, it is often the case that consumers who are browsing online shopping sites suddenly feel interested in a product and are encouraged to buy it due to a sense of pleasure and fantasy. Park et al. (in Wulandari et al. 2018) stated that the main purpose of hedonic browsing is to get an "experiential mood" so that this activity is based on the experience of a pleasant mood.

2.4 Research Hypothesis

2.4.1 Fear of Missing Out (FOMO) on Consumptive Lifestyle

Fear of Missing Out (FOMO) is a social phenomenon that reflects the fear, worry and anxiety caused by feeling left out. This feeling encourages individuals to keep up with trends to stay relevant in the social environment. Research findings by Wirasukessa & Sanica (2023) with the title "Fear of missing out and Hedonism on Millennials' Consumptive Behaviour: The Mediating Role of Subjective Norm and Attitude" showed a positive influence of FOMO on consumptive behaviour in millennials. Similar findings are also supported by Safitri & Rinaldi's research (2023) entitled "The Effect of Fear of Missing Out (FOMO) on Consumptive Behaviour in Shopee Application Discount Goods Buyers" which observes the behaviour of students in buying discounted goods through the Shopee application. However, research by Subagyo and Dwiridotjahjono (2021) highlights that fear due to conformity does not always affect purchasing decisions, so FOMO is not always a driver of consumptive behaviour. Despite variations in research results, most studies show that people who experience FOMO are more likely to engage in consumptive behaviour, as individual purchasing decisions are often influenced by the drive to overcome anxiety and the desire for social acceptance.

H1: Fear of Missing Out (FOMO) has a positive and significant effect on Consumptive Lifestyle in Malang State Polytechnic Students

2.4.2 Hedonic Browsing on Consumptive Lifestyle

Hedonic browsing is the activity of browsing the internet, websites, or digital applications with the main purpose of fulfilling hedonic motivations, such as seeking happiness, getting deep emotional experiences, and channelling their fantasies. This activity often offers a pleasant emotional experience, which can trigger impulse buying behaviour. This contributes to the formation of a consumptive lifestyle, encouraging individuals to explore and purchase items that provide temporary happiness, without considering their utility value. A study by Sampurno and Winarso (2015) showed a significant influence between hedonic motivation, browsing activity, and shopping style on impulse buying behaviour among university students. Similar findings were also revealed by Munandar (2022) entitled "The Effect of Website Quality on Shoppe Consumer Impulse Purchases Through Hedonic Shopping Motivation and Utilitarian Value as Intervening" that website quality has a positive and significant influence on the occurrence of impulse purchases, which is mediated by hedonic shopping motivation. However, Darma and Japarianto's (2014) research found that hedonic shopping value does not directly influence impulse purchases but has a significant influence on positive emotions, which suggests that hedonic browsing still indirectly supports consumptive behaviour.

H2: Hedonic browsing has a positive and significant effect on Consumptive Lifestyle in Malang State Polytechnic Students

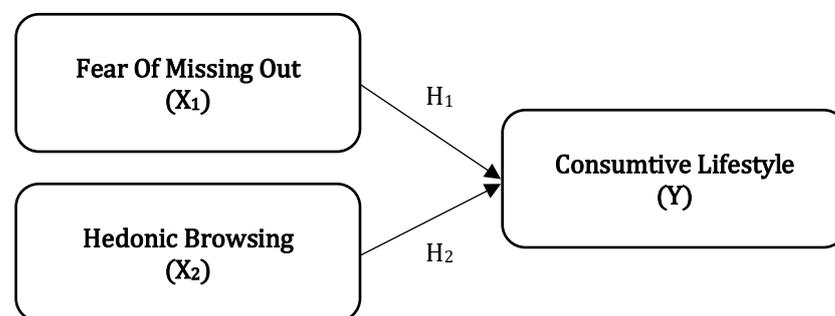


Fig. 1 Research framework

3. Research Methods

The object of this research is focused on Malang State Polytechnic students who are active users of the Shopee application. The approach used is quantitative with a survey research type and cross section research design. The cross-section approach means that data is collected at one specific point in time to represent the current conditions (Ghozali, 2021). The main data used in this study is primary data obtained directly from respondents through distributing questionnaires online and offline. Furthermore, the data was analysed using Microsoft Excel software and SPSS Statistics version 26. In addition to the questionnaire method, documentation techniques were also used by searching the literature in the form of books, journals, and relevant news as supporting references. The population in this study included all Malang State Polytechnic students who used the Shopee application, totalling 1,832 people. The technique used was purposive sampling with certain criteria, namely: (1) active students of

State Polytechnic of Malang, (2) aged 18-25 years, and (3) have accessed the Shopee application in the last three months. The number of samples was determined using the Slovin formula, which resulted in a figure of 94.82 respondents and then rounded up to 95 people for research purposes.

4. Results and Discussion

4.1 Data Instrument Test

The data instrument test carried out in this study uses validity and reliability tests.

4.1.1 Validity Test

The validity test aims to assess the extent to which the questionnaire instrument can determine the feasibility of question items in the study.

Table 1 *Validity test results*

Statements Item	r-count	r-table	Description
Fear Of Missing Out			
FOMO.1	0.493	0.325	Valid
FOMO.2	0.756	0.324	Valid
FOMO.3	0.506	0.324	Valid
FOMO.4	0.489	0.324	Valid
FOMO.5	0.755	0.324	Valid
FOMO.6	0.583	0.324	Valid
Hedonic Browsing			
HB.1	0.862	0.324	Valid
HB.2	0.877	0.324	Valid
Consumptive Lifestyle			
CL.1	0.748	0.324	Valid
CL.2	0.855	0.324	Valid
CL.3	0.690	0.324	Valid

Description:

FOMO : Fear of Missing Out

HB : Hedonic Browsing

CL : Consumptive Lifestyle

To test the feasibility of the questionnaire in terms of validity, first calculate the r-table value based on the number of respondents (n = 95). The r-table value is 0.324. The validity test results show that all statement items on the three variables, namely Fear of Missing Out (FOMO), Hedonic Browsing, and Consumptive Lifestyle, have an r-count value greater than the r-table. Therefore, all statement items are declared valid, which means that each item is able to accurately measure the intended variable.

4.1.2 Reliability Test

The reliability test is used to evaluate the consistency of the results produced by the measurement instrument. An instrument is said to be reliable if it consistently provides stable results in repeated measurements.

Table 2 *Validity test results*

Variable	Cronbach Alpha Value	Description
Fear Of Missing Out	0.633	Reliable
Hedonic Browsing	0.678	Reliable
Consumptive Lifestyle	0.632	Reliable

The reliability test results in Table 2 show that the Cronbach's Alpha value for each variable is FOMO of 0.633, hedonic browsing of 0.678, and consumptive lifestyle of 0.632. Because all three values are above 0.6, all variables are declared reliable.

4.2 Descriptive Data Analysis

Descriptive analysis was carried out to determine the general description of the data studied through the minimum, maximum, mean, and standard deviation values.

Table 3 *Descriptive data analysis results*

Variable	N	Minimum	Maximum	Mean	Std. Deviation
FOMO	95	6	30	15.32	5.851
HB	95	2	10	5.88	2.496
CL	95	3	15	7.13	3.516
Valid N (listwise)	95				

Based on the results of Table 3's descriptive analysis conducted on 95 participants, the fear of losing FOMO variable has a lowest value of 6 and a highest of 30, with a mean of 15.32 and a standard deviation of 5.851. This indicates that the respondents' level of FOMO falls into the moderate category, with a fairly high variation among participants. Furthermore, the hedonic browsing variable recorded a minimum value of 2 and a maximum of 10, with a mean of 5.88 and a standard deviation of 2.496, indicating that respondents' tendency to search for information or products in a hedonistic way was also at a moderate level, with a relatively balanced data distribution. Furthermore, the consumptive lifestyle variable has a range of values between 3 and 15, with an average of 7.13 and a standard deviation of 3.516, indicating that the consumptive lifestyle of respondents is at a moderate level with a considerable level of diversity. Overall, the three variables studied show a moderate tendency of mean values with different variations, which can be the basis for further analysis of the relationship between these variables.

4.3 Multiple Linear Regression Analysis

Multiple linear regression is used to determine the simultaneous and partial effects of several independent variables on the dependent variable, as well as to predict the value of Y based on a combination of X variable values.

Table 4 *Multiple linear regression test results*

			Standardized Coefficients Beta	t	Sig.
(Constant)	-0.050	0.266		-0.188	0.851
FOMO	0.103	0.021	0.433	4.841	0.000
Hedonic browsing	0.425	0.095	0.403	4.499	0.000

Based on the results of multiple linear regression analysis in Table 4, it can be concluded that:

- 1) The constant value of -0.050 indicates that if the score of the FOMO and hedonic browsing variables is considered zero or nonexistent, then the consumptive lifestyle score tends to decrease. According to Atfitri & Purnami (2017), the existence of a negative constant is not a problem as long as the regression model used has fulfilled all the necessary assumptions, such as the normality test. As long as the slope value is not zero, the negative constant does not need to be a major concern. Usually, a negative constant arises because there is a considerable distance between the independent variable (X) and the dependent variable (Y). Since the purpose of regression is to predict the value of Y based on changes in variable X, the main focus should be on variable X and its slope value, not on the negative constant value.
- 2) The analysis results show that the FOMO factor has a regression coefficient of 0.103 with a significance value of 0.000. This shows that FOMO has a positive and significant influence on consumptive lifestyle. In other words, every one unit increase in FOMO will lead to an increase in consumptive lifestyle by 0.103 assuming other variables do not change. The significance value lower than 0.05 indicates that this effect is statistically significant. In addition, the beta (standardised) coefficient of 0.433 indicates that FOMO has a fairly strong impact on consumptive lifestyle when compared to other variables in the model.
- 3) The hedonic browsing variable shows a regression coefficient of 0.425 with a significance value of 0.000, which indicates that this variable has a positive and significant influence on consumptive behaviour. Every one increase in Hedonic Browsing is expected to increase the consumptive lifestyle by 0.425 assuming other variables remain unchanged. The very small significance value indicates that the effect is statistically significant. In addition, the standardised beta coefficient recorded at 0.403 indicates that hedonic browsing almost makes a comparable contribution to FOMO in explaining variations in consumptive lifestyle, albeit slightly below that of FOMO.

4.4 Analysis Pre-requisite Test

The classic assumption test carried out in this study uses three tests, namely: normality test, multicollinearity test and heterocedasticity test. This study uses three classic assumption tests because this study uses a cross-section data design. This data is data obtained in only one time period.

4.4.1 Normality Test

This test aims to ensure that the residual data from the regression model is normally distributed, which is one of the basic assumptions in regression analysis.

Table 5 Normality test results

N	Nilai Kolmogorov-Smirnov	Sig.
95	0.200	0.005

Based on the results of the Kolmogorov-Smirnov Test, the number of samples analysed was 95, with an Asymp. Sig. (2-tailed) of 0.200. This test is used to assess whether the residuals from the regression model are normally distributed. Referring to the criteria put forward by Ghazali (2016), data is considered normally distributed if the significance value is more than 0.05. Because the significance value obtained is 0.200 which exceeds the 0.05 limit, the residuals in this regression model can be declared normal. Thus, the normality assumption as one of the requirements in linear regression analysis has been fulfilled. The fulfilment of this assumption indicates that the regression model used is suitable for further analysis, because there are no significant deviations from the normal distribution.

4.4.2 Multicollinearity Test

Multicollinearity test is conducted to determine whether there is a high correlation between independent variables, which can affect the accuracy of the estimation in the regression model.

Table 6 Multicollinearity test results

Variabel	Tolerance	VIF
FOMO	0.555	1.801
Hedonic Browsing	0.555	1.801

Based on the regression results listed in Table 6 Coefficient, it can be seen that the Tolerance value for the FOMO and hedonic browsing variables is 0.555 and the VIF value for both variables is 1.801. Since both variables fulfil these criteria, it can be concluded that there are no symptoms of multicollinearity in this regression model. In the absence of multicollinearity, it means that the independent variables FOMO and hedonic browsing do not influence each other in an excessive linear manner, so that the regression results can be interpreted more accurately and reliably. The regression model used can be considered valid in terms of multicollinearity assumptions.

4.4.3 Heteroscedasticity Test

This test is used to see if there is an inequality of error variance at each level of predictor in the regression model, because variance that is not constant can cause the analysis results to be biased.

Table 7 Heteroscedasticity test results

Variable	Sig. Value	Sig.
FOMO	0.774	0.05
Hedonic Browsing	0.259	0.05

Based on the data from Table 7, the significance value for the FOMO variable is 0.774 and for hedonic browsing is 0.259, both of which are greater than 0.05. This indicates that the two independent variables do not have a significant effect on the absolute value of the residual. Thus, it can be concluded that this model does not experience heteroscedasticity problems.

4.5 Hypothesis Test

Hypothesis testing in this study was carried out using two tests, namely the t test and the R²coefficient of determination test.

4.5.1 Test of the Coefficient of Determination (R²)

The R² test is used to measure how large a proportion of the variability of the dependent variable can be explained by the independent variables in the model.

Table 8 Test results of the coefficient of determination (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.765	0.586	0.577	0.906

Based on Table 8, the Adjusted R Square value obtained is 0.577. This shows that 57.7% of variations or changes in the dependent variable, namely Consumptive Lifestyle, can be explained by the two independent variables in the model, namely hedonic browsing and FOMO. While the remaining 42.3% is influenced by other factors not included in this research model.

4.5.2 F test

The F test is used to determine whether the independent variables together (simultaneously) have a significant effect on the dependent variable.

Table 9 Analysis of variance (ANOVA) and F-test results

Sum of Squares	df	F _{count}	F table	Sig.
110.144	2	67.145	3.941	0.000

Based on Table 9, the df (N1) = k-1 = 3-1 = 2 and df (N2) = 95, the F-table value is 3.941. Based on the ANOVA table, it can be seen that the F-count is 67.154 > from the F-table 3.941. The significance value is 0.000 < 0.05. It can be concluded that the independent variables simultaneously have an influence on the dependent variable. So that the model used in this study is proven to be suitable and feasible to apply.

4.5.3 T test

The t test is used to test the significance of the effect of each independent variable partially on the dependent variable in the regression model.

Table 10 *t Test results*

Variabel	β	t_{count}	t_{table}	Sig.
FOMO	.103	4.841	1.661	0.000
Hedonic Browsing	.425	4.499	1.661	0.000

Based on Table 23, the FOMO variable has a t_{count} value of 4.841 which is greater than the t-table ($4.841 > 1.661$), and a significance value < 0.05 . This proves that the FOMO variable has a significant influence on consumptive lifestyles. This proves that the FOMO variable has a significant influence on consumptive lifestyles. Meanwhile, the hedonic browsing variable has a t-count value of 4.499 which is also greater than the t-table ($4.499 > 1.661$), with a significance value < 0.05 . This means that Hedonic Browsing also has a significant effect on consumptive lifestyles.

4.6 Discussion

4.6.1 The Effect of Fear of Missing Out (X1) on Consumptive Lifestyle

Based on the results of the tests that have been carried out and the summary of the simultaneous hypothesis testing, the t_{count} value $>$ is obtained, namely, the tcount of 4.841 which exceeds the t_{table} of 1.661 and the sig value. $0.000 < 0.05$. This shows that the fear of missing out variable partially has a positive and significant effect on the consumptive lifestyle of Malang State Polytechnic students. Therefore, H1 in this study is accepted. The findings of this study are supported by the findings of Safitri & Rinaldi (2023) with the title "The Effect of Fear of Missing Out (Fomo) on Consumptive Behaviour in Shopee Application Discount Goods Buyers" which shows that the alternative research hypothesis H_a in this study is accepted. This is shown through the results of the F test which obtained a value of 251,859 with a significance value (P) < 0.05 , and a correlation value (R) of 0.779. This value indicates a significant influence between Fear of missing out (FOMO) on consumptive behaviour in female students who buy discounted goods through the Shopee application at Padang State University. Furthermore, the test results state that there is a positive influence between FOMO and consumptive behaviour. The magnitude of the influence of the FOMO variable on consumptive behaviour in female students is 60.7%, while the rest is influenced by other variables not discussed in this study.

4.6.2 The Effect of Hedonic Browsing (X2) on Consumptive Lifestyle

Based on the results of the tests that have been carried out and the summary of the simultaneous hypothesis testing, the tcount value $>$ is obtained, the tcount is 4.499 which exceeds the ttable of 1.661 and the sig value. $0.000 < 0.05$. This shows that the hedonic browsing variable partially has a positive and significant effect on the consumptive lifestyle of Malang State Polytechnic students. Therefore, H2 in this study is accepted. The findings of this study are also reinforced by the findings of Wulandari (2018) in his research entitled "The Effect of Utilitarian Browsing and Hedonic Browsing on E-Impulse Buying (Study on Brawijaya University Students Who Use the Shopee Website / Application)". Based on the results of the t test calculation, it is found that there is a significant relationship between the Hedonic Browsing (X2) and E-Impulse Buying (Y) variables, with a calculated t value of 5.481 which is greater than the t table of 1.977 ($\alpha = 0.05$; db residual = 140). In addition, the significance value of $0.000 < 0.05$ indicates that H_0 is rejected and H_a is accepted. Thus, it can be concluded that the Hedonic Browsing variable partially has a positive and significant effect on E-Impulse Buying. This means that the higher the level of Hedonic Browsing, the E-Impulse Buying will also increase significantly.

5. Conclusion

Based on the results of the studies that have been conducted, it can be concluded that:

Fear of Missing Out (FOMO) variable is proven to have a positive and significant influence on the consumptive lifestyle of students. This shows that the higher the level of FOMO experienced by students, the greater the tendency to live a consumptive lifestyle. The urge to stay connected to trends, information, and peer activities encourages consumption behaviour that is not always based on need, but rather to avoid feeling left behind.

The Hedonic Browsing variable is also proven to have a positive and significant effect on the consumptive lifestyle of students. The more often a person does e-commerce browsing activities with the aim of seeking

pleasure or entertainment, the higher the likelihood of forming consumptive lifestyle patterns. This activity triggers an emotional urge to shop, even though there is no urgent need, thus triggering excessive consumption patterns.

6. Suggestions

Based on the above conclusions, here are some suggestions that can be taken into consideration, among others:

For State Polytechnic of Malang, it is recommended that topics such as self-management, digital literacy skills, and understanding of consumption be included in various types of academic and non-academic activities. This material can be delivered through training, seminars, or student organisation activities to help students understand the influence of digital media on student consumption behaviour.

Students are expected to be more thoughtful in using social media and other digital platforms. Students need to build a critical and reflective mindset before making purchase decisions, especially if triggered by the fear of being left behind (FOMO) or simply browsing aimlessly (hedonic browsing). By increasing self-awareness, students can avoid unnecessary consumptive behaviour and focus more on fulfilling real needs.

For future researchers, it is recommended to explore other variables that have the potential to influence consumptive lifestyles, such as the influence of influencers, persuasive digital advertising, and internal psychological factors such as stress, loneliness, or boredom. Future research could also utilise a qualitative approach to gain a deeper understanding of students' consumption motives and experiences. In addition, the focus of the research can be directed more specifically at certain types of products, such as fast-food products, clothing, or digital products to see how consumption preferences are formed in a more specific context.

6.1 Research Limitations

This study has several limitations that need to be considered. Its scope is limited to students at the Malang State Polytechnic, so the results cannot be generalised to other student populations in Indonesia. Additionally, the variables analysed only include Fear of Missing Out (FOMO) and Hedonic Browsing, without considering other factors such as the influence of social media, social environment, or economic conditions. The survey method using a closed-ended questionnaire also limits in-depth exploration of respondents' perceptions and may introduce bias in their responses.

6.2 Research Implications

This study has important implications for various parties, particularly educational institutions, e-commerce players, and families. For educational institutions, the results of this study can be used as a reference to improve financial literacy and students' awareness of the negative impacts of consumptive behaviour triggered by FOMO and hedonic browsing. For e-commerce players like Shopee, these findings provide insights for designing marketing strategies that do not encourage excessive consumption, particularly among students. Academically, this research opens opportunities for further studies with broader scopes and more diverse variables to comprehensively understand the consumption behaviour of the younger generation.

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Conflict of Interest

The entire research process was conducted independently without any influence from any party that could affect the results and objectivity of the research.

Author Contribution

Laila Dhelfhia Suhendra played a role in designing the research topic, compiling the questionnaire, collecting and analysing data, and writing the initial draft of the manuscript. Yohan Bakhtiar provided methodological guidance, academic corrections, and overall supervision during the research process. Ahmad Saifi Athoillah assisted in data analysis, theoretical framework development, and final revision and refinement of the manuscript.

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