

“Psychological Drivers of Online Impulsive Buying Behaviour: The Role of Fear of Missing out and Hedonic Shopping”

Prof. Megha¹, Dr. Maria Boaler², Dr. Usharani. J³, Dr. Umesh R⁴

¹Assistant professor, School of Commerce, REVA UNIVERSITY, Bengaluru, Karnataka.

²Assistant Professor, School of Management Studies, REVA UNIVERSITY, Bengaluru, Karnataka.

³Assistant professor, School of Commerce, REVA UNIVERSITY, Bengaluru, Karnataka.

⁴Assistant Professor, Department of Management Studies, Sai Vidya Institute of Technology, Bengaluru, Karnataka-560064, India.

Abstract

The Purpose of the study is to find out the influence of factors on online impulsive buying behaviour. The factors considered for the study are Fear of missing out and hedonic shopping. The study is descriptive in nature, Data collected using structured questionnaire, with the help of Google forms. The data collected was analysed using AMOS 24 where structured equation model was used to measure the model fitness of the study. The sampling method used for the study was convenience sampling technique. The major findings of the study were positive and significant influence of hedonic shopping on online impulsive buying behaviour. The results of the structural equation model confirmed that Impulsive buying behaviour is significantly and positively driven by Hedonic Shopping. Where it could be inferred that customers who shop for fun, excitement and happiness are more prone to make unplanned purchases

Keywords: Fear of missing out, Hedonic Shopping and Online Impulsive Buying Behaviour.

Introduction

Social media has become an effective weapon in recent years that greatly influences consumer behaviour, especially among younger generations such as Genz and Millennials when it comes to impulsive purchases, these generations are known for the heavy usage of Social networking sites which has a growing impact on impulsive buying, which is the propensity to buy goods without careful consideration or forethought. (Smith & Johnson, 2023). These platforms deliver user-generated content, influencer endorsements, and customized advertisements, all of which have the power to create strong feelings and quicken decisions to buy (Lee et al., 2022). It has been shown that social media posts' visual attractiveness and rapid gratification make people feel compelled to buy, which might result in impulsive purchases (Chung & Lee, 2021). Given the extent to which social media is in everyday life, it is crucial for researchers and marketers to understand how it affects impulsive purchasing behavior. Peer ratings, influencer marketing, and continuous exposure to ads on social media platforms create an atmosphere that promotes quick emotional responses and a demand for goods. (Khan & Ali, 2020).

Impulsive purchasing has become more prevalent in the age of digital commerce, especially among younger generations like Millennials (born 1981–1996) and Generation Z (born 1997–2012). Customers are more exposed than ever to stimuli that can lead to impulsive buying decisions because of the growth of e-commerce platforms, tailored advertising, and social media influence (Dey et al., 2022). Impulsive buying is defined as unplanned, emotionally motivated purchases undertaken with little thought, as opposed to conventional planned purchases (Rook, 1987). This behavior is particularly common in online environments, where impulsive behaviors are more likely due to accessibility, time-limited deals, and persuasive information (Sundström et al., 2019). Digital natives Generation Z as well as Millennials exhibit distinct shopping habits than other

generations. They are more likely to respond to influencer marketing, interact with brands on social media, and seek for immediate gratification—all of which encourage impulsive purchasing (Lim et al., 2021). Furthermore, impulsive behavior thrives in the online environment due to features like mobile shopping, one-click purchasing, and tailored recommendations (Xiao & Nicholson, 2013). These generations are also influenced to make impulsive purchases by emotional factors such as consumerism, hedonic motivation, and fear of missing out (FoMO) (Pradhan et al., 2022).

Marketers, psychologists, and legislators must comprehend Gen Z and Millennials' impulsive purchasing habits since they have a big impact on customer satisfaction, financial security, and moral marketing. Although earlier studies have examined impulsive purchasing in a variety of settings, there is still a lack of thorough comparisons between these two generational cohorts, especially when it comes to internet shopping. In order to determine whether there are notable generational variations in these behaviors, this study will look into the main psychological and environmental factors that influence impulsive internet buying among Gen Z and Millennials.

Review Of Literature

Stimulus–Organism–Response (S-O-R) model was developed by Mehrabian and Russell it shows a fundamental paradigm in consumer behavior that describes how internal emotional and cognitive states (organisms) are influenced by exterior environmental signals (stimuli), which in turn shape behavioral responses. Marketing elements including micro-celebrity endorsements, brand image, and customized advertisement can all be triggers in the context of online impulsive buying. The organism, or the consumer's internal state, is impacted by these inputs, which might result in feelings like hedonic motivation, enthusiasm, or FOMO. These mental and emotional responses frequently result in a behavioral response, such an impulsive or unplanned purchase.

Hedonic Consumption theory is proposed by **Hirschman and Holbrook (1982)**, this theory focuses on experiential, multi-sensory and emotional aspects of consumer behaviour. Hedonistic buying is driven by the need for enjoyment, excitement, and emotional fulfilment as opposed to utilitarian consumption, which is motivated by functional or practical demands. This idea helps explain why consumers frequently make impulsive purchases when shopping online, particularly among Gen Z and Millennials. These purchases are made to satisfy emotional or psychological desires, such as seeking fun or relieving boredom, rather than out of necessity.

This idea, which is frequently sparked by visually exciting platforms and emotionally appealing material, is especially pertinent when examining the function of hedonic shopping motivation, in which customers purchase products as a means of amusement, mood enhancement, or personal pleasure.

In accordance to the Social Influence Theory, people's actions, attitudes, and choices are influenced by the ideas or presence of others, particularly through internalization, identification, and compliance (Kelman, 1958). This theory explains how peer recommendations, influencers, and micro-celebrities could influence customers' purchasing decisions in the context of online impulsive buying, especially for Gen Z and Millennials who are very active on social media.

Further to this, the one-sided psychological connections that viewers have with media personalities, like influencers or celebrities, are described by the Parasocial Interaction Theory (Horton & Wohl, 1956). These fictitious connections can seem extremely real, increasing followers' emotional attachment, trust, and propensity to follow advice, including making rash purchases in response to influencer posts.

Ajzen (1991) created the widely used psychological framework known as the Theory of Planned Behavior (TPB), which describes how human conduct is directed by intentions that are impacted by three main factors: perceived behavioral control, attitude toward the behavior, and subjective norms. TPB aids in explaining how social pressure from peers or influencers, personal attitudes about purchasing, and the perceived convenience of online shopping all interact to influence customers' intentions and actual purchase behaviors when it comes to impulsive spending, especially among Gen Z and Millennials.

For instance, a customer who enjoys online shopping, feels pressured by society to keep up with the latest trends (for instance, because of influencer marketing or FOMO), and finds the procedure simple (e.g., one-click buying) is more likely to make impulsive purchases.

The prevalent concern that others may be enjoying fulfilling experiences that one is missing is known as the Fear of Missing Out (FoMO) Theory. FoMO, was first introduced by Przybylski et al. (2013), is typified by a want to constantly monitor what other people are doing, which frequently results in increased social media use and impulsive actions. FoMO has a significant impact on impulsive purchasing when it comes to online shopping, especially for Gen Z and Millennials who are constantly exposed to real-time updates, influencer marketing, and temporary deals. See Figure 1. FoMO is a major psychological factor influencing digital consumer behavior since it can cause customers to make impulsive purchases in order to escape the emotional pain of missing out on alleged trends, discounts, or social events. In this study we suggest that:

H₁: Fear of missing out significantly influences online impulsive buying behaviour.

H₂: Hedonic Shopping significantly influences online impulsive buying behaviour.

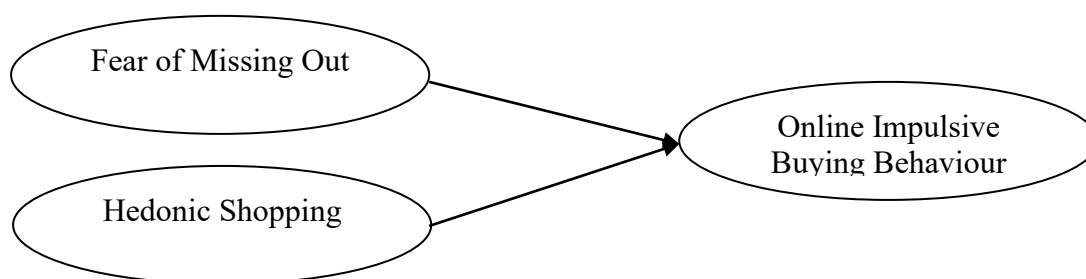


Figure 1: CONCEPTUAL FRAMEWORK

Methodology

The study is empirical in nature as it aims to formulate presumptive assumptions and test it with the help of structural equation modelling using Amos 24 to know the relationship between selected factors and its impact on online impulsive buying behaviour. Data was collected using google forms via structured questionnaire, the sampling technique used for the study was non-probability that is convenience sampling as the population was unknown and infinite, hence non-probability technique was used for data collection. Total 87 effective responses were received throughout Bangalore.

In order to understand respondents' perception towards impulsive buying, a questionnaire of 14 items at 5-point Likert scale ranging from 5) "Strongly agree" to 1) "Strongly disagree" was used. The items for the scale were taken from the review of literature which had measures Fear of missing out & Hedonic Shopping influencing online impulsive buying behaviour. This questionnaire had sections pertaining to demographic questions such as age and gender. Factors influencing online impulsive buying behaviour.

Structural equation modelling was applied in this study to establish a comprehensive model for online impulse buying. SEM is a multivariate technique that combines multiple regressions with confirmatory factor analysis to estimate simultaneously a series of interrelationship between the constructs of the hypothesized model. It basically consists of structural model discussed later in details for this study.

Confirmatory factor analysis was used to assess the validity and reliability of the constructs in the model. To get the satisfactory viability of the model CFA was applied by using Amos 24. Literature suggested the positive relationship of the Fear of missing out and hedonic shopping with online impulse buying hence the

measurement model includes two dimensions to measure factors influencing impulsive buying and online impulse buying as the main constructs of the model.

Results And Discution

Table 1 describes the demographic details of the respondents where it could be inferred that majority of the respondents are female who are more likely to be in the age group of 18 years to 25 years.

Table 1: Demographic Characteristics of the respondents

		Gender	
		Male	Female
Age group	18 years to 25 years	34	38
	26 years to 30 years	2	6
	31 years to 40 years	2	5

The diagram shows a structural equation model (SEM) that combines a measurement element with a structural element with the view of shedding light on the psychological processes leading to impulsive buying behaviour. The model hypothesizes the conceptualization of Fear, mediated by construct of Fear of Missing Out (FOMO), Hedonic Shopping motivation, and Impulsive Buying and their interrelation. The graphical display illustrates the relationship between each of the latent constructs and several observed indicators and the covariability between the constructs with each other. These models find regular application in areas like behavioural science, marketing and consumer psychology in testing convoluted connections with the express consideration of measurement error. The construct measurement model of the construct Fear is portrayed on the left of the figure. Fear is operationalised using a latent factor represented as four observed indicators being abbreviated as FOMO-1, FOMO-2, FOMO-3 or FOMO-4. These products represent two very different aspects of consumers worry about missing out, including the fear of missing out on limited-time deals and the issue of falling behind in social trends. Each indicator has an error term (e1 -e4) representing the part of the variance that cannot be explained by the latent factor. The factor loadings (1.15, 1.13, 0.76 and 1.00) indicate the strength of the relationship between Fear and the measured manifestations; the relatively large loading mean that the FOMO items are strong and reliable measures of the Fear construct.

The above coefficient of 0.73 above the Fear construct, indicates the squared multiple correlation (R^2) or construct reliability, which indicates that a significant percentage of the variance in the observed indicators is accounted by the latent variable. This observation means that Fear as theorised in the model is a clear psychological construct. Further, the use of several indicators enhances construct validity because it makes sure that Fear is not artificially represented through a single item but represents a wider conceptual domain. The second latent model in the model is Hedonic Shopping that lies beneath Fear. Hedonic Shopping describes consumer emotional, experiential and pleasure-based motives of shopping. It is estimated using five measures labeled HS-1 to HS-5 with respective error measures(e5-e9). The standardised factor loadings of these items fall around 1.00 to 1.28 indicating that there are strong correlations between the observed variables and the latent construct. The aspects that these indicators probably examine include pleasure, adventure, amusement, and emotional satisfaction of the shopping experience. The value of R^2 associated with Hedonic Shopping is 0.44; hence, there is a moderate-to-strong proportion of the items that have been used to explain the Hedonic Shopping variance. The implication of this finding is that hedonic motivations are complex and are determined by a number of visible behaviours and attitudes.

These quite high loadings also support the usefulness of these scale items in reflecting the experiential nature of shopping behaviour a usefulness especially pertinent in online and promotional shopping situations. Impulsive Buying is the third latent construct in the model that is depicted at the bottom. Impulsive Buying means spontaneous buying, unplanned and hasty buying. It is quantified by five observable indicators denoted IMB-1 to IMB-5, and there are error terms (ϵ_{10} - ϵ_{14}). The factor loadings range between 0.85 and 1.32, which show that there are high relationships between the indicators and the latent variable. These products probably represent the feelings of spontaneous buying as opposed to careful shopping, their inability to overcome the desire to buy, and their impulsivity. The value of R^2 of 0.32 relating to Impulsive Buying indicates that although the construct has a good measurement, the impulsive behaviour itself is very multifaceted and it is subject to other psychological, situational, and contextual variables, which are not even all measured by the model.

However, the validity of Impulsive Buying as a behavioural construct in the general construct is substantiated by the reliability of the indicators. In addition to the measurement model, the figure also outlines the structural relationship of the three latent constructs, which are shown by curved dual headed arrows. These arrows do not imply direct causal relationships, but covariances or correlation. Fear and Hedonic Shopping are interrelated on a positive scale with the correlation coefficient of 0.29. The finding is in line with emotional consumption theories that hold that anxiety and fear may make the urge to engage in activity seeking pleasures more intense as a coping mechanism. There is a correlation between Hedonic Shopping and Impulsive Buying 0.22, which indicates that there is a positive but moderate relationship.

This finding aligns with previous studies on consumer behaviour based on the fact that hedonic reasons often contribute to impulse buying. Consumers are more likely to make impulse purchases rather than spend a long time thinking and feeling when they consider shopping to be fun or even emotionally satisfying. The role of emotions and experience in motivating impulsive consumption is supported by this association. Fear and Impulsive Buying are the variables giving the highest correlation in the model with a coefficient of 0.27. The correlation here highlights the important role of fear stimulated emotions, especially FOMO, in fueling impulsive buying behaviour. Consumers who believe that they may miss out on limited offers, social trends or exclusive products will tend to take hastened actions that will be impulsive to address the perceived loss. This finding corroborates the behavioural economic theory like the loss aversion, whereby people get more motivated to stop losses rather than to achieve similar returns.

The lack of single headed - directional arrows among the constructs show that the model focuses on associations rather than causal directionality. The decision is common to exploratory or confirmatory factor models, the main objective of which is to test constructs and analyze their relationships. However, the magnitude and importance of these correlations gave a firm empirical background to future studies that will adopt directional hypotheses such as that Fear affects Hedonic Shopping, which in turn results in Impulsive Buying. The clear inclusion of error terms of measurements of every observed variable is another salient feature of the model. These errors are as follows: they admit that no measuring instrument is flawless and that every indicator has a component of random and systematic error. SEM provides more accurate estimates of the relationship between the latent constructs as its error terms are explicitly modeled compared to traditional regression methods, which makes the entire body of findings illustrated in the figure more credible and robust. Theoretically, the model is the synthesis of the concepts of consumer psychology, emotive decision-making, and behavioural marketing. The fear of missing out is a negative emotional experience that is triggered by social comparison and time pressure whereas the hedonic shopping represents a positive emotional experience. It is the impulsive buying that is the result of the emotional arousal, as well as experiential driving forces. The model therefore offers a moderate view between the negative and positive emotions as a way of shaping consumer behaviour together. In practice, the number provides significant solutions to marketers and online retailing sites.

The strong indicator of Fear by the indicators of FOMO implies that scarcity indicators, countdown clocks, and social evidence may enhance the emotional stimulation of consumers to a considerable extent. In combination with hedonic factors, including the visually pleasing interface, gamified promotions, and enjoyable shopping

experience, all these strategies can enhance the inclination towards impulsive buying. Yet, there is the ethical argument of over-managing the emotion of fear, because the over-exploitation of the fear-based emotional response can lead to post-purchase regret and damage to customer confidence in the long-term. Altogether, this value provides an overall representation of the conceptualisation, measurement, and interrelation of Fear (FOMO), Hedonic Shopping, and Impulsive Buying in a structural equation modelling framework. The high factor loadings support the validity of the measurement model, whereas the large relationships among constructs can shed light on the relationship among emotional and behavioural processes in consumer decision-making. Combining psychological constructs with overt behaviours, the model not only provides useful information both to the academic and managerial practice, but also leaves a platform on which future studies can test the causal routes and moderating effects of impulsive buying behaviour.

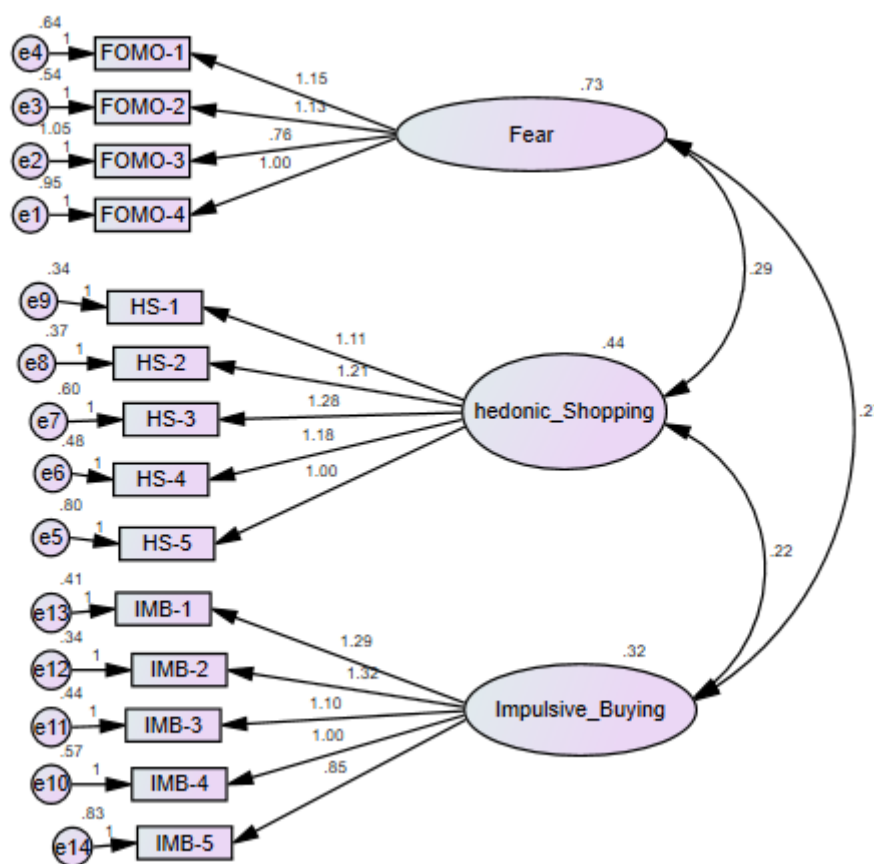


Figure 2: Measurement Model

The Reliability, convergent and Discriminant validity test of the model was also evaluated (Table 2) (Table 3). Internal consistency was also evaluated by calculating the value of Cronbach's alpha for each construct having more than 0.7 value indicating good reliability of items to measure the construct. All the values of average variance explained (AVE) are more than 0.5 and less than the value of Cronbach's alpha explaining convergent validity is there for all the constructs. Composite reliability (CR) is also evaluated to measure the reliability of a construct in the measurement model and all the values for each construct are greater than 0.6. It offers a more retrospective approach of overall reliability and estimates consistency of the construct itself including the stability and equivalence of the construct (Hair, Anderson, Babin & Black, 2010). A value of 0.70 or greater is deemed to be indicative of good scale reliability (Fornell and Larcker, 1981; Nunnally and Bernstein, 1994).

Table 2: Reliability test

Reliability test			
	Composite Reliability (CR)	Cronbach's Alpha	Average Variance explained
Fear of missing out	0.788	0.791	0.505
Hedonic Shopping	0.853	0.847	0.54
Impulsive Buying	0.800	0.784	0.558

Table-3: Discriminant Validity

Latent Variables	Fear of missing out	Hedonic Shopping	Impulsive Buying
Fear of missing out	0.747		
Hedonic Shopping	0.501	0.735	
Impulsive Buying	0.504	0.501	0.711

To check the hypothesized research model SEM was applied by using Amos 24. All the factor loadings for the constructs of the model are found to be significant. The factor loading of the relationship between Fear of missing out (FOMO) and Hedonic Shopping (HS) with Impulsive buying (IMB) was 0.72 that was found to be quite good and significant too (Figure 2). The structural model represented in Figure 1, shows satisfactory factor loading and results. The model fit indices of the structural model were quite satisfactory. CMIN/DF value was 2.578 i.e., less than 3 comes under the acceptable range. RMSEA was found to be less than 10 percent i.e., 0.047. Other fitness indices CFI, GFI and TLI having values 0.976, 0.901 and 0.969 respectively all values found to be satisfactory. Therefore we can conclude from the analysis and results that as per the fitness indices values structural model is acceptable.

In the figure, there is a structural equation model (SEM) that combines a measurement model and a structural model to explain the psychological processes of impulse buying behavior. Namely, the model analyses the conceptualizations of Fear, which is measured with Fear of Missing Out (FOMO) and Hedonic Shopping motivation, and Impulsive Buying in terms of their latency and correlates. The diagram shows graphically how the various latent constructs are measured using a number of observed indicators and the relationship between the constructs and each other. This form of model is typically used in research in the field of behavior, marketing and consumer psychology to test complicated relationships with a consideration of measurement error.

The construct Fear measurement model is illustrated at the left hand side of the figure. The fear is defined as a latent variable and defines it using four indicators (observed), denoted as FOMO-1, FOMO-2, FOMO-3 and FOMO-4. These metrics represent different aspects of fear of missing out feelings amongst consumers, including fear of missing good offers, limited offers, or even social trends. Every indicator comes with an error term (ϵ_1 - ϵ_4), the proportionality of which represents the amount of variance that is not attributed to the latent construct. The loading of the factors (e.g. 1.15, 1.13, 0.76, 1.00) show how strong the relationship between Fear and the measures of the same is. The fairly good loadings indicate that the FOMO scale items are strong and good predictors of the Fear construct. The above value of 0.73 above the Fear construct is the squared multiple correlation (R^2) or construct reliability which means that a large percentage of the variance of observed indicators is accounted by the latent variable. This implies that Fear, in as much as it has been conceived in this

model, is a clear psychological phenomenon. This increases construct validity since Fear is not measured by one item, but rather by a conceptual domain.

The second latent construct within the model is the Hedonic Shopping, which is under Fear. The Hedonic Shopping is associated with the emotional, experience, and pleasure-driven consumer shopping motives. Any measurement of this construct is done based on five indicators which are labelled as HS-1 to HS-5 with their own error terms (e_5 to e_9). The standardized factor loadings of these indicators have a range of about 1.00 to 1.28 which means that the observed variables are strongly associated with the latent construct. These measures are probably those of pleasure, interest, fun, and emotional satisfaction when shopping. The R^2 of 0.44 with Hedonic Shopping indicates that a moderately good percentage of the variance of the construct is explained by the indicators. This means that the hedonic motivations are complex and are determined by various observable behaviours and attitudes. The comparatively strong loadings also express that the scale items are useful to reflect the experience part of shopping behavior that is especially pertinent in online and promotional retail surroundings.

Impulsive Buying is the third latent construct in the model depicted at the bottom. Impulsive Buying is theorised as the unplanned, impulsive and emotional buying behaviour. This construct is quantified using five indicators that are observed, which are identified as IMB-1 to IMB-5 with countermeasures (e_{10} - e_{14}). The factor loadings are 0.85 to 1.32 hence pointing to strong correlations among the indicators and the latent variable. These products seem to represent the propensities of impulse buying, inability to resist the temptation to buy, and quickness in purchase decisions.

The value of R^2 (0.32) of Impulsive Buying indicates that, despite the good measurement of the construct, there is inherent complexity of impulsive behaviour that is not fully reflected in the model because of other psychological, situational and contextual factors. However, the validity of Impulsive Buying can be supported by the reliability of the indicators used in the framework of the overall one. In addition to the measurement model, the figure also has the structural relationships between the three latent constructs in the form of curved double headed arrows. Such arrows are covariances or correlations, but not causal directions. Fear and Hedonic Shopping have a correlation coefficient of 0.29 meaning that there is a positive relationship between the two. It is an indication that those who have greater levels of fear of missing out tend to have more intentions of hedonic shopping behaviours. Theoretically this relationship can be compared to emotional consumption theories that provide that anxiety and fear may increase the wish to act on pleasure-seeking activities as a coping strategy. The Hedonic Shopping and Impulsive Buying shows a positive relationship with a correlation of 0.22 which is moderate. This observation is in unison with the previous studies in the consumer behaviour which proceeds to indicate that the hedonic motivations give rise to impulse buying. Whenever shopping is viewed as fun or emotionally satisfying, consumers would tend to make impulse buying decisions without much consideration. This correlation strengthens the contribution of emotions and experience to impulsive consumption. Fear and Impulsive Buying have the highest correlation in the model with a coefficient of 0.27. This connection underlines the importance of fear-based emotions, especially, FOMO in stimulating impulsive buying behaviour.

Consumers who are insecure about missing the short-time offers, trending in the society, or exclusive products will act hastily and impulsively to prevent the perceived losses. This elsewhere confirms the behavioural economics theory like loss aversion whereby people will be more inclined to avoid losses as compared to gain the same value. The lack of direct causal arrows (single headed paths) between the constructs indicates that the approach to the model is association stature as opposed to causality. This will be common in exploratory or confirmatory factor model where the main aim is to test constructs and analyse their relationships. However, the robustness and importance of such correlations gives future research a good empirical grounding to test directional hypothesis, i.e. Fear affects Hedonic Shopping, which consequently results in Impulsive Buying. The other key aspect of the model is the availability of measurement error terms of both observed variables. These error terms accept the fact that no measurement is flawless and that every measure has some amount of random or systematic error. Structural equation modelling is capable of giving superior estimates of the relationship

between latent constructs because these errors are explicitly modelled, in contrast to traditional regression methods. This enhances the general validity and the soundness of the results that are expressed in the figure.

In theoretical perspective, the model incorporates the ideas of consumer psychology, emotional decision-making and behavioural marketing. Fear of missing out is a negative emotional state stimulated by social comparison and time pressure and hedonic shopping is a positive emotional experience. Another behavioural consequence caused by both affective arousal and experience motivation is impulsive buying. The model therefore represents a balanced perspective of the negative and positive emotions in their contributions to consumer behaviour together. In practice, the number has significant consequences to marketers and online stores. The high measurement level of Fear is demonstrated by the indicators of FOMO, which indicates that scarcity messages, countdown timer, and social proof can raise the emotional arousal of consumers to a high level. These strategies can lead to more impulsive buying when added to hedonic features like attractive Internet interfaces, game promotions, and pleasurable shopping experiences. Nonetheless, the ethical factor plays in because over-manipulation of fear-based emotions can result in a feeling of post-purchase remorse and less long-term customer trust.

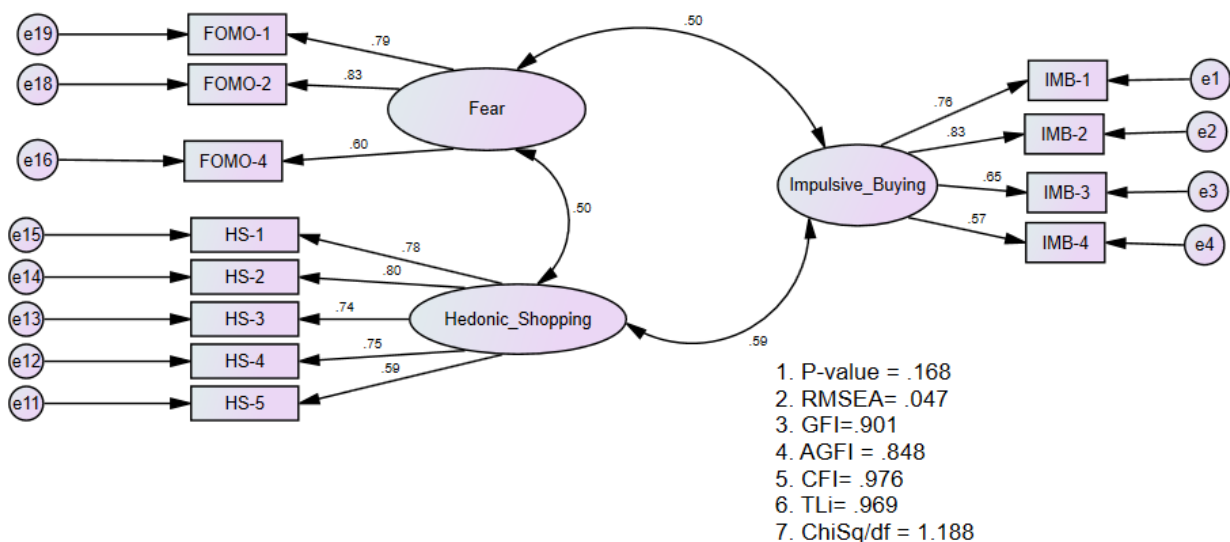


Figure 3: Variables Relationship

The Structural Equation Modeling (SEM) results indicate that the proposed model demonstrates a good overall model fit. The goodness-of-fit indices satisfy the recommended threshold values, where $\chi^2/df = 1.188$, RMSEA = 0.047, GFI = 0.901, AGFI = 0.848, CFI = 0.976, and TLI = 0.969. In addition, the non-significant p-value ($p = 0.168$) suggests that the hypothesized model adequately fits the observed data. These indices collectively confirm that the structural model is acceptable and suitable for interpretation.

The structural path analysis reveals significant positive relationships among the constructs. Fear has a positive influence on Impulsive Buying with a standardized path coefficient of $\beta = 0.50$, indicating that higher levels of fear increase consumers' impulsive buying behaviour. This finding suggests that emotionally driven fear responses motivate consumers to make unplanned purchasing decisions.

Similarly, Hedonic Shopping exhibits a positive and comparatively stronger effect on Impulsive Buying ($\beta = 0.59$). This implies that consumers who engage in shopping for pleasure, enjoyment, and entertainment are more likely to participate in impulsive purchasing behaviour. The result highlights the importance of emotional gratification and shopping enjoyment in influencing consumer buying decisions.

Further, the covariance relationship between Fear and Hedonic Shopping is positive ($\beta = 0.50$), indicating that individuals experiencing fear also tend to engage more in hedonic shopping behaviour. This suggests that consumers may use hedonic shopping as a coping mechanism to reduce emotional stress or anxiety.

Conclusion

The Fear of missing out (FOMO) and Hedonic Shopping (HS) tendencies on Online Impulsive Buying Behaviour is observed in this study. The results of the structural equation model confirmed that Impulsive buying behaviour is significantly and positively driven by Hedonic Shopping. Where it could be inferred that customers who shop for fun, excitement and happiness are more prone to make unplanned purchases. Where in fear of missing out showed moderate impact on impulsive purchases. Therefore, it could be understood that emotional and psychological aspects of consumer buying behaviour mainly pleasure-seeking attitude can lead one to take irrational or impulsive purchases. According to the study, in order to assist people, limit their impulsive purchasing, particularly in settings that promote hedonic consumption, self-control interventions, financial planning techniques, and consumer awareness programs are necessary. It is also equally important for the companies to market their products ethically and being mindful about responsible marketing practices as excess of impulsive buying may lead to lack of self-control and create a financial stress amongst consumers which is may lead to lower customer delightment.

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