

The Effects of Fear of Missing Out and Hedonic Shopping Motivation on Post-Purchase Dissonance: The Mediating Role of Impulse Buying among Generation Z TikTok Shop Users in Indonesia

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Info Article

History Article:

Submitted

Revised

Accepted

Keywords:

Fear of Missing Out (FOMO); Hedonic Shopping Motivation; Impulse Buying; Post-Purchase Dissonance; Social Commerce; TikTok Shop; Generation Z; Consumer Behavior; PLS-SEM.

Abstract

The rapid growth of social commerce has fundamentally transformed consumer purchasing behavior, particularly among Generation Z, who are highly engaged with digital platforms. As one of the leading video-based social commerce platforms, TikTok Shop integrates entertainment, interactive content, and real-time promotional activities that encourage impulsive purchasing behavior. However, the increasing prevalence of impulsive purchases has also raised concerns regarding post-purchase dissonance, a psychological condition characterized by feelings of doubt, discomfort, or regret following a purchase. This study aims to examine the effects of Fear of Missing Out (FOMO) and Hedonic Shopping Motivation on Post-Purchase Dissonance, with Impulse Buying serving as a mediating variable among Generation Z users of TikTok Shop in Indonesia. A quantitative explanatory research design was employed, and data were collected through an online questionnaire administered to 201 eligible respondents selected using purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that Fear of Missing Out and Hedonic Shopping Motivation exert positive and statistically significant effects on Impulse Buying. Furthermore, Fear of Missing Out, Hedonic Shopping Motivation, and Impulse Buying each have positive and statistically significant effects on Post-Purchase Dissonance. The mediation analysis also demonstrates that Impulse Buying significantly mediates the relationships between Fear of Missing Out and Post-Purchase Dissonance, as well as between Hedonic Shopping Motivation and Post-Purchase Dissonance. These findings provide empirical support for the Stimulus–Organism–Response (S–O–R) Theory, suggesting that psychological stimuli and hedonic motivation influence consumers' internal states, which subsequently shape behavioral responses manifested in impulsive purchasing and post-purchase regret. This study contributes to the consumer behavior and social commerce literature by offering a comprehensive model that explains the psychological mechanisms underlying post-purchase dissonance among Generation Z consumers. The findings also provide practical implications for digital marketers and businesses operating on social commerce platforms in designing marketing strategies that encourage sustainable consumer satisfaction while minimizing post-purchase regret.

INTRODUCTION

The rapid advancement of information technology has transformed consumer shopping behavior, which was previously conducted through traditional brick-and-mortar stores and has now shifted toward digital retail platforms (Amory et al., 2023). This transformation indicates a change in the consumption patterns of modern society, which has become increasingly dependent on digital technology. Social commerce has emerged as a new evolution in digital commerce. This platform integrates social media functions with buying and selling activities (Agustina, 2017). One of the social commerce platforms that has attracted significant attention in the business world is TikTok Shop.

TikTok Shop is characterized as a video-based social commerce platform that integrates entertainment, real-time interaction, and promotional activities, enabling it to stimulate consumers to engage in impulsive or unplanned purchasing behavior (Wahyunintyas, 2026).

The development of social commerce in Indonesia has experienced remarkable growth, in line with the widespread use of social media in people's daily activities. According to a Populix report published by Katadata, 52% of Indonesians are aware of the social commerce trend, with TikTok Shop emerging as the most popular platform at 45%, followed by WhatsApp at 21%, while Facebook Shop and Instagram Shop each account for 10%. This phenomenon indicates that social commerce has become an integral part of Indonesian consumers' digital consumption behavior. Furthermore, Indonesia ranks first as the country with

the largest number of TikTok users worldwide, reaching 157.6 million users in 2024, surpassing the United States, which recorded 120.5 million users (GoodStats Raisya, 2024). The substantial number of TikTok users has also driven the growth of TikTok Shop as a video-based social commerce platform that combines entertainment and shopping activities within a single application (Rahmawati et al., 2024). Moreover, Indonesia ranked second globally in terms of TikTok Shop's Gross Merchandise Value (GMV), reaching US\$6.198 billion in 2024, reflecting the high level of consumer transaction activity on the platform (IDN Times Iswenda, 2025).

The high volume of shopping activity on TikTok Shop, however, is not always accompanied by consumer satisfaction after completing a purchase. A Statista survey (2025) revealed that TikTok Shop consumers in the United States experienced various forms of post-purchase regret, primarily due to product quality failing to meet expectations (17%), impulsive purchases (8%), and purchases from relatively unfamiliar brands (8%). This phenomenon reflects the occurrence of Post-Purchase Dissonance, a condition in which consumers experience doubt, discomfort, or regret after making a purchase (Sweeney et al., 2000). A similar condition has also been observed among Generation Z consumers in Indonesia, where a survey conducted by Media Mahasiswa Indonesia found that 64% of Generation Z respondents admitted experiencing post-purchase regret after shopping online because the products they purchased were not actually necessary and had negatively affected their

financial condition (Salsabila et al., 2025). Nevertheless, studies investigating the phenomenon of Post-Purchase Dissonance among TikTok Shop users in Indonesia remain limited, particularly those examining consumers' psychological factors within the context of social commerce. This condition indicates the existence of a research gap, highlighting the importance of conducting further studies to investigate the factors influencing Post-Purchase Dissonance among Generation Z users of TikTok Shop.

One of the factors presumed to influence the emergence of Post-Purchase Dissonance is Fear of Missing Out (FOMO) and Hedonic Shopping Motivation. Fear of Missing Out (FOMO) refers to the feeling of anxiety or fear of missing experiences enjoyed by others, which encourages individuals to continuously follow ongoing social activities and emerging trends (Przybylski et al., 2013). Within the context of TikTok Shop, consumers experiencing FOMO are more likely to engage in impulsive purchases due to concerns about missing promotional offers, emerging trends, or viral products circulating on social media. In addition, Hedonic Shopping Motivation represents another important factor influencing consumers' purchasing behavior. According to Arnold and Reynolds (2003), Hedonic Shopping Motivation refers to the motivation to shop for the purpose of obtaining pleasure, entertainment, and emotional satisfaction. As an interactive video-based platform, TikTok Shop creates an enjoyable shopping experience that may increase consumers' Impulse Buying behavior, particularly among

Generation Z, who are highly familiar with digital technology and social media. Impulse Buying itself refers to spontaneous purchasing behavior conducted without careful planning as a result of emotional impulses and specific external stimuli (Verplanken et al., 2011, as cited in Yi-Young Lee et al., 2023). When purchasing decisions are made impulsively without rational consideration, consumers become more vulnerable to experiencing post-purchase regret if the products they receive fail to meet their expectations.

Based on these phenomena, TikTok Shop was selected as the research object because it is one of the most popular social commerce platforms among Generation Z in Indonesia and possesses characteristics capable of triggering impulsive purchasing behavior through video content, live streaming, and trend-based promotional activities. Furthermore, previous studies have predominantly examined the relationships among these variables separately and have rarely integrated the relationships among **Fear of Missing Out (FOMO), Hedonic Shopping Motivation, Impulse Buying, and Post-Purchase Dissonance** into a single research model, particularly within the context of TikTok Shop users in Indonesia.

THEORETICAL REVIEW

Fear of Missing Out

Fear of Missing Out (FOMO) is a psychological condition that arises when individuals fear missing out on enjoyable experiences experienced by others. According to Przybylski et al. (2013), FOMO is characterized by a

strong desire to remain continuously connected to social activities and the latest developments on social media. Within the context of social commerce, FOMO may encourage consumers to engage in impulsive purchasing behavior due to concerns about missing current trends, promotional offers, or viral products. Good and Hyman (2021) explain that FOMO is associated with individuals' anxiety when they are unable to participate in particular trends or activities, thereby encouraging excessive engagement in social media-based consumption. Furthermore, Kim et al. (2020), as cited in Charles et al. (2025), state that continuous exposure to digital content may increase social pressure, which subsequently triggers consumers' compulsive purchasing behavior on social media platforms. Therefore, FOMO can be understood as an emotional drive that motivates consumers to purchase products in order to remain socially relevant and avoid feeling left behind by their surrounding social environment.

The indicators of Fear of Missing Out (FOMO) employed in this study are based on Good and Hyman (2021), Kim et al. (2020), and Ramadhani et al. (2022), as cited in Charles et al. (2025), including impulse buying due to scarcity, fear of missing out on time-limited offers, social media-induced purchase anxiety, and trend-driven social exclusion fear. These indicators illustrate how the fear of missing out can influence consumers' purchasing decisions on digital platforms.

Hedonic Shopping Motivation

Hedonic Shopping Motivation refers to shopping motivation driven by the desire to obtain pleasure,

entertainment, and positive emotional experiences throughout the purchasing process. Arnold and Reynolds (2003) explain that hedonic motivation arises not from functional needs but rather from consumers' desire to experience enjoyment while shopping. Within the context of social commerce platforms such as TikTok Shop, the shopping experience becomes more interactive through live streaming features, video content, and visually appealing promotional activities, thereby enhancing consumers' emotional engagement. Ozen and Engizek (2014) state that Hedonic Shopping Motivation is associated with emotional experiences, such as enjoyment, relaxation, and psychological satisfaction, obtained by consumers during the shopping process. Furthermore, Atulkar and Kesari (2018) explain that hedonic motivation may increase consumers' tendency to engage in impulsive purchasing because purchasing decisions are influenced more by emotions than by rational considerations. Therefore, Hedonic Shopping Motivation can be understood as consumers' internal drive to shop in order to obtain enjoyable emotional experiences.

The indicators of Hedonic Shopping Motivation employed in this study are adapted from Ozen and Engizek (2014), as cited in Lutviari et al. (2025), namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping. These indicators demonstrate that shopping activities are undertaken not only to satisfy functional needs but also to obtain entertainment and emotional gratification.

Impulse Buying

Impulse Buying refers to purchasing behavior that occurs spontaneously without prior planning. Verplanken et al. (2011), as cited in Yi-Young Lee et al. (2023), explain that Impulse Buying occurs suddenly without careful consideration. Within social commerce platforms such as TikTok Shop, this behavior has become increasingly prevalent due to time-limited promotional campaigns, live streaming sessions, and visually attractive content that captures consumers' attention. Rook and Fisher (1995) state that Impulse Buying is influenced by strong emotional impulses, causing consumers to disregard the long-term consequences of their purchasing decisions. Moreover, Stern (1962) explains that impulsive purchasing emerges as a response to specific stimuli encountered by consumers. Therefore, Impulse Buying can be understood as a spontaneous purchasing decision triggered by emotional impulses and environmental stimuli within the digital environment without prior planning.

The indicators of Impulse Buying employed in this study are based on Chetoui and El Bouzidi (2023), Lazim et al. (2020), Rook and Fisher (1995), and Stern (1962), as cited in Charles et al. (2025), including unplanned purchase, response to stimulus, change in purchase intention, spontaneous reaction, and mood influence. These indicators describe consumers' tendency to make rapid purchasing decisions as a result of emotional influences and digital marketing stimuli.

Post-Purchase Dissonance

Post-Purchase Dissonance is a psychological condition characterized by feelings of doubt, discomfort, or regret experienced after consumers have completed a purchase. According to Sweeney et al. (2000), Post-Purchase Dissonance occurs when consumers perceive that the purchasing decision they have made may not have been appropriate, thereby creating emotional tension. Within the context of online shopping, this condition frequently occurs because consumers are unable to evaluate products directly before making a purchase. Lazim et al. (2020) explain that Post-Purchase Dissonance is characterized by the emergence of negative evaluations regarding previously made purchasing decisions. Furthermore, Wang et al. (2025) state that discrepancies between consumers' expectations and the actual quality of products received may increase post-purchase regret among online consumers. Therefore, Post-Purchase Dissonance can be understood as a form of psychological discomfort arising from inconsistencies between consumers' expectations and their actual experiences after completing a purchase.

The indicators of Post-Purchase Dissonance employed in this study are adapted from Lazim et al. (2020), as cited in Charles et al. (2025), namely post-purchase anxiety, perceived lack of value in impulse purchases, justification of impulse purchases, and loss of interest in purchased items. These indicators reflect consumers' negative evaluations following impulsive purchases made through social commerce platforms.

RESEARCH METHOD

This study employed a quantitative approach using an explanatory research design to examine the effects of Fear of Missing Out (FOMO) and Hedonic Shopping Motivation on Post-Purchase Dissonance, with Impulse Buying serving as a mediating variable among Generation Z users of TikTok Shop. The research data consisted of primary data, collected through the online distribution of questionnaires, and secondary data, obtained from relevant journals, articles, and scholarly literature. The target population comprised Generation Z users of TikTok Shop in Indonesia. The sampling technique employed was purposive sampling, based on the following respondent criteria: individuals aged 17–27 years, active users of TikTok Shop, and those who had experienced post-purchase regret. The minimum sample size required for this study was 300 respondents.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The analytical procedures included assessments of validity, reliability, outer model evaluation, inner model evaluation, and hypothesis testing. A hypothesis was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was less than 0.05.

RESULTS AND DISCUSSION

Based on the results of the online questionnaire distributed to Generation Z users of TikTok Shop in Indonesia, a total of 216 respondents were obtained. Following the data screening process in accordance with the established research criteria, 201

respondents were deemed eligible for further analysis. The majority of respondents resided on the island of Java (74.6%), were female (71.1%), and were predominantly between 22 and 27 years of age (60.7%). These findings indicate that the TikTok Shop users included in this study were primarily young adult females who actively used social commerce platforms.

This study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach using SmartPLS 4.0. The measurement model (outer model) was evaluated through construct validity and reliability testing. The results of the convergent validity assessment demonstrated that all indicators achieved outer loading values greater than 0.70, indicating that all measurement indicators were statistically valid.

Furthermore, the discriminant validity assessment revealed that each indicator exhibited the highest cross-loading value on its corresponding construct. The results of the Fornell–Larcker Criterion also demonstrated that the square root of the Average Variance Extracted (AVE) for each construct exceeded the correlations between constructs, indicating that all constructs possessed satisfactory discriminant validity. In addition, the Average Variance Extracted (AVE) values for all variables exceeded 0.50, thereby satisfying the recommended criterion for discriminant validity.

The reliability assessment demonstrated that all constructs achieved Cronbach's Alpha and Composite Reliability values greater than 0.70, indicating that all constructs were reliable and suitable for subsequent statistical analysis.

The structural model (inner model) was evaluated by examining the R-Square (R^2), Q-Square (Q^2), F-Square (f^2), Standardized Root Mean Square Residual (SRMR), and hypothesis testing results. The coefficient of determination (R^2) indicated that the Impulse Buying construct achieved an R-square value of 0.594, while Post-Purchase Dissonance obtained an R-square value of 0.568. These findings indicate that the proposed research model explained the dependent variables with moderate explanatory power. Furthermore, the Q-Square results showed that all predictive relevance values were greater than zero, indicating that the model possessed satisfactory predictive capability.

In addition, the F-Square analysis demonstrated that Fear of Missing Out and Hedonic Shopping Motivation exerted substantial effects on Impulse Buying, whereas their effects on Post-Purchase Dissonance ranged from small to moderate. The SRMR value of 0.055 also indicated that the proposed research model achieved an acceptable model fit, as the value was below the recommended threshold of 0.08.

The hypothesis testing results revealed that all proposed hypotheses were supported. Fear of Missing Out exerted a positive and statistically significant effect on Impulse Buying, with a t-statistic of 9.528 and a p-value of 0.000. Likewise, Hedonic Shopping Motivation had a positive and statistically significant effect on Impulse Buying, with a t-statistic of 15.126 and a p-value of 0.000. Furthermore, Fear of Missing Out, Hedonic Shopping Motivation, and Impulse Buying were all found to exert positive and statistically

significant effects on Post-Purchase Dissonance among Generation Z users of TikTok Shop.

The mediation analysis further demonstrated that Impulse Buying significantly mediated the relationship between Fear of Missing Out and Post-Purchase Dissonance, with a t-statistic of 5.345 and a p-value of 0.000. Similarly, Impulse Buying also significantly mediated the relationship between Hedonic Shopping Motivation and Post-Purchase Dissonance, with a t-statistic of 5.732 and a p-value of 0.000. These findings indicate that impulsive purchasing behavior intensifies the likelihood of experiencing post-purchase regret among TikTok Shop users.

Overall, the findings of this study demonstrate that Fear of Missing Out and Hedonic Shopping Motivation play significant roles in promoting Impulse Buying and Post-Purchase Dissonance among Generation Z users of TikTok Shop. These findings provide empirical support for the Stimulus–Organism–Response (S–O–R) Theory, which posits that external and internal stimuli, such as psychological pressure and hedonic motivation, influence consumers' internal psychological states, thereby shaping behavioral responses in the form of impulsive purchasing and post-purchase regret.

RESULTS AND DISCUSSION

Based on the findings of this study, it can be concluded that Fear of Missing Out (FOMO) and Hedonic Shopping Motivation exert positive and statistically significant effects on Impulse Buying and Post-Purchase Dissonance among Generation Z users of TikTok Shop in Indonesia.

Furthermore, Impulse Buying was also found to have a positive and statistically significant effect on Post-Purchase Dissonance. These findings indicate that psychological drivers, particularly the fear of missing current trends and the motivation to shop for pleasure and enjoyment, increase consumers' tendency to engage in impulsive purchasing behavior, which subsequently leads to post-purchase regret. This study also demonstrates that Impulse Buying significantly mediates the relationships between Fear of Missing Out and Post-Purchase Dissonance, as well as between Hedonic Shopping Motivation and Post-Purchase Dissonance. Therefore, impulsive purchasing behavior constitutes a critical mechanism for explaining the emergence of post-purchase dissonance among TikTok Shop users.

From a theoretical perspective, this study is expected to contribute to the development of consumer behavior literature, particularly in relation to Fear of Missing Out (FOMO), Hedonic Shopping Motivation, Impulse Buying, and Post-Purchase Dissonance within the context of social commerce platforms. From a practical perspective, the findings may serve as valuable considerations for businesses operating on TikTok Shop in designing more effective digital marketing strategies, particularly by taking consumers' impulsive purchasing behavior into account and by improving product quality as well as the accuracy and completeness of product information in order to minimize the occurrence of Post-Purchase Dissonance.

This study has several limitations, as it focuses exclusively on Generation Z users of TikTok Shop in

Indonesia and incorporates a limited set of research variables. Therefore, future studies are recommended to expand the scope of investigation by including other social commerce or e-commerce platforms, recruiting more diverse respondent groups, and incorporating additional variables related to consumer behavior in order to provide a more comprehensive understanding of the factors influencing Post-Purchase Dissonance in digital commerce environments.

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