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The Influence of Fear of Missing Out Shopping Lifestyle and Promotion on Impulsive Buying of iPhone Products in Gen Z in the City of Surabaya

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ABSTRACT

The rapid development of technology and intense business competition have significantly influenced consumer behavior, particularly among Generation Z who dominate mobile phone ownership in Indonesia and exhibit unique consumption patterns toward premium brands like iPhone. This study analyzes the influence of Fear of Missing Out (FOMO), shopping lifestyle, and promotion on impulsive buying behavior for iPhone products among Generation Z in Surabaya. Utilizing a sample of 150 respondents drawn from the Surabaya-based Generation Z population through purposive sampling, the research employed online questionnaires with a Likert scale for data collection. Subsequent analysis via Multiple Linear Regression using SPSS 27 yielded partial results showing that: (1) FOMO does not have a significant effect on impulsive buying (sig. 0.751 > 0.05); (2) shopping lifestyle has a positive and significant effect (sig. 0.001 < 0.05); and (3) promotion has a positive and significant effect (sig. 0.043 < 0.05). Simultaneously, all three variables significantly affected Impulsive Buying with an R Square contribution of 12.3%. In conclusion, while Gen Z follows iPhone trends, FOMO is not the primary driver of impulsive purchases. Instead, shopping lifestyle and promotions play dominant roles in encouraging unplanned purchases. Marketers should optimize creative promotional strategies over FOMO-based approaches.

Keywords: Fear of Missing Out (FOMO), Impulsive Buying, Promotion, Shopping Lifestyle

1. INTRODUCTION

Competition in today's business world is increasingly intense, especially in the global era driven by rapid technological innovation. Companies compete to present products with advanced features, competitive quality, and aggressive marketing strategies. This situation creates a dynamic market environment with many brand and product choices, making consumers often face difficulties in making purchasing decisions. In addition, consumers are continuously exposed to digital information through social media, e-commerce, and other communication platforms that shape their preferences and perceptions. Technological developments not only affect industries but also significantly influence consumer behavior. Today's consumers are more capable of understanding technology trends, evaluating device specifications, and comparing products according to their lifestyle needs. Many consumers are also increasingly aware of the symbolic value and prestige of certain brands such as Samsung, Apple, Xiaomi, and others. In Indonesia, purchasing decisions are no longer based solely on functional aspects, but also emotional value, self-identity, and social influence.

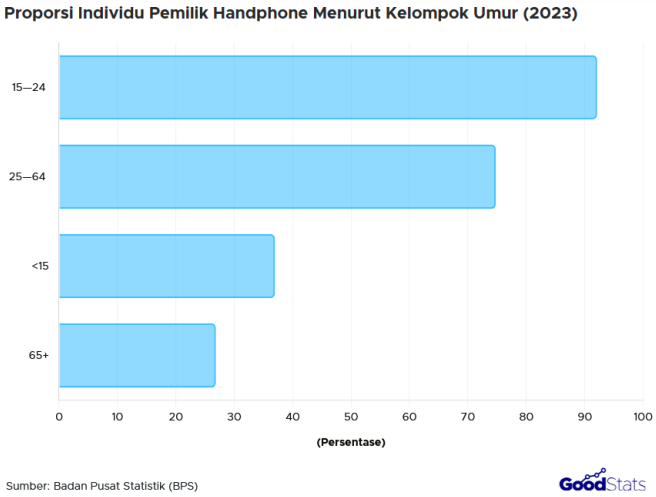

Figure 1. Proportion of Individual Mobile Phone Owners by Age Group in 2023
Source: Central Statistics Agency (2023)

Figure 1 shows that the majority of mobile phone owners are aged 15-24 years (Central Statistics Agency, 2023). This age group is dominated by Generation Z, referring to individuals born between 1997–2012, who grew up during rapid technological development and therefore have a high level of digital adoption. The Central Statistics Agency reports that Gen Z accounts for around 92% of mobile phone ownership in this age category (Irfan, 2024). This condition makes Gen Z a highly promising and strategic target market for various smartphone brands.

Figure 2. Development of Android and iOS Market Share in Indonesia
Sources: Pasona (2025)

The smartphone market in Indonesia is dominated by various brands such as Oppo, Vivo, Samsung, Xiaomi, Huawei, and Apple. Figure 2 shows the development of Android and iOS market share in Indonesia. According to StatCounter, the iOS market share reached 11.58% in 2023 but slightly declined to 10.44% in 2024 and 9.36% in 2025, while Android continues to dominate the market with 90.54% in 2025 (Pasona, 2025). Despite this, the iPhone remains one of the most popular premium smartphone brands, including in the city of Surabaya. The popularity of iPhone products can be seen from the large number of outlets such as iBox, Digimap, and Erafone. Sales also increased after the launch of the iPhone 16 in 2024, with Erajaya recording sales of Rp 35.4 trillion in the first semester of 2025.

Another interesting phenomenon is the rise of iPhone rental services, especially before Eid. A report from detikJatim (March 2025) shows a significant increase in iPhone rentals in Surabaya, mainly for "content creation" and "prestige events," with the iPhone 11 series being the most popular. The renters are mostly young people, ranging from students to university students, representing the Gen Z segment, with rental turnover increasing by 30-40% (Devi, 2025; Usman, 2025).

Although iPhones belong to the premium segment with relatively high prices, this rental phenomenon reflects a consumptive and prestige-oriented lifestyle. One psychological factor that may explain this behavior is Fear of Missing Out (FOMO). Przybylski et al. (2013) conceptualize FoMO as a form of anxiety stemming from the perception that others are partaking in rewarding experiences from which the individual is absent. This condition may lead individuals to seek instant gratification and ignore long-term consequences, which is a characteristic of impulsive buying (Rachmawati, 2009). Lifestyle also plays an important role in shaping consumer behavior. Kotler and Armstrong (2010) describe lifestyle through activities, interests, and opinions (AIO). In this context, Gen Z tends to pursue popular and trendy products, reflecting a shopping lifestyle where shopping is perceived as recreation, status expression, or lifestyle fulfillment (Dewi & Adi, 2023).

The existing body of literature presents conflicting evidence regarding the antecedents of impulsive buying, indicating a need for further investigation. Research by Dewanata and Sidanti (2024) and Daulay et al. (2025) found that FOMO significantly affects impulsive buying, while Astuti and Pratiwi (2024) reported no significant effect. Similarly, studies by Azizah and Maulida (2025) found that shopping lifestyle influences impulsive buying, whereas Shpautra, Akhmad, and Nofirda (2024) found the opposite result. In terms of promotion, Ulfamiyati and Bangsa (2026) found that promotional stimuli such as discounts and flash sales significantly trigger impulsive buying, while Maley et al. (2022) reported no significant effect. These contradictory results point to a significant lacuna in the literature, warranting a re-examination of how FoMO, shopping lifestyle, and promotion influence impulsive buying. This investigation is further contextualized within the specific market for iPhone products among Surabaya's Generation Z consumers.

Stemming from the contextual background delineated previously, this research addresses specific facets of consumer behavior among Generation Z in Surabaya concerning iPhone acquisitions. The investigation is structured around three core questions: the impact of Fear of Missing Out (FoMO) on impulsive buying, the effect of shopping lifestyle, and the role of promotional activities. To this end, the study's principal aim is to empirically examine the nexus between these factors including FOMO, shopping lifestyle, promotion, and impulsive buying behavior, thereby providing robust empirical evidence.

This research is poised to make meaningful contributions on both theoretical and practical fronts. From a theoretical standpoint, it aspires to enrich the extant literature in marketing by deepening the understanding of consumer behavior and the dynamics of purchasing decisions, while also serving as a touchstone for future research in marketing science. On a practical level, the findings are projected to furnish businesses and marketers with valuable insights, aiding them in the formulation of strategic marketing initiatives that effectively consider the roles of FoMO, shopping lifestyle, and promotional activities in driving impulsive purchases.

This study also has several limitations to ensure that the research remains focused and aligned with its objectives. The research only involves Gen Z consumers who purchase iPhone products in the city of Surabaya, so consumers from other locations are not included in the scope of this study. In addition, this research only examines three independent variables which are FOMO (Fear of Missing Out), shopping lifestyle, and promotion and their influence on impulsive buying behavior. Other variables that may potentially influence purchasing decisions are not included in this research.

2. LITERATURE REVIEW

2.1. Theoretical Foundations

2.1.1. Fear of Missing Out (FOMO)

According to Przybylski et al. (2013), Fear of Missing Out (FoMO) denotes the anxiety that arises from the perception that others are enjoying valuable experiences without one's presence. This phenomenon has been amplified in the contemporary digital era, driven by the pervasiveness of social media and other online communication channels. FOMO is not merely a feeling of jealousy but also a psychological condition characterized by anxiety and fear triggered by observing the activities and experiences of others. In the context of consumer behavior, Kotler and Armstrong (2010) explain that social influences play a significant role in shaping purchasing behavior. FOMO can be understood within the framework of social factors in consumer behavior, particularly through the influence of reference groups on social media. Individuals often shape their attitudes and behaviors based on the groups they consider important, either directly or indirectly. As a result,

the pressure to keep up with others can motivate consumers, especially Gen Z, to make impulsive purchases of certain products, such as iPhones, in order to maintain social status and meet social expectations (Kotler & Armstrong, 2010).

Therefore, FOMO can be considered a psychological factor that strongly influences consumer behavior in the digital era, as it creates anxiety about missing valuable experiences enjoyed by others, which may ultimately trigger consumption behavior (Kotler & Armstrong, 2010; Przybylski et al., 2013). According to Przybylski et al. (2013), FOMO can be identified through several indicators. The first is the emotional aspect, which reflects the level of anxiety and worry that arises when individuals compare themselves with the experiences of others, particularly their peers. The second is the social aspect, which relates to the importance of feeling included in a reference group and the negative feelings that arise when individuals miss social interactions or important events. The third is the behavioral aspect, which focuses on behaviors such as frequent use of social media and continuous monitoring of other people's activities.

2.1.2. Shopping Lifestyle

Lifestyle is defined as an individual's pattern of living, manifested through their activities, interests, and opinions (AIO) (Kotler & Armstrong, 2010). This construct occupies a pivotal position in marketing and consumer behavior, as it shapes how individuals allocate their time, financial resources, and attention in daily life, including within the context of purchasing activities. Shopping lifestyle is a specific manifestation of lifestyle that is expressed through shopping-related activities. It reflects how consumers spend time and money when shopping, their interest in certain brands or trends, and their opinions regarding products and self-image. According to Kotler and Armstrong (2018), shopping lifestyle represents the way individuals express their lifestyle through shopping behavior, which can influence both planned and unplanned purchase decisions.

In numerous instances, a pronounced shopping lifestyle serves as a catalyst for impulsive purchasing behavior. When consumers perceive shopping as a vehicle for recreation, a means of self-expression, or a mechanism for status signaling, they exhibit a heightened propensity for unplanned acquisitions. Consequently, the interplay of activities, interests, and opinions centered on shopping can coalesce into a potent antecedent, compelling consumers toward impulsive buying actions (Kotler & Armstrong, 2010). According to Kotler and Armstrong (2010), the indicators of shopping lifestyle include three main aspects. The first is activities, which measure how consumers spend their time and energy in shopping-related activities. The second is interest, which reflects the importance that consumers attach to shopping and related trends in their environment. The third is opinion, which represents consumers' views and beliefs about themselves and the surrounding environment in relation to purchasing behavior.

2.1.3. Promotion

Kotler and Armstrong (2018) define promotion as any activity designed to convey a product's advantages and to persuade prospective customers to make a purchase. Promotion plays a crucial role in marketing strategies because it acts as a communication bridge between companies and consumers regarding the value of products or services offered in the market. Kotler and Armstrong (2010) explain that promotion is a strategic communication process designed to ensure that consumers understand, recognize, and accept the products offered by a company. Effective promotional activities not only increase product awareness but also help build relationships with consumers and encourage purchasing decisions.

According to Kotler and Armstrong (2010), promotional activities can be identified through several indicators. The first is advertising, which refers to non-personal promotional communication conducted by an identified sponsor to promote ideas, goods, or services. The second type, sales promotion, utilizes short-term incentives like discounts and coupons to drive immediate purchases. The third, personal selling, leverages direct interaction between representatives and consumers to build rapport and secure purchases. The fourth is public relations, which focuses on maintaining positive relationships with the public and building a favorable company image. The fifth is direct and digital marketing, which involves direct interaction with consumers through digital channels to generate faster responses and strengthen customer relationships.

2.1.4. Impulsive Buying

Rook (1987) characterizes impulsive buying as an unplanned purchase driven by an immediate and intense desire, occurring in the absence of careful evaluation. Such behavior is distinguished by its spontaneous onset and its foundation in affective, rather than cognitive, decision-making processes. Kotler and Armstrong (2018) consider impulsive buying as an important part of consumer decision-making behavior, particularly in situations where consumers are influenced by marketing stimuli and situational factors. Impulsive buying usually occurs when consumers are exposed to external stimuli at the point of purchase, such as promotional offers, product displays, or emotional triggers.

According to Rook (1987), impulsive buying can be identified through several indicators. The first is suddenness, which refers to the spontaneous and unexpected urge to buy a product. The second is a powerful and persistent urge, which reflects a strong emotional impulse that is difficult to control. The third is emotional conflict, which occurs when consumers experience feelings of regret or internal conflict after making a purchase. The fourth is high speed, which indicates that purchases are made quickly with minimal cognitive evaluation. In addition, Kotler and Armstrong (2010) identify several behavioral indicators of impulsive buying. These include lack of planning, where consumers do not intend to purchase a product before encountering a stimulus; minimal careful evaluation, where consumers ignore detailed comparisons of price and quality; and exposure to stimuli at the point of purchase, where external factors such as discounts, product displays, or digital promotions trigger spontaneous purchasing behavior.

2.2. Empirical Study

The role of psychological factors, shopping lifestyle, and promotion in triggering impulsive buying is well-documented, especially among Generation Z consumers. Contributing to this evidence, Soleha and Sagir (2024) identified FoMO and hedonistic shopping motivation as significant predictors of impulsive e-commerce purchases within this cohort, underscoring how social and internal drivers converge to foster unplanned acquisitions. This aligns with the findings of Astuti and Pratiwi (2025), which indicate that positive emotions and shopping lifestyle encourage impulsive behaviour, while FOMO does not always have a significant effect, meaning that contextual and product factors influence the intensity of the FOMO effect.

The research by Nabila and Permana (2025) emphasises the importance of brand image alignment with shopping lifestyle and brand trust, which drives impulsive purchasing decisions among Gen Z. These findings are relevant to the behaviour of Gen Z in Surabaya, who tend to pay attention to social status and prestige symbols when choosing premium products such as iPhones. Ulfamiyati and Bangsa (2026) add that ease of access and promotions have a significant influence on impulsive buying, although an understanding of religious values can suppress this behaviour, indicating that external factors (promotions and ease of access) can be strong triggers. Manap et al. (2025) found that influencers and discounts are the main triggers for impulsive buying on digital platforms, while buyer habits do not have a significant effect. Maley et al. (2022) emphasise the influence of hedonistic shopping motivation and price on impulsive behaviour, while promotions are not always effective.

Overall, these empirical studies indicate that FOMO, shopping lifestyle, and promotions are key variables influencing impulsive buying, but their impact may vary depending on the product type and social context. These findings provide a strong foundation for researching the influence of FOMO, shopping lifestyle, and promotions on impulsive buying of iPhone products among Gen Z in Surabaya, given that their consumption behaviour is influenced by social status, digital shopping experiences, and appropriate promotional stimuli.

2.3. Relationships Between Variables

2.3.1. The Relationship Between Fear of Missing Out and Impulsive Buying

FOMO is defined as widespread anxiety often amplified by intense social media exposure, which features impressive lifestyle and product buying trends. This anxiety triggers a strong psychological urge in Gen Z to act immediately and close the social gap. Thus, FOMO has the ability to attract the attention of the audience emotionally and create a high sense of urgency in responding to consumption trends, making individual behaviors tend to seek instant gratification without considering the long-term consequences or what is commonly called impulsive buying.

2.3.2. The Relationship of Shopping Lifestyle with Impulsive Buying

Shopping Lifestyle is a person's lifestyle that is expressed in their activities, interests, and opinions. Gen Z's shopping lifestyle is measured by their tendency to spend time, money, and thoughts on shopping, especially those driven by status and hedonic needs. Consumers who adopt a fun- and status-oriented lifestyle tend to be more susceptible to impulsive buying impulses. Shopping Lifestyle is an adaptation of the concept of lifestyle

2.3.3. Promotional Relationship with Impulsive Buying

Any temporary incentives offered to promote, advertise, or sell products or services are considered promotions. Sales promotions, which are often in the form of price discounts, cashback, or flash sales, are the most effective forms of external stimulus to trigger unplanned purchase actions. Most people prefer sales promotions that offer a limited time limit or quota, as they create a situation of urgency that removes the time of rational consideration that can trigger Impulsive Buying.

2.4. Conceptual Framework

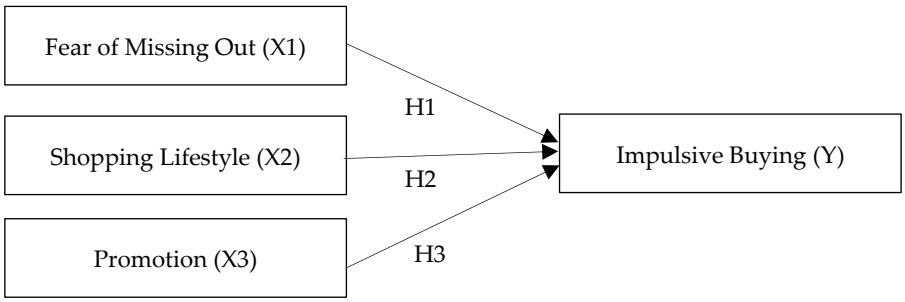

Figure 3. Conceptual Framework

Based on the conceptual framework depicted in figure 3, the hypothesis are:

H1: FOMO has a significant effect on impulsive buying of iphone products in gen z in the city of Surabaya.

H2: Shopping Lifestyle has a significant effect on impulse buying iphone products in gen z in the city of Surabaya.

H3: Promotion has a significant effect on impulse buying of iphone products in gen z in the city of Surabaya.

3. RESEARCH METHODS

3.1. Research Approach

In this study, a type of descriptive research is applied from the quantitative method approach. Riyanto and Hatmawan (2020) explained that descriptive research is a type of research that provides a comprehensive picture of the social context and aims to explore and clarify social phenomena or realities, by describing various variables related to the problem of the unit being studied. Descriptive research can be carried out using quantitative methods. On the other hand, the positivism-based quantitative method collects data from a predetermined population or sample using a research instrument, then uses statistically oriented quantitative analysis to describe and test the hypothesis. Based on Sugiyono (2018) on this, the purpose of this study is to test the hypothesis that has been determined through the relationship between variables, namely FOMO (X1), Shopping Lifestyle (X2), promotion (X3) and Impulsive Buying (Y).

3.2. Population and Research Sample

3.2.1. Population

According to Sugiyono (2018), researchers determine the number and characteristics of things that make up a population area, then they study them and formulate findings. The population of this study is generation z who have an interest in buying a smartphone in the city of Surabaya.

3.2.2. Samples

Sugiyon (2018) A small portion of the larger population, both numerically and demographically, is called a sample. Scientists can collect a representative sample of a larger population when studying the entire population is impractical. The sample taken must have characteristics similar to or almost identical to the population, so that it can be representative of the population under study (Riyanto & Hatmawan, 2020). Purposive sampling was used to conduct sampling in this study. The sampling strategy was based on a nonprobability approach, meaning that not every member of the population had an equal chance of being included in the sample (Sugiyono, 2018). The specific sample size was determined using the guideline proposed by Ferdinand (2014), whereby the minimum sample is calculated as 5 to 10 times the number of indicator variables.

$$N = \text{Number of Indicators} \times (5\text{-}10)$$

Indicators = 14 FOMO {3}, Shopping Lifestyle {3}, {5} Promotions, Impulsive Buying

$$N = 14 \times 10 = 140 \text{ respond.}$$

Based on the aforementioned formula, a minimum sample of 140 respondents was indicated. To ensure adequacy, the sample size was increased to 150 participants, selected through purposive sampling. In accordance with Sugiyono (2018), this technique entails the application of specific criteria, which for this study were defined as: (1) being an iPhone user or prospective buyer; (2) falling within the 17 to 35 age range; and (3) residing in Surabaya.

3.3. Data Collection Procedures

The research data was collected through the use of questionnaires. Sugiyono (2018) stated that data collection using questionnaires involves presenting a series of questions or statements to respondents to record and then asking them to answer them. For this study, we used Google Forms to collect questionnaire data online; Then we disseminate the form using social media to reach as many people as possible. In addition, the Likert scale was used to measure the questionnaire of this study. When studying how people feel about certain social issues, researchers often use the Likert scale (Sugiyono, 2018). As a result, the following rules will govern the awarding of points to respondents' responses for the purposes of quantitative analysis. The measurement scale used in this study is the Likert scale, where each answer is assigned a score. A score of 1 is given for "Strongly Disagree" (STS), a score of 2 for "Disagree" (TS), a score of 3 for "Neutral" (N), a score of 4 for "Agree" (S), and a score of 5 for "Strongly Agree" (SS).

3.4. Data Analysis Techniques

To analyze the data, this study employed several statistical tests. Validity and reliability tests were first conducted to ensure the research instruments were accurate and consistent. Validity measures whether each questionnaire item correctly captures the variable it intends to measure, with significance values ≤ 0.05 and correlation > 0.4 indicating validity (Riyanto & Hatmawan, 2020; Sugiyono, 2022). Reliability tests, using Cronbach's Alpha, ensure consistency of measurement, with α > 0.6 considered reliable (Riyanto & Hatmawan, 2020; Sugiyono, 2018).

To assess the simultaneous effect of the independent variables (FoMO, Shopping Lifestyle, and Promotion) on the dependent variable (Impulsive Buying), an F-test was employed. As stipulated by Ghozali (2018), a significant simultaneous effect is indicated when the calculated F-value exceeds the F-table value, or when the significance level is below 0.05. Subsequently, a t-test was conducted to evaluate the partial influence of each independent variable on Impulsive Buying, using a significance threshold of α = 0.05. Finally, Multiple Linear Regression analysis was utilized to model the relationship, based on the following equation:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

where Y is Impulsive Buying, X1 = FOMO, X2 = Shopping Lifestyle, X3 = Promotion, b1–b3 are regression coefficients, a is the constant, and e is the error term (Riyanto & Hatmawan, 2020).

Finally, the coefficient of determination (R^2) measured how much variation in Impulsive Buying could be explained by the independent variables. R^2 values closer to 1 indicate a stronger explanatory power. Adjusted R^2 was used to correct for multiple independent variables, providing a more accurate assessment of the model (Riyanto & Hatmawan, 2020). Hypotheses were accepted if F-significance < 0.05 or F-count > F-table.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Characteristics of Respondents

The subjects involved in this study were determined based on predetermined criteria to ensure the validity of the data. In total, there were 150 respondents who participated by filling out this research questionnaire. From a total of 150 individuals, varied demographic data was obtained that included classification by name, age, gender, occupation, and level of expenditure each month. To generate a descriptive overview of the respondent profile, the collected data were classified based on the research indicators. The resulting distribution of respondent characteristics, aligned with the established criteria, is detailed in the following table 1.

1) Age Characteristics

Table 1. Age Characteristics

Age Groups	Number of Respondent	Percentage (%)
17 to 25 Years	149	99.3
26 to 35 Years	1	0.7
Total	**150**	**100**

Source: SPSS 27 Data Processing Results

Based on Table 1 above, a total of 150 respondents were divided into 2 age groups. In this study, the age group of 17 to 25 years had the dominant percentage in the number (99.3%), followed by the second age group, namely 26 to 35 years, only had 1 respondent in the percentage (0.7%). It can be concluded that the most dominant age group of respondents was shown in the age group of 17 to 25 years for respondents who did Impulsive Buying iPhone products in the city of Surabaya.

2) Gender Characteristics

Table 2. Gender Characteristics

Gender	Number of Respondent	Percentage (%)
Male	62	41.3
Female	88	58.7
Total	**150**	**100**

Source: SPSS 27 Data Processing Results

Based on the data in Table 2, 150 respondents were randomly selected from a pool of prospective participants. Based on the data, 62 respondents (or 41.3% of the total) identified themselves as male, and 88 (or 58.7%) as female. It seems that the majority of respondents in the city of Surabaya who do Impulsive Buying iPhone devices are women.

3) Occupational Characteristics

Table 3. Occupational Characteristics

Occupation	Quantity (Respond)	Percentage (%)
Student/Student	56	37.3
Private Employees	73	48.7
Entrepreneurship	17	11.3
Housewives	-	-
Others	4	2.7
Total	**150**	**100**

Source: SPSS 27 Data Processing Results

Table 3 shows that 150 people filled out the survey, and the study focused on five different aspects of the profession. Students, private sector workers, entrepreneurs, housewives, and others are included in the five jobs. The results of the study show that Students/Students have a frequency of 56 respondents (37.3%), then Private Employees have a frequency of 73 respondents (48.7%), then Entrepreneurs have a frequency of 17 (11.3%), then Housewives have no respondents (0), and finally respondents with Other jobs have a frequency

of 4 (2.7%). It can be concluded that for respondents who do impulsive buying of iPhone products in the city of Surabaya, it is often done by private employees and followed by students/students.

4) Monthly Expenses Characteristics

Table 4. Characteristics of Monthly Expenditure

Monthly Expenditure	Number (Respondents)	Percentage (%)
< Rp.1,000,000	9	6
Rp.1,000,000 – Rp.3,000,000	12	8
Rp.3,000,000 – Rp.5,000,000	42	28
> Rp.5,000,000	87	58
Total	**150**	**100**

Source: SPSS 27 Data Processing Results

From Table 4 above, it shows the characteristics of monthly expenditure of respondents in the study who had 150 respondents. This study produced that 6 respondents had monthly expenses of less than Rp 1,000,000, 12 respondents had expenses between Rp 1,000,000 and Rp 3,000,000, 42 respondents had expenses between Rp 3,000,000 and Rp 5,000,000, and 87 respondents had expenses of more than Rp 5,000,000, which accounted for 58% of the total respondents. It can be concluded that respondents with monthly expenses who do Impulsive Buying the most is at > Rp 5,000,000.

4.1.2. Variable Answer Description

Using a focused research strategy, 150 participants who conducted Impulsive Buying of iPhone devices in Surabaya were surveyed for this study. The purpose of this study was to identify factors in Surabaya that contribute to Impulsive Buying of iPhone devices, including FOMO, Shopping Lifestyle, and promotions. The study also looked at how people answered each question. Descriptive statistical analysis of the variables determines the range of scores, which respondents are asked to use when answering each variable. Based on what Sugiyono (2022) said, here's how to determine variable criteria:

$$RS = \frac{m - n}{k} = \frac{5 - 1}{5} = 0{,}8$$

Description:

RS : Scale range

M : Maximum score

N : Minimum score

K : Number of categories

Where the largest score is 5 and the smallest score is 1. Each number has the following limitations according to the respondent's response category shown in table 5.

Table 5. Respondent Answer Categories

Interval (Class Width)	Category
1.00 - 1.80	Very Low
1.81 - 2.60	Low
2.61 - 3.40	Moderate
3.41 - 4.20	High
4.21 - 5.00	Very High

Source: Research Primary Data, 2026

Table 5. Distribution of Respondent Answers per Variable

No.	Variable	Indicator	SS	S	N	TS	STS	Mean	Category
1	Fear of Missing Out (X1)	X1.1	123	27	0	0	0	4.82	Very High
		X1.2	124	25	1	0	0	4.82	Very High
		X1.3	117	33	0	0	0	4.78	Very High
		Average Total Score						**4.80**	**Very High**
2	Shopping Lifestyle (X2)	X2.1	130	20	0	0	0	4.87	Very High

No.	Variable	Indicator	SS	S	N	TS	STS	Mean	Category
		X2.2	122	28	0	0	0	4.81	Very High
		X2.3	131	19	0	0	0	4.87	Very High
		Average Total Score						**4.85**	**Very High**
3	Promotions (X3)	X3.1	136	14	0	0	0	4.91	Very High
		X3.2	139	11	0	0	0	4.93	Very High
		X3.3	137	13	0	0	0	4.91	Very High
		X3.4	92	58	0	0	0	4.39	Very High
		X3.5	53	97	0	0	0	4.35	Very High
		Average Total Score						**4.69**	**Very High**
4	Impulsive Buying (Y)	Y1.1	140	10	0	0	0	4.93	Very High
		Y1.2	138	12	0	0	0	4.92	Very High
		Y1.3	138	12	0	0	0	4.92	Very High
		Average Total Score						**4.92**	**Very High**

Source: SPSS 27 Data Processing Results

The table 5 presents the distribution of respondent answers across all four research variables. All variables and their indicators fall into the Very High category, reflecting consistently strong responses from the 150 respondents.

a. Fear of Missing Out (X1) recorded an average score of 4.80, indicating that respondents have a strong desire to stay updated on trends and are emotionally driven to participate in purchases to avoid missing out.

b. Shopping Lifestyle (X2) yielded the second highest average at 4.85, suggesting that shopping has become a deeply embedded routine and form of self-expression among respondents, with a tendency to prioritize the latest trends.

c. Promotions (X3) averaged 4.69, the lowest among all variables but still in the Very High category, reflecting that respondents respond positively to promotional strategies such as discounts and advertisements, which effectively influence their purchasing decisions.

d. Impulsive Buying (Y) had the highest average score of 4.92, indicating that respondents exhibit a very strong tendency toward unplanned purchases, largely triggered by external stimuli such as promotions, trends, and the shopping environment.

Overall, the results suggest that Fear of Missing Out, Shopping Lifestyle, and Promotions collectively contribute to high levels of Impulsive Buying behavior among respondents.

4.1.3. Model Analysis or Hypothesis Testing

1) Instrument Test

a. Validity Test

One way to ensure that a research questionnaire is reliable is to conduct validity testing. If the statements in the questionnaire can be assessed through the questionnaire itself, then the questionnaire is valid.

Table 6. Validity Test Results

Variable	Item	Pearson Correlation	Standard Pearson Correlation	Description
Fear of Missing Out (X1)	X1.1	0.922	0.40	Valid
	X1.2	0.914	0.40	Valid
	X1.3	0.863	0.40	Valid
Shopping Lifestyle (X2)	X2.1	0.822	0.40	Valid
	X2.2	0.828	0.40	Valid
	X2.3	0.707	0.40	Valid
Promotions (X3)	X3.1	0.661	0.40	Valid
	X3.2	0.651	0.40	Valid
	X3.3	0.657	0.40	Valid
	X3.4	0.781	0.40	Valid

Variable	Item	Pearson Correlation	Standard Pearson Correlation	Description
	X3.5	0.801	0.40	Valid
Impulsive Buying (Y)	Y1.1	0.852	0.40	Valid
	Y1.2	0.906	0.40	Valid
	Y1.3	0.940	0.40	Valid

Source: SPSS 27 Data Processing Results

The validity of all indicator statements is confirmed by their positive and significant values. Specifically, Table 6 shows that the correlation coefficients for Fear of Missing Out (X1), Shopping Lifestyle (X2), Promotion (X3), and Impulsive Buying (Y) all surpass the 0.4 benchmark, with significance levels below 0.05, thereby satisfying the criteria for validity.

b. Reliability Test

The usefulness of questionnaires as a predictor of a variable can be evaluated through reliability testing. This testing is conducted to guarantee that the research questionnaire produces consistent and reliable data. If a variable has an alpha Cronbach coefficient of 0.6 or more, then it is considered reliable.

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Minimum Reliability	Description
Fear of Missing Out	0.881	0.6	Reliable
Shopping Lifestyle	0.691	0.6	Reliable
Promotions	0.742	0.6	Reliable
Impulsive Buying	0.882	0.6	Reliable

Source: SPSS 27 Data Processing Results

As presented in Table 7, all constructs under investigation demonstrated satisfactory internal consistency, with Cronbach's Alpha values exceeding the conventionally accepted threshold of 0.6. The Fear of Missing Out variable exhibited a high reliability coefficient of 0.881, while Shopping Lifestyle and Promotion yielded values of 0.691 and 0.742, respectively. The Impulsive Buying variable also displayed strong reliability, with a Cronbach's Alpha of 0.882. These results confirm that all variables meet the necessary criteria and are suitable for inclusion in further analytical procedures.

2) Hypothesis Test

Hypothesis testing constitutes a statistical method for assessing population-level propositions based on sample data. Its primary objective is to determine whether the available sample evidence provides sufficient support for a given hypothesis concerning the population.

a. F Test Results (simultaneous)

A simultaneous testing procedure was conducted to evaluate whether FoMO, shopping lifestyle, and promotion collectively influence impulsive buying, thereby ascertaining the joint effect of these independent variables on the dependent construct.

Table 8. F Test Results

ANOVA						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Say.**
1	Regression	9.396	3	3.132	75.945	.001[b]
	Residual	6.021	146	.41		
	Total	15.416	149			

a. Dependent Variable: Impulsive Buying
b. Predictors: (Constant), Promosi, Shopping Lifestyle, Fear of Missing Out

Source: SPSS 27 Data Processing Results

The analysis revealed a statistically significant simultaneous effect of the independent variables on the dependent construct. This is supported by an obtained F-value of 75.945 and a corresponding significance level of 0.001, which falls below the predetermined alpha threshold of 0.05. Consequently, it can be concluded that Fear of Missing Out, Shopping Lifestyle, and Promotion collectively exert a significant influence on Impulsive Buying.

b. t-Test Results (partial)

A t-test was used to assess the significance of each regression coefficient independently. This partial test determines whether a given independent variable has a meaningful relationship with the dependent variable, controlling for other predictors.

Table 9. T Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	9.041	.388		23.309	.001
	Fear of Missing Out	.018	.017	.061	1.058	.292
	Shopping Lifestyle	.223	.020	.583	10.910	.001
	Promotions	.095	.014	.387	6.801	.001
a. Dependent Variable: Impulsive Buying						

Source: SPSS 27 Data Processing Results

The results detailed in Table 9 reveal differential partial influences on Impulsive Buying. While Fear of Missing Out did not demonstrate a statistically significant effect ($p = 0.292 > 0.05$), both Shopping Lifestyle and Promotion exhibited positive and significant impacts, with p-values of 0.001 and 0.001, respectively, both well below the 0.05 alpha level.

c. Coefficient of Determination (R^2) Test Results

To evaluate the combined explanatory power of FoMO, Shopping Lifestyle, and Promotion on Impulsive Buying, a coefficient of determination (R^2) test was conducted. The findings from this analysis are detailed below.

Table 10. Determination Coefficient Test Results (R^2)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.781[a]	.609	.601	.203	1.607

Source: SPSS 27 Data Processing Results

An R-squared value of 0.609 is reported in the Model Summary table. This means that Impulsive Buying is influenced by FOMO, Shopping Lifestyle, and promotion by 60.9%. External factors accounted for the remaining 39.1%.

4.2. Discussion

4.2.1. The Effect of Fear of Missing Out on Impulsive Buying

Based on the results of the t-test test yielding a coefficient value of 0.018 (sig .292) this result shows that FOMO (X1) against Impulsive Buying (Y) did not have a significant effect even though it had a very high category value on the respondents' answers. FOMO is the constant worry that others are enjoying an amazing experience while you are unable to participate (Przybylski et al., 2013) . Although the respondents found that the influence of lifestyle and promotion of the iPhone produced positive results, but Fear of Missing out not strong enough to influence respondents to do Impulsive Buying.

The results of the study show that Fear of Missing Out has no significant effect on Impulsive Buying, because the consumer does not feel the presence of a Fear of Missing Out and prioritize other aspects such as lifestyle aspects and promotional aspects. It can be seen from the respondent's answer through the variation of the respondent's answer to the statement *"I feel worried and left behind social trends when I don't buy an iPhone even though I haven't planned for it"* and *"I'm afraid of falling behind social trends, I often feel that there is a sudden strong urge to buy an iPhone as much, even though I didn't plan to buy it beforehand"* both have a score of 4.82 (very high), although the answer score of the respondents on Fear of Missing out have high numbers, but Fear of Missing out is not the dominant factor against Impulsive Buying but from other factors such as Shopping Lifestyle and promotion, so that respondents do not feel Fear of Missing out as their reason for doing Impulsive Buying, but more feel Shopping Lifestyle and also promotions when doing Impulsive Buying.

4.2.2. The Effect of Shopping Lifestyle on Impulsive Buying

Based on the results of the t-test, the regression coefficient value was 0.233 with a significance level (sig) of 0.001. The results of the study show that Shopping Lifestyle (X2) has a significant effect on Impulsive Buying (Y). Shopping Lifestyle is an adaptation of the lifestyle concept where AIO's lifestyle is specifically realized through shopping behavior (Kotler & Armstrong, 2010). The greater the positive value of the respondents in the Shopping Lifestyle, then respondents will be more interested in doing Impulsive Buying as the result of the respondent's answer *"I believe buying a high-end product like an iPhone is the right and feasible decision because it is an effective way to express myself and show my lifestyle to others"*. It can be proven by the results of the respondents' answers through a questionnaire that showed an average score of 4.85 (very high), the results show that Shopping Lifestyle affect Impulsive Buying respondents quite strongly. Therefore, with the greater the positive value Shopping Lifestyle the greater the respondents who Impulsive Buying.

4.2.3. The Effect of Promotions on Impulsive Buying

The regression coefficient was 0.095 at a significance level of 0.001, according to the t-test findings. This study found that Impulsive Buying is significantly influenced by promotions (X3). Marketing involves providing information to potential buyers about the advantages of a product in the hope that they will make a purchase (Kotler & Armstrong, 2010) . The greater the positive value of the respondent in the Promotion, the more interested the respondent will be in doing Impulsive Buying as a result of the respondent's answer *"I feel compelled to make a spontaneous purchase of an iPhone when there are discounts and limited sales"*. It can be proven by the results of the respondents' answers through a questionnaire that showed an average score of 4.69 (very high), the results show that Shopping Lifestyle affect Impulsive Buying respondents quite strongly. So with the greater the positive value Shopping Lifestyle the greater the respondents who Impulsive Buying.

5. CONCLUSIONS

Drawing from the data analysis and discussion on the factors influencing Impulsive Buying of iPhones among Gen Z in Surabaya, the following conclusions are presented. First, Fear of Missing Out (FoMO) does not significantly affect Impulsive Buying, with a t-test significance value of 0.292 confirming this lack of influence. This suggests that although Gen Z in Surabaya may have a strong tendency to follow iPhone trends, FoMO is not the primary driver of impulsive purchases; instead, other factors such as lifestyle and promotional aspects play a more dominant role, especially in the highly competitive smartphone market. Second, Shopping Lifestyle was found to have a significant effect on Impulsive Buying, with a t-test significance value of 0.001. This indicates that Gen Z consumers perceive shopping as part of their identity and pleasure, and this lifestyle strongly encourages unplanned or impulsive purchases of iPhones. Third, Promotion was also shown to have a significant influence on Impulsive Buying, with a t-test significance value of 0.001, demonstrating that attractive and well-designed promotional strategies effectively capture the attention of Gen Z and stimulate impulsive purchases.

Based on these findings, several suggestions can be made. Since FoMO does not significantly influence impulsive buying, Apple could consider strategies to increase perceived exclusivity, such as releasing limited-edition iPhones, partnering with prominent influencers, or offering unique features to create a sense of urgency and social pressure. Given that Shopping Lifestyle and Promotions positively affect impulsive buying, iPhone marketers should continue to optimize and personalize their promotional strategies, ensuring that campaigns are creative and engaging to encourage both planned and spontaneous purchases.

This study has several limitations that should be noted. It was conducted only among Gen Z consumers in Surabaya with a sample of 150 respondents, which limits the generalizability of the findings to other regions or populations. Data were collected via self-reported online questionnaires (Google Forms), which may introduce biases such as social desirability or recall bias. The study focused only on three variables (FoMO, Shopping Lifestyle, and Promotion) so other potential factors influencing Impulsive Buying were not examined. Finally, the cross-sectional design captured consumer behavior at a single point in time, preventing observation of changes in behavior over a longer period.

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