

Does Online (FoMO) Influence Impulsive Buying Decisions on Career Women in the City of Pekanbaru?

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ABSTRACT

This research highlights the impact of technology-driven behavior and purchasing patterns on consumers, particularly professional women. The FOMO phenomenon may not be felt by everyone in every region and the research location was chosen because there has been no research on the influence of FOMO on career women in Pekanbaru city. This study explores the impact of online fear of missing out (on-FoMO) on impulse buying decisions among career women in Pekanbaru city. A total of 118 respondents, professional career women who have made impulse purchases, were involved in this analysis. This study used purposive random sampling technique to select the sample. The data collection method uses a questionnaire, and the analysis tool used is SPSS version 21, then before the questionnaire is distributed, the instrument will be tested for validity and reliability. The data analysis technique uses the classical assumption test method (normality test, reliability test, multicollinearity test, and heteroscedasticity test). Hypotheses were tested using simple linear regression analysis and the coefficient of determination. The results showed that the On-FoMO variable has a significant and positive influence on the impulse buying decisions of career women in Pekanbaru city. Specifically, online FoMO contributed for 23.2% of the influence on these women's impulse purchase decisions, with the rest being influenced by variables not examined in this study.

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INTRODUCTION

The technological developments that have swept the world today have changed the way people think and behave, including changing shopping behaviour. For example, to shop to fulfil their needs, people are used to using e-commerce or other social media marketing. At the information search stage, which was previously done directly by visiting stores or retailers, it has decreased and replaced it with online purchases.

(Sumartono, 2002) states that the presence of shopping centres can increase human development in terms of trends and direct people towards consumerism, giving rise to today's lifestyle. This condition generally causes a culture called consumptive. Shopee, for example, as a mobile-based marketplace that was first launched in 2015, provides a shopping site platform by providing attractive offers to consumers. For example, there are events every month on twin dates that provide free shipping offers, flash sales, cashback, discounts, and market price reductions that are relatively cheaper than standard prices. The increasing prevalence of online shopping, supported by the ease of accessing online shopping, can trigger higher Impulse Buying behaviour or commonly referred to as unplanned purchase, which is the behaviour of people where the person does not plan anything in shopping. According to Rook and Fisher 1995 in (Arifianti, 2010) define unplanned purchases as the tendency of consumers to buy spontaneously, reflexively, suddenly, and automatically.

In the latest Populix research titled 'Indonesian Shopper Behaviour on Promotion Week in the Face of Economic Uncertainty 2023' which discusses shopping behaviour, as well as the influence of promotional campaigns on the shopping style of Indonesians in the midst of economic uncertainty 2023, it was found that 67% of Indonesians were enthusiastic about various online shopping promotions this year, despite the uncertainty of economic conditions. The survey also found that half of Indonesians tend to buy items outside of their shopping list, both for online and offline purchases. In the same survey, it was also found that more than half of Indonesians have a tendency towards impulse shopping behaviour. As can be seen from the following picture :



The impact of globalization is also very influential on the lifestyle and consumption behavior of today's society, especially in young people such as millennials (Azizah, 2020). Millennials who grow up accompanied by sophisticated technology such as the internet,

social media and smartphones will at least be affected by a syndrome of internet addiction called “FoMO” or Fear of Missing Out. FoMO is a condition where individuals feel fear or worry if they do not know the activities of others on social media and feel that they must always be connected to cyberspace so that they always monitor incoming notifications on smartphones even though the information is not very important (Maysitoh et al., 2020). FoMO generally occurs in various groups, but specifically fomo is considered applicable and experienced by adult millennial groups (Christy, 2022). The negative impact of the intensity of using the internet and social media turns out to trigger a sense of anxiety among millennials if they miss trends, news or valuable experiences from their reference group, friends or other people on social media. Then in research conducted by (Ratnaningsih & Halidy, 2022) regarding the relationship between FoMO and impulsive behavior, the results show that FoMO affects impulse buying, and impulse buying affects post-purchase regret. perform various activities to improve their results and achievements.

The Central Bureau of Statistics (BPS) noted that the percentage of women who are professional workers has reached 49.53% in 2023, almost half of the entire professional workforce in Indonesia. (<https://goodstats.id/article.2023>). An increase in the number of career women will automatically increase the income received by the women themselves. This makes women more flexible in making decisions, especially related to shopping activities. Online shopping in e-commerce is currently also an alternative for career women who want to save time in shopping, especially for career women who have a busy work schedule. With limited time to work, it is one of the options for them to look for the desired product through an online shop. As stated by (Fernandes & Londhe, 2014) that compared to ordinary housewives, career women play a more important role in shopping activities, which is 95%. Women are considered the most potential consumers in the world as they manage nearly 80 percent of domestic spending.

Many have researched the influence of FoMO and impulsive buying but still few have chosen career women as respondents. Even though career women as the largest target of product consumption by manufacturers have become a very common phenomenon today. In the marketing literature, there are still few studies that discuss FoMO in Pekanbaru City. Therefore, this research is designed to further explore the influence of FOMO on impulse buying decisions of career women in Pekanbaru City.

LITERATURE REVIEW

Impulsive Buying

Park and Choi in (Agung & Sri, 2018) stated that impulse buying is a purchasing activity characterized by relatively fast and subjective decision making in direct ownership and without prior planning. Meanwhile, according to Utami in (Maqhfiroh, 2018) unplanned purchases (impulse buying) are more common in products that are desirable to buy or not really needed. Impulse buying occurs when consumers spontaneously want the item and, in this purchase, consumers tend to ignore consideration of the consequences. Loundon and Bitta in (Wathani, 2009) found five important elements of impulsive consumer behavior, namely:

- a. Consumers feel a sudden and spontaneous urge to take an action that is different from previous behavior.

- b. A sudden urge to make a purchase that puts the consumer in a state of psychological imbalance, where for a while he feels out of control.
- c. The consumer will experience psychological conflict, and he tries to weigh between immediate need satisfaction and the long-term consequences of the purchase.
- d. Consumers will reduce the cognitive evaluation of the product
- e. Consumers often buy impulsively without regard to future consequences.

According to some studies men are more likely to buy instrumental and recreational items on impulse, while women are more likely to buy products that enhance their mood or self-image through impulse purchases.

Online Fear of Missing Out (ON-FoMO)

According to (Alt, 2015) Fear of missing out is defined as a person's feeling of something that happens in social media where the person does not participate in it. Therefore, the person will tend to be attached to social media. Fear of missing out can also arise because someone is bored and then accesses social media even though these activities can cause impulsive use (Holte & Ferraro, 2020). (Sette et al., 2020) developed ON-FoMO dimensions by conducting a literature review and came up with 4 dimensions: Anxiety, need to belong, addiction and need for popularity. The ON-FoMO scale developed by Sette et al has been translated into Indonesian and used to measure respondents' ON-FoMO. The ON-FoMO scale contains 20 items and consists of 4 dimensions, namely:

- a. Anxiety is a feeling of anxiety, having negative affection, always thinking about when he cannot connect to the internet,
- b. Need to belong is an unpleasant experience when someone cannot join other groups or is ignored on social media,
- c. Addiction is the difficulty to control oneself when using social media and
- d. Need for popularity is a person's tendency to be accepted by others on social media.

In general, people are more likely to make impulse purchases when they experience positive emotions such as happiness, excitement or pleasure. If they can imagine how a product will make them feel, they are more likely to want it. But on the contrary, sometimes consumers make impulsive purchases even if the purchase is online. Impulsive buying is considered to feel better, reduce stress or pressure over tiring work. In addition, other studies have found that consumers make impulse purchases as a symbol of status and social class. They want to buy items that make them feel part of a certain group or a certain type of person.

Career woman

In terms of profession, a career woman has two meanings, first: a career woman is a woman who takes her career or work seriously. Second: a career woman is also defined as a woman who has a career or who takes her work life seriously (beating other sides of life). (Anshary et al., 2002) outlines some of the characteristics of career women:

- a. Women who actively carry out activities to achieve progress
- b. The activities carried out are professional activities in accordance with the field they are engaged in, whether in politics, economics, government, science, military, social, cultural, education or other fields.
- c. The field of work pursued by career women is a field of work that is in accordance with their expertise and can bring progress in life, work or position, and others.

Some studies such as (Coley & Burgess, 2002) found that men and women have significant differences in terms of affective process components (irresistible urge to buy, positive buying emotions and mood management) and cognitive process components (cognitive consideration and unplanned purchases). The results also show that women are affective and cognitive more impulsive than men.

METHODOLOGY

This research is a descriptive quantitative study. For analysis purposes, researchers will collect data and process data obtained by questionnaires by weighting the assessment of each question answer based on a Likert scale. Researchers will only use four answer choices, namely Strongly agree, Agree, Disagree and Strongly disagree and not use neutral/undecided answer choices to reduce the influence of “central tendency” or help respondents decide on firm and precise answer choices. The population of research here is all career women in Pekanbaru city who have made impulsive purchases online in 2023. The sampling technique that will be used in this study is one of the non-random sampling techniques, that is, purposive sampling. Career women involved in this study are women of productive age (labor force 15-64 years) totaling 118 people. The data obtained will not provide meaningful meaning if it is not further analyzed. Then the data that has been collected from the respondents will be processed using SPSS version 21.00 using the descriptive analysis stage, instrument validity test, reliability test, normality test, classical assumption test consisting of autocorrelation test, heteroscedasticity and multicollinearity test. then the data will be processed by simple regression analysis and determinant coefficient test (R2).

RESULTS AND DISCUSSION

Respondent Characteristics

Almost 70% of the respondents in this study are career women who were born between 1981 and 1996. This generation is also known as generation Y or millennials. 40.4% of respondents work as teachers or lecturers and have a Bachelor's education background and followed by masters and high school

Simple Linear Regression Analysis

Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). This analysis knows the direction of the relationship between the independent variable and the dependent variable if the independent variable increases or decreases. Based on the research results, the equation in simple linear regression analysis in this study is:

Table 1. Simple linear regression analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.669	1.358		1.966	.052
	Online FoMO	.204	.035	.482	5.876	.000

a. Dependent Variable: Pembelian Impulsif

Based on table 1. It can be seen that the regression equation is as follows:

$$Y = a + b_1X_1 + e$$

$$Y = 2.67 + 0.204x$$

The information is as follows:

1. The constant value (a) of 2.67 means that if the online FoMO variable is assumed to be zero (0), then the impulse purchase decision is 2.67.
2. The regression coefficient value of 0.204 states that if the online FoMO variable increases by 1 unit, the consumer decision will increase by 0.2 units.
3. Standard error (e) is a random variable and has a probability distribution that represents all factors that have an influence on Y but are not included in the equation.

From table. 1 above, it can also be concluded that Online FoMO has a significant and positive influence on the impulse buying decisions of career women in Pekanbaru city.

Coefficient of Determination (Adjusted R²)

This is the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variable to explain variations in changes in the dependent variable. For more clarity, it can be seen in the following table:

Table 2. Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.232	.226	2.869

a. Predictors: (Constant), Online FoMO

b. Dependent Variable: Pembelian Impulsif

The table above provides information about the determination coefficient value, namely the contribution or contribution of the influence of the FoMO online variable on the impulse purchase decision variable. This means that online FoMO has an influence of 23.2% on Impulsive Purchases of career women in Pekanbaru City. The rest is influenced by other variables that are not studied in this study.

CONCLUSION

Based on the research that the author has carried out; the researcher can obtain the conclusion that there is a significant and positive influence of the On-FoMO variable on impulsive purchases of career women in Pekanbaru City. This study uses a data collection method in the form of a questionnaire distributed online (google form). So, it would be better for the next research to add methods such as interviews to respondents so that the results obtained can be more in-depth. We believe that impulsive buying is not only influenced by a single factor but rather on a combination of sociodemographic, emotional, sensory, genetic, psychological, social, and cultural and other factors. So this study suggest that future research should be conducted which expand to include demographic subcultures, social classes and lifestyle factors, religiosity and others.

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