The Effect of Tiktok Social Media Marketing and Fear of Missing Out (FoMO) on Impulsive Buying of Adidas Samba Products Among Generation Z in Garut Regency

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A B S T R A C T

This study aims to analyse the Influence of TikTok Social Media Marketing and Fear of Missing Out (FOMO) on impulsive buying among Generation Z in Garut Regency. The Research method used is a descriptive, verifiable, quantitative method with a sample size of 250 respondents. Data analysis techniques use Partial Least Squares-based Structural Equation Modelling SEM-PLS. The results of the study indicate that TikTok Social Media Marketing and FOMO have a positive and significant effect on impulsive buying, both partially and simultaneously. These findings emphasise the importance of responsible management of digital marketing strategy.

A B S T R A K

Penelitian ini bertujuan menganalisis pengaruh Media Sosial Marketing TikTok dan Fear of Missing Out (FOMO) terhadap impulsive buying Generasi Z di Kabupaten Garut. Metode penelitian yang digunakan adalah kuantitatif deskriptif dan verikatif dengan jumlah sampel sebanyak 250 responden. Teknik analisis data menggunakan Structural Equation Modeling berbasis Partial Least Squares yang diolah melalui SEM-PLS. Hasil penelitian menunjukkan bahwa Hasil menunjukkan bahwa Media Sosial Marketing TikTok dan FOMO berpengaruh positif dan signifikan terhadap impulsive buying, baik secara parsial maupun simultan. Temuan ini menegaskan pentingnya pengelolaan strategi pemasaran digital yang bertanggung jawab.

INTRODUCTION

The rapid expansion of digital technology has significantly transformed consumer behaviour, particularly through the growing dominance of social media platforms as marketing channels. TikTok has evolved from an entertainment-oriented application into a strategic digital marketplace that actively shapes consumer perceptions and purchasing decisions in real time. This transformation is especially prominent among Generation Z, a demographic group characterised by high digital literacy, intensive social media engagement, and strong sensitivity to visual trends. The widespread penetration of internet access in Indonesia and the dominance of TikTok among young consumers have intensified exposure to persuasive digital content, increasing the likelihood of emotionally driven, unplanned purchasing behaviour. Recent studies within the last decade indicate that social media marketing has a substantial Influence on impulsive buying behaviour. Interactive features, influencer marketing, algorithm-based content distribution, and emotionally engaging storytelling on TikTok have been shown to accelerate purchase decisions without prior planning. In addition to marketing stimuli, psychological factors play a critical role in shaping consumer responses. Fear of Missing Out (FOMO) has been widely recognised as a key psychological driver in digital consumption,

reflecting individuals' anxiety about being excluded from trending information, products, or social experiences. Empirical evidence suggests that TikTok marketing strategies often amplify FOMO through viral trends, limited-time promotions, and social validation signals, particularly in the fashion industry, thereby strengthening impulsive buying tendencies among Generation Z.

Despite the extensive discussion of social media marketing, FOMO, and impulsive buying in existing literature, notable Research gaps remain. Most prior studies focus on consumers in metropolitan areas or focus on general online shopping platforms, while limited attention has been given to non-metropolitan regions with growing digital penetration. Furthermore, existing Research frequently examines social media marketing and FOMO as separate determinants, without integrating both variables within a specific brand context. This study addresses these gaps by examining the combined Influence of TikTok social media marketing and FOMO on impulsive buying behaviour toward Adidas Samba. This globally recognised fashion product has gained renewed popularity through TikTok trends. The novelty of this Research lies in its localised focus on Generation Z consumers in Garut Regency and its brand-specific analytical approach, offering contextual insights into how global digital marketing phenomena shape local consumption behaviour.

Based on theoretical frameworks in digital marketing and consumer psychology, this study hypothesises that TikTok social media marketing has a positive and significant effect on impulsive buying behaviour, and that Fear of Missing Out also has a positive and significant Influence on impulsive buying. It is further hypothesised that the simultaneous presence of intensive TikTok marketing exposure and heightened FOMO strengthens impulsive purchasing behaviour among Generation Z consumers.

To address the Research problem, this study employs a quantitative approach with a descriptive and verificative design. Data are collected through structured questionnaires using a Likert scale, distributed to Generation Z TikTok users in Garut Regency who have previously purchased Adidas Samba products. Data analysis is conducted using Structural Equation Modelling–Partial Least Squares (SEM-PLS) to examine both partial and simultaneous relationships among the Research variables.

The objective of this study is to analyse the effects of TikTok social media marketing and Fear of Missing Out on impulsive buying behaviour among Generation Z. The expected results are to provide empirical evidence on the role of digital marketing strategies and psychological pressures in shaping impulsive consumption patterns. The findings are expected to contribute theoretically to the development of the digital marketing and consumer behaviour literature, while practically offering insights for brands to design more effective and socially responsible marketing strategies in the TikTok-driven digital marketplace.

This literature review discusses theoretical concepts and previous studies on the relationship among TikTok social media marketing, Fear of Missing Out (FOMO), and impulsive buying behaviour among Generation Z consumers.

According to Keller & Kotler (2022), Marketing is defined as the process of communicating and distributing information about products or services to meet human needs. According to Sudaryono (2022), Marketing is a managerial function that aims to create value and profit through customer relationship. According to Suarsa et al. (2025), Management is used to understand how organisations can optimally achieve their goals through strategic planning, effective organisation, inspirational leadership, and strict control mechanisms.

According to Sudirjo et al. (2025), Marketing management is a process that involves planning, implementing, and controlling marketing strategies with the main objective of meeting customer needs, creating added value, and achieving business goals effectively. According to Makanoneng et al. (2022), Marketing management is the process of setting an organisation's product marketing objectives, designing and implementing activities to achieve those objectives, and assessing the extent to which those objectives have been achieved. According to Agustiningrum & Andjarwati (2021), in marketing management, organisational goals are effectively and efficiently achieved through all marketing activities. In a company, there will definitely be marketing activities.

Aji et al (as stated in the study by Falinska, 2023) argue that social media should not only provide interesting information but also serve as a place for users to find the information they need and express their thoughts freely. According to Nugraha (2021), aspects of social media marketing, including interactivity, ease of access, and trust in content, play an important role in increasing consumer engagement, brand awareness, and brand image formation. Meanwhile, Dananjaya et al. (2023) highlight that social media can strengthen brand image through active engagement with users, particularly young consumers who are sensitive to digital trends and community-based marketing campaigns.

Przybylski, as stated in the study (Syva et al., 2023), explains that FOMO is characterised by feelings of fear, anxiety, and restlessness when someone feels disconnected or misses out on experiences, information, and enjoyable activities that others are having. According to Kusuma et al. (2022), there is a significant relationship between FOMO and social media addiction, indicating that the stronger a person's fear of being left behind, the higher their intensity of involvement in accessing digital platforms.

These findings are consistent with the results of a study (Safitri & Rinaldi, 2023), which shows that FOMO acts as a driving factor for consumptive behaviour, especially in individuals who are frequently exposed to promotional content, representations of other people's lifestyles, and reviews and recommendations spread through electronic word of mouth (e-WOM) features.

According to Wahyuni & Setyawati (2020), consumer shopping behaviour is driven by hedonistic motivations and economic considerations, such as the pursuit of pleasure, fulfilment of fantasies, social interaction, and emotional satisfaction. In line with this, Meiliana & Rusdi (2024) emphasise that the presence of social media, particularly TikTok, reinforces impulsive buying behaviour through short promotional content designed to capture users' attention instantly. According to Ngo et al. (2024), impulsive buying is defined as spontaneous, unplanned purchasing behaviour triggered by various external stimuli such as time pressure, economic benefits, and social Influence.

H1: Social media marketing has a significant effect on the impulsive buying of Adidas Samba products among Generation Z in Garut Regency.

H2: Fear of Missing Out (FOMO) has a significant effect on the impulsive buying of Adidas Samba products among Generation Z in Garut Regency.

H3: TikTok social media marketing and FOMO simultaneously have a significant effect on the impulsive buying of Adidas Samba products among Generation Z in Garut Regency.

RESEARCH METHOD

This study employs a quantitative Research design with a descriptive and verificative approach to examine the Influence of TikTok social media marketing and Fear of Missing Out

(FOMO) on impulsive buying behaviour. The Research object consists of Generation Z consumers in Garut Regency who actively use TikTok and have previously purchased Adidas Samba products through TikTok Shop. Garut Regency was selected for its increasing internet penetration and high TikTok usage among young consumers, making it a relevant non-metropolitan context for analysing digital consumer behaviour.

The Research model involves two exogenous variables, namely TikTok social media marketing and Fear of Missing Out (FOMO), and one endogenous variable, impulsive buying. According to Aji et al. (Falinska, 2023), TikTok social media marketing is operationalised through the dimensions of entertainment, interaction, trendiness, customisation, and advertising. According to Przybylski (Syva et al., 2023), Fear of Missing Out is measured using indicators reflecting social anxiety, emotional involvement, the need for continuous connection, and social comparison. According to Wahyuni & Setyawati (2020), Impulsive buying is assessed through indicators of spontaneity, urgency, emotional response, and unreflective decision-making. All indicators are measured using a five-point Likert scale ranging from strongly disagree to agree strongly.

Primary data are collected through structured online questionnaires distributed to respondents who meet predetermined criteria. Secondary data are obtained from academic journals, books, and relevant digital publications that support the conceptual framework and hypothesis development. The sampling technique applied is purposive sampling to ensure that respondents have direct experience with TikTok-based marketing exposure and with Adidas Samba purchasing behaviour. As the exact population size is unknown, the sample size was determined based on the PLS-SEM rule of thumb, which recommends a minimum of 10 times the maximum number of structural paths directed at a particular construct or 10 times the largest number of indicators used to measure a single construct. With 25 indicators in the model, a minimum sample of 250 respondents was required. Thus, 250 respondents were deemed sufficient for model estimation.

Data analysis is conducted using Structural Equation Modelling–Partial Least Squares (SEM-PLS) with SmartPLS software. This analytical technique is selected due to its ability to analyse complex relationships among latent variables and its suitability for exploratory and predictive Research models. The analysis includes evaluation of the measurement model through convergent validity, discriminant validity, and reliability testing, followed by structural model assessment using path coefficients, t-statistics, p-values, and coefficients of determination to test the proposed hypotheses.

RESULTS AND DISCUSSION

The respondents in this study were 250 active consumers of adidas Samba products. The majority were male (74%) and female (26%), mostly aged 20–25 years, who had purchased the Adidas Samba product.

Table 1 Respondent Characteristics

Characteristic	Category	Number of Respondents (persons)	Percentage (%)
Gender	Male	185	74
	Female	65	26
Age	15-17 years	67	26.9

	18-20 years	52	20.9
	20-25 years	129	51.8
Frequency of Purchasing Adidas Samba Products	1 times	123	49.2
	2-3 times	64	25.6
	> 3 times	63	25.2

Source: Research Data Processed, 2026

Based on the results presented in Table 1, the majority were male (74%) and female (26%), mostly aged 20–25 years, indicating that young adult consumers dominated the sample. Most respondents purchased Adidas Samba products once, with the most frequently used product (49.2%) indicating they were actively engaged with the Adidas Samba brand and its digital platforms.

Convergent Validity Test
Table 2 Convergent Validity Test

Variable	Indicator	Outer Loading (0,5)	Result
Tiktok Social Media Marketing (X1)	X1.1	0.935	Valid
	X1.2	0.907	Valid
	X1.3	0.925	Valid
	X1.4	0.942	Valid
	X1.5	0.952	Valid
	X1.6	0.964	Valid
	X1.7	0.924	Valid
	X1.8	0.947	Valid
	X1.9	0.919	Valid
	X1.10	0.954	Valid
Fear Of Missing Out (FOMO) (X2)	Z1.1	0.932	Valid
	Z1.2	0.942	Valid
	Z1.3	0.893	Valid
	Z1.4	0.920	Valid
	Z1.5	0.904	Valid
	Z1.6	0.915	Valid
	Z1.7	0.910	Valid
Impulsive Buying (Y)	Y1.1	0.960	Valid
	Y1.2	0.931	Valid
	Y1.3	0.935	Valid
	Y1.4	0.949	Valid
	Y1.5	0.936	Valid
	Y1.6	0.941	Valid
	Y1.7	0.914	Valid
	Y1.8	0.921	Valid

Source: Research Data Processed, 2026

Based on the results presented in Table 2, all indicators show an outer loading value > **0.70**, indicating convergent validity. Therefore, these indicators are considered valid for measuring the intended variables and exhibit high validity.

Table 3 *AVE Values (Convergent Validity)*

Variable	AVE	Critical Value	Result
Tiktok Social Media Marketing	0.840	0.50	Valid
Fear Of Missing Out (FOMO)	0.876	0.50	Valid
Impulsive Buying	0.878	0.50	Valid

Source: Research Data Processed, 2026

Based on the results presented in Table 3, the AVE value for each construct in the table is above **0.50**, indicating that each indicator of each construct can explain more than half or 50% of each variable or construct itself.

Table 4 *Cross-Loading Test*

	TikTok Social Media Marketing (X1)	Fear Of Missing Out (FOMO) (X2)	Impulsive Buying (Y)
X2.1	0,656	**0,932**	0,694
X2.2	0,686	**0,942**	0,746
X2.3	0,591	**0,893**	0,659
X2.4	0,653	**0,920**	0,698
X2.5	0,648	**0,904**	0,693
X2.6	0,615	**0,915**	0,679
X2.7	0,628	**0,910**	0,679
Y.1	0,817	0,734	**0,960**
Y.2	0,790	0,708	**0,931**
Y.3	0,781	0,714	**0,935**
Y.4	0,800	0,724	**0,949**
Y.5	0,798	0,694	**0,936**
Y.6	0,790	0,708	**0,941**
Y.7	0,769	0,692	**0,914**
Y.8	0,761	0,687	**0,921**
X2.1	**0,935**	0,673	0,787
X2.10	**0,907**	0,651	0,743
X2.2	**0,925**	0,635	0,791
X2.3	**0,942**	0,646	0,788
X2.4	**0,952**	0,688	0,795
X2.5	**0,964**	0,683	0,819
X2.6	**0,924**	0,631	0,784
X2.7	**0,947**	0,633	0,804
X2.8	**0,919**	0,623	0,763
X2.9	**0,954**	0,680	0,817

Source: Research Data Processed, 2026

Based on the results presented in Table 4, the cross-loadings of each indicator on the Research variables are higher than those on other variables. This indicates that all constructs of the variables used in this study exhibit strong discriminant validity, as all indicators have cross-loadings greater than 0.7. In other words, the higher the cross-loading value, the closer the relationship between the indicator and the latent variable it represents.

Table 5 *Fornell–Larcker*

Variable/Indicators	Fear Of Missing Out (FOMO)	Impulsive Buying	Tiktok Social Media Marketing
Fear Of Missing Out (FOMO)	**0.917**		

Impulsive Buying	0.756	**0.936**	
Tiktok Social Media Marketing	0.698	0.843	**0.937**

Source: Research Data Processed, 2026

Based on Table 5 (Fornell–Larcker), all constructs meet the discriminant validity criterion because the square root of AVE for each variable is higher than its correlations with other variables. The square root of AVEs for FOMO (0.917), Impulsive Buying (0.936), and TikTok Social Media Marketing (0.937) are all greater than their respective inter-construct correlations. This indicates that each construct is distinct and well differentiated from the others, thereby establishing discriminant validity in the research model.

Table 6 *Reliability and AVE*

	Cronbach's Alpha (>0.7)	Composite Realibity	AVE (>0.5)
Fear Of Missing Out (FOMO)	0.968	0.969	0.840
Impulsive Buying	0.980	0.980	0.876
Tiktok Social Media Marketing	0.985	0.985	0.878

Source: Research Data Processed, 2026

Cronbach's alphas are above 0.7, while the composite reliability of all variables is higher than the alphas, indicating good reliability. This indicates that the high reliability of all Research variables demonstrates that they meet the requirements. The very high Cronbach's Alpha and Composite Reliability (CR) values in this study remain acceptable, indicating excellent internal consistency among the indicators. Moreover, the satisfactory AVE and discriminant validity results suggest that the constructs are well measured and do not indicate serious issues related to item redundancy. The AVE value for each construct in the table is above 0.5, indicating that each indicator of each construct can explain more than half or 50% of each variable or construct itself.

Table 7 *Summary Table of R², F², and Q²*

	R-Square	F-Square	Q-Square
Fear Of Missing Out (FOMO)		0.234	
Impulsive Buying	0.765		0.762
Tiktok Social Media Marketing		0.821	

Source: Research Data Processed, 2026

The R-square value for the impulsive buying variable was 0.765. This means the exogenous variable explained 76.5% of the effect on the endogenous variable, which is considered strong. Meanwhile, the remaining 23.5% was attributed to variables outside the scope of this study (epsilon). The F-square value of FOMO on Impulsive Buying is 0.234, indicating a moderate Influence, while the F-square value of TikTok Social Media Marketing on Impulsive Buying is 0.821, indicating a strong Influence. The Q-square value for the impulsive buying variable is 0.762, which exceeds 0.35, indicating that the model's predictive relevance is strong.

Hypothesis Testing
Table 8 Path Coefficient

HYPOTESIS	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Fomo -> Impulsive Buying	0,328	0,328	0,042	7,799	0,000
Tiktok Social Media Marketing -> **Impulsive Buying**	0,614	0,613	0,041	15,092	0,000

Source: Research Data Processed, 2026

Based on the results presented in Table 6, the original sample value for FOMO on Impulsive Buying was positive (0.328) and supported by P-values smaller than alpha (0.05). These findings indicate that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. In other words, FOMO has a significant effect on the impulsive buying of Adidas Samba Products among Generation Z in Garut Regency. In other words, the higher the level of FOMO, the higher the level of Impulsive Buying on Adidas Samba Products among Generation Z in Garut Regency.

Similarly, the TikTok Social Media Marketing variable on Impulsive Buying has a positive original sample value of 0.614 and a P-value that is also less than alpha (0.05). This indicates a rejection of H0 and acceptance of H1. Therefore, it can be concluded that TikTok Social Media Marketing positively influences the impulsive buying of Adidas Samba Products among Generation Z in Garut Regency. In other words, the higher the level of TikTok Social Media Marketing, the higher the level of Impulsive Buying on Adidas Samba Products among Generation Z in Garut Regency.

The results presented in this study are based on fully processed data using Structural Equation Modelling–Partial Least Squares (SEM-PLS), ensuring that the analysis reflects validated and reliable empirical findings rather than raw data. The evaluation of the measurement model confirms that all indicators meet the criteria for convergent validity, discriminant validity, and reliability. This indicates that the constructs of TikTok social media marketing, Fear of Missing Out (FOMO), and impulsive buying are accurately and consistently measured. The structural model assessment further demonstrates strong explanatory power, as the proposed exogenous variables account for a substantial portion of impulsive buying behaviour.

The hypothesis testing results indicate that TikTok social media marketing has a positive and significant effect on impulsive buying behaviour among Generation Z consumers in Garut Regency. This finding suggests that exposure to TikTok marketing content—such as product reviews, fashion styling videos, influencer endorsements, and viral trends—effectively stimulates spontaneous purchasing decisions. TikTok's visual and interactive characteristics enhance emotional engagement and reduce cognitive deliberation, encouraging consumers to make unplanned purchases. This result supports marketing management theory, which emphasises that emotionally engaging communication and experiential value can significantly Influence consumer behaviour. The finding is also consistent with previous studies reporting that social media marketing, particularly on TikTok, intensifies impulsive buying tendencies for fashion and lifestyle products.

From an empirical standpoint, this result aligns with prior Research demonstrating that entertainment-driven and trend-oriented content increases purchase urgency among Generation Z. The strong effect of TikTok social media marketing observed in this study reinforces the view that TikTok functions not merely as a promotional platform, but as a social

commerce ecosystem where algorithmic content distribution and social interaction jointly shape consumer decisions. The findings corroborate earlier studies that highlight the role of visual storytelling and influencer credibility in driving impulsive buying behaviour among young consumers.

The analysis also reveals that Fear of Missing Out (FOMO) has a positive and significant effect on impulsive buying behaviour. This indicates that psychological pressure arising from the fear of missing out on trends, social recognition, or shared experiences plays a crucial role in shaping consumption decisions among Generation Z. Respondents tend to purchase Adidas Samba impulsively when they perceive the product as viral, widely used by influencers, or frequently discussed on TikTok. These purchasing decisions are driven more by emotional and social considerations than by functional product evaluation.

This finding is consistent with psychological theories of FOMO, which suggest that heightened social comparison and emotional involvement reduce rational decision-making and increase impulsive actions. Empirically, the result supports previous studies that have identified FOMO as a significant predictor of impulsive and compulsive consumption behaviour in digital environments. However, this study extends existing Research by demonstrating the direct effect of FOMO within a non-metropolitan context and a specific global fashion brand, thereby broadening the empirical scope of FOMO Research beyond major urban settings.

When examined simultaneously, TikTok social media marketing and FOMO jointly explain a substantial proportion of variance in impulsive buying behaviour, indicating a strong combined Influence of marketing stimuli and psychological pressure. This finding suggests that impulsive buying among Generation Z is not driven solely by exposure to marketing content or by internal emotional states, but rather by the interaction between persuasive digital communication and socially induced emotional responses. This supports integrative consumer behaviour models that combine marketing and psychological perspectives to explain decision-making processes in digital and social commerce environments.

Theoretically, this study contributes to the literature by confirming the relevance of marketing management theory and FOMO as complementary frameworks for explaining impulsive buying behaviour in social media contexts. The findings strengthen the argument that digital marketing effectiveness cannot be separated from consumers' psychological conditions, particularly in highly interactive platforms such as TikTok. In practice, the results imply that marketers should recognise the powerful role of TikTok content in shaping emotional responses and purchasing behaviour among Generation Z. While such strategies can effectively increase sales, they should be implemented responsibly to avoid excessive psychological pressure that could encourage overconsumption. For consumers, particularly young users, the findings highlight the importance of digital literacy and self-regulation when engaging with trend-driven content.

Overall, this study provides empirical evidence that TikTok social media marketing and Fear of Missing Out significantly Influence impulsive buying behaviour among Generation Z consumers in Garut Regency. By integrating processed statistical results with established theoretical concepts and previous empirical findings, this Research offers both academic and practical insights into the dynamics of digital consumption behaviour in emerging regional markets.

CONCLUSIONS AND SUGGESTIONS

This study concludes that TikTok social media marketing has a positive and significant effect on the impulsive buying of Adidas Samba among Generation Z consumers in Garut Regency, indicating that stronger marketing exposure through entertaining, interactive, trend-oriented, personalised, and promotional content increases the likelihood of unplanned purchases. Fear of Missing Out (FOMO) is also found to have a positive and significant effect on impulsive buying, suggesting that anxiety about missing trends and social validation encourages consumers to purchase spontaneously rather than based on functional considerations. Simultaneously, TikTok social media marketing and FOMO explain a substantial proportion of the variance in impulsive buying, confirming that impulsive consumption among Generation Z is shaped by the combined Influence of persuasive digital marketing stimuli and psychologically driven social pressure.

In practice, marketers are advised to optimise TikTok-based strategies by emphasising engaging content and credible social cues, while applying responsible messaging that does not intensify excessive psychological pressure on young consumers. For future Research, it is recommended to expand the model by incorporating additional determinants such as self-control, hedonic motivation, financial literacy, or influencer credibility, and to broaden the study setting to other regions and product categories to strengthen generalizability and enrich the explanation of impulsive buying in social commerce contexts.

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