Journal of Technopreneurship on Economics and Business Review

https://jtebr.unisan.ac.id Vol. 6, No. 2 2025 E-ISSN: 2716-0092 P-ISSN: 2716-0106

Influence of Discounts and FOMO on Generation Z Consumptive Behavior Toward Ready to Wear Products on Shopee in Bandung City

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Abstrak. Penelitian ini bertujuan untuk meningkatkan pembelian pakaian online Generasi Z, khususnya di Shopee. Diskon dan FOMO dapat memicu pembelian tergesa-gesa. Kedua faktor ini secara terpisah dan bersamaan memengaruhi pelanggan Generasi Z di Kota Bandung yang membeli pakaian melalui Shopee. Penelitian ini mencoba mengurangi dampaknya. Metode yang digunakan adalah kuantitatif dengan teknik purposive sampling, melibatkan 400 responden yang sesuai dengan kriteria. Analisis data dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk mengevaluasi hubungan antar variabel yang dikumpulkan melalui kuesioner online. Hasilnya menunjukkan bahwa diskon berpengaruh positif dan signifikan terhadap perilaku pelanggan, dengan nilai t-statistik 5,093 dan nilai p 0,000. FOMO juga menunjukkan pengaruh substansial terhadap perilaku konsumtif, dengan t-statistik 4,767 dan nilai p 0,000. Secara simultan, diskon dan FOMO berkontribusi terhadap 70,2% variabilitas perilaku konsumtif Generasi Z (R^2 = 0,702). Temuan ini menegaskan bahwa strategi pemasaran berupa diskon serta tekanan sosial dan psikologis dari FOMO efektif dalam mendorong pembelian impulsif. Kesadaran literasi keuangan menjadi landasan penting dalam membentuk perilaku konsumtif yang lebih terkendali dan terarah, terutama di kalangan Generasi Z.

Kata kunci: Perilaku Konsumtif; Generasi Z; Diskon; Fear of Missing Out (FOMO; Shopee;

Abstract. *The aim of this study is to encourage Generation Z to make more online clothing purchases, particularly on Shopee. Discounts and the fear of missing out (FOMO) can trigger impulsive purchases. These factors influence Generation Z customers in Bandung who purchase clothing through Shopee, both separately and together. The study seeks to mitigate these effects. A quantitative method with purposive sampling was used, involving 400 respondents who met the criteria. Data analysis was conducted using partial least squares structural equation modelling (PLS-SEM) to evaluate the relationships between the collected variables, which were gathered through an online questionnaire. The results show that discounts have a positive and significant effect on customer behaviour, with a t-statistic value of 5.093 and a p-value of 0.000. FOMO was also found to have a substantial influence on consumptive behaviour, with a t-statistic value of 4.767 and a p-value of 0.000. Discounts and FOMO together accounted for 70.2% of the variability in Generation Z consumptive behaviour (R^2 = 0.702). These findings confirm that marketing strategies involving discounts, as well as the social and psychological pressure of FOMO, are effective in driving impulsive purchases. However, financial literacy awareness is crucial in fostering more controlled and directed consumptive behaviour, particularly among Generation Z.*

Keywords: *Consumptive Behavio;, Generation Z; Discounts; Fear of Missing Out (FOMO); Shopee;*

Introduction

Advances in information and communication technology have revolutionized multiple aspects of human life, including in the realm of consumption and economic transactions. One of the main impacts is the shift in consumer behavior from conventional shopping to e-commerce, which allows consumers to meet their needs flexibly without space and time limitations. This phenomenon is also reflected in Indonesia, along with the increasing internet penetration and widespread smartphone use in all levels of society every year. The growth of e-commerce in Indonesia shows a very rapid trend, with platforms like Shopee occupying the top position in consumer preferences. Based on katadata.co.id (2023) data, Shopee recorded an average of 124.9 million visits per month from users in Indonesia, making it the largest contributor (27%) of total global visits. This trend is further strengthened with the Similarweb

(2023) report which notes that Shopee is the only platform, along with Blibli, that has seen an increase in visits throughout the year, while other competitors have seen a decline.

In the midst of these e-commerce dynamics, Generation Z includes those whose birth years fall between 1997-2012, is a very potential market segment. They are a digital-native generation who grow up in a technology-driven environment and have unique consumption preferences, such as openness to information, a tendency to shop online, and a sensitivity to brands and prices. Utamanyu and Darmastuti (2022) note that Generation Z consumers in the context of online fashion purchases show hedonistic tendencies and impulsive behaviors influenced by quality, brands, and various promotional stimuli. Discounts are one of the main promotional strategies used in platforms like Shopee to attract shopping interest. Programs such as "Shopee 12.12" and "flash sale" have proven to be effective in creating value perceptions and increasing consumer satisfaction (Berlilana et al., 2024). This is reinforced by the findings of Arif and Ali (2023), which show that impulse purchase decisions are strongly influenced by prices as well as various special offers. Discount strategies have been proven to not only increase urgency, but also fuel consumer confidence in making purchasing decisions, especially in Generation Z who are sensitive to price incentives.

In addition to discounts, the phenomenon like Fear of Missing Out (FOMO) becomes increasingly dominant psychological factor to influence consumption behavior in e-commerce. FOMO creates an emotional urge to buy a product right away to avoid missing an opportunity, for example due to limited stock or a short-term promotion. Morsi et al. (2024) found that more than half of purchase incidents are triggered by sales promotions like discounts or "buy one gets one" programs. However, Jabeen et al. (2023) warned that FOMO not only encourages impulsive consumption, but also has the potential to affect individual mental health, particularly among young people who are very active on social media. The fashion product category is the most competitive sector in e-commerce. According to a Katadata survey (2024), 48% of Generation Z in Indonesia have a high interest in shopping for fashion products online, making it the highest consumption category after basic necessities. Discount and FOMO strategies have proven to be an effective combination in encouraging fashion purchases that are often driven by the desire to follow trends or the fear of missing moments, resulting in consumptive behavior that is impulsive and not always based on real needs.

As one of the urban centers in Indonesia, the city of Bandung has a significant Generation Z population, making it a strategic location to observe trends in consumptive behaviour influenced by e-commerce strategies. The study population was chosen from among Generation Z residents of Bandung because the city is recognised as the fashion capital of Indonesia with a rapidly growing fashion industry, according to (Supriatin et al., 2019). Even if discount-based impulsive purchasing and FOMO are rising, there are little empirical research in Bandung. Against this context, this research examined how discounts and FOMO affect Generation Z's purchasing behaviors, especially when buying ready-to-wear apparel on Shopee. The research is meant to assist Generation Z understand money and make wiser buying choices.

Literature Review and Hypothesis Development

Discount

Discounts are marketing tactics used by businesses to engage customers and promote sales by reducing products' price, either directly on the label or indirectly through coupons or other tools (Yang, 2021; Jia et al., 2024). Discounts can also serve as a tool to introduce new brands, increase customer loyalty, or empty stock (Sutrisno, 2023; Barrientos et al., 2021). The types of discounts are very diverse, ranging from quantity discounts, bonuses, discounts, seasonal, dealer, functional, special, export, hidden, club, to based on certain ideas (Yanchenko & Repilova, 2023). Additionally, discounts can be categorized based on dimensions including time, product, distribution level, threshold, and lastly, customer, which have strategic and competitive implications, respectively (Cherednichenko, 2021). The impact of giving discounts includes strengthening relationships with customers, increasing trust in brands, and encouraging repeat purchases, both because of the practical benefits and emotional pleasure felt by consumers (Harahap & Situmorang, 2023; Jee, 2021; Meena & Kumar, 2024). In the context of this study, discounts are measured through four main indicators: discount percentage, duration and frequency of discounts, types and conditions of discounts, and price perceptions and savings (Berlilana et al., 2024; Yang, 2021; Jee, 2021), each of which represents an important element in a discount strategy to create added value, increase product competitiveness, and influence consumer purchasing behavior.

Fear Of Missing Out (FOMO)

FOMO, or Fear of Missing Out refers to a psychological condition described as anxiety due to feeling left behind from other people's information or experiences, especially on social media. Morsi et al. (2024) describe FOMO as a strong drive to follow social behaviors for the sake of relevance, while Zhang et al. (2024) highlight anxiety due to the fear of missing important information in digital media. Tandon et al. (2022) added that this anxiety encourages individuals to phubbing, ignoring real interactions because focusing too much on mobile phones risks lowering the quality of social relationships. Ambri et al. (2024) stated that FOMO triggers the desire to stay connected so that the feeling left behind could be avoided, while Widjaya et al. (2024) attributed it to social pressures that influence a person's consumption decisions. The impact is diverse, ranging from impulsive buying in uncertain situations (Anisimova et al., 2024), emotional distress and dissatisfaction due to unmet social expectations (Morsi et al., 2024), to mental exhaustion due to excessive social media engagement or fatigue (Hattingh et al., 2022). Fioravanti et al. (2021) also emphasized that FOMO encourages compulsive behavior in using social media for social connection and self-development. In addition, FOMO is also used in marketing strategies through limited discounts that stimulate purchases without careful consideration (Asyida & Ahmadi, 2025). This study measured FOMO variables through four indicators, namely social influence, feelings of anxiety, frequency of checking social media, and impulse to buy immediately (Zhang et al., 2024; Morsi et al., 2024; Anisimova et al., 2024), which as a whole reflect how social and digital pressures can shape individual consumption patterns and psychological well-being.

The Relationship Between Discounts and Fear Of Missing Out (FOMO)

Arifin et al. (2024) emphasized that the relationship between discounts and FOMO in encouraging impulse buying behavior was significant, where promotions containing “limited” time or amount of products could drive a sense of urgency that triggers the fear of missing out on opportunities, especially among Generation Z in e-commerce platforms such as Shopee. Platon (2024) reinforces this finding by stating that discounts create a perception of scarcity and high value that reinforces FOMO, encouraging consumers to act immediately to avoid missing out on exciting opportunities. FOMO itself is triggered by the urge to stay connected to trends and make profits, so consumers are encouraged to make purchases quickly and often without rational consideration.

Consumptive Behavior

A person who has a tendency to buy a lot of goods or services simply out of momentary desire rather than a real need, this is called consumptive behavior. Novanda and Prakoso (2024) stated that this behavior tends to be irrational because it ignores the priority scale of needs and is more oriented towards fulfilling desires for tertiary goods. In line with that, Rismawati and Warastri (2024) explain that consumptive actions reflect decisions that are more influenced by emotional factors than economic considerations, in which individuals pursue self-satisfaction and social image. Sasmito et al. (2023) emphasized that these consumption patterns reflect the inability to control spending, while Hermawan and Vikaliana (2023) said that emotional impulses are often more dominant than rationality. Derang, Ginting, and Siringo-ringo (2024) added that consumptive behavior is also related to the desire to follow trends and gain popularity, particularly through discount offers on various platforms. Meanwhile, Afriani and Yanti (2023) stated that excessive consumption solely aims to satisfy desires, not essential needs. The impact of this behavior is quite significant, especially in Generation Z, because it can cause financial problems such as uncontrolled spending and debt risk (Fitri et al., 2024). Haeruddin et al. (2023) underline that unwise changes in consumption patterns are often caused by social pressures and the need for environmental recognition, while Sasmito et al. (2023) highlight adolescents' lack of understanding of sound financial management. Consumptive behavior also involves impulsive purchases without consideration (Fitri et al., 2024; Afriani & Yanti, 2023; Derang et al., 2024), expenditures exceed the limit of financial ability (Fitri et al., 2024; Derang et al., 2024), pressures from the social environment (Fitri et al., 2024; Afriani & Yanti, 2023; Derang et al., 2024), as well as the search for emotional satisfaction that is temporary (Derang et al., 2024).

Generation Z

Generation Z is known as the first generation to be both born and grown up experiencing digital technology. Since childhood, they have been familiar with internet connectivity and electronic devices, even without an in-depth formal education in technology. This makes them have adaptive intelligence to the use of technology in various aspects of life (Buhalis & Karatay, 2022). According to Gabrielova and Buchko (2021), Generation Z born between 1995–2012 is also called iGen because they grew up with the existence of internet a vital part of their daily routine. In general, this generation is highly dependent on smartphones, social media, and visual content such as TikTok, Instagram, and Snapchat (Prasanna & Priyanka, 2024). They are also known to be very selective about content, preferring authenticity, transparency, organic content, and user-generated content to traditional advertising that seems contrived. The presence of this generation is not only changing the technological landscape, but also consumer behavior. Djafarova and Bowes (2021) added that Gen Z often uses fashion as a means of self-expression, and even often makes impulsive purchases without deep consideration. Similar characteristics also emerge in the context of social responsibility, where this generation is more concerned about environmentally friendly and sustainable products, forcing brands to adjust their marketing strategies (Dragolea et al., 2023). Meanwhile, Šramková and Sirotiaková (2021) emphasize that Gen Z has a critical level of awareness of consumer issues, such as uneven product quality. Their presence in the workplace and economy demands a new understanding of how companies should adjust management and marketing patterns to meet the expectations and values held by this generation (Schroth, 2019; Gentina, 2020).

Hypothesis Development

The Effect of Discount on Consumptive Behavior

Discounts are one of the most common promotional strategies used by online businesses to attract consumers and boost sales. According to Jee (2021), the perceived utilitarian benefits of discount promotions, such as price quality perceptions and the satisfaction of being a "smart shopper," have a positive effect on consumer purchasing decisions in terms of both attitudes and behavioral intentions. This shows that discounts are seen not only as a way to save money, but also as a pleasant experience that encourages consumers to buy more.

Additionally, Berlilana et al. (2024) found that discounting strategies significantly increase purchase intention, consumer satisfaction, and product ratings in e-commerce. These are all indicators of consumptive behavior. Discounts, especially those tailored to product categories such as fashion, can alter perceptions of product value and encourage impulse purchases. Research by Yang (2021) shows that discounts encourage consumers to buy products during promotional periods because they feel they receive maximum benefits in the form of lower prices and psychological satisfaction from their purchases (Yang, 2021). Discounts encourage consumers to make purchasing decisions quickly to get the best price before the promotion ends.

H1: Discounts have a positive and significant effect on the consumptive behavior of Generation Z on apparel products at Shopee.

The Effect of Fear Of Missing Out on Consumptive Behavior

Fear of missing out (FOMO) is an anxiety that arises when a person feels left out of experiences or opportunities that others have. FOMO is becoming increasingly prevalent in the digital consumption landscape, particularly among younger generations, due to increased exposure to social media and online advertising. According to Morsi et al. (2024), consumers prone to FOMO tend to make impulsive or compulsive purchases due to a strong urge to imitate the consumption behavior of others, even if the decision is irrational and leads to regret.

Marketing strategies that use elements of scarcity, trends, and limited-time promotions exploit consumers' fear of missing out and encourage unplanned purchases, such as impulse and compulsive buying (Morsi et al., 2024). The study also found that over 95% of purchase decisions triggered by FOMO were irrational and that most respondents felt dissatisfied after making a purchase, indicating an unhealthy pattern of consumption. Additionally, Zhang et al. (2024) emphasized that FOMO acts as a stressor that triggers various forms of cognitive load in social media use, such as information overload, excessive communication, and social pressure. The combination of FOMO and information overload increases the likelihood of digital fatigue, which encourages consumptive behavior as a stress response or escape (Zhang et al., 2024). Anisimova et al. (2024) found that FOMO significantly impacts panic shopping behavior, including unplanned bulk purchases due to fear of running out of items. The study also showed that younger generations, including Generation Z, are the most vulnerable to FOMO's influence due to their high social media and community-based information exposure (Anisimova et al., 2024).

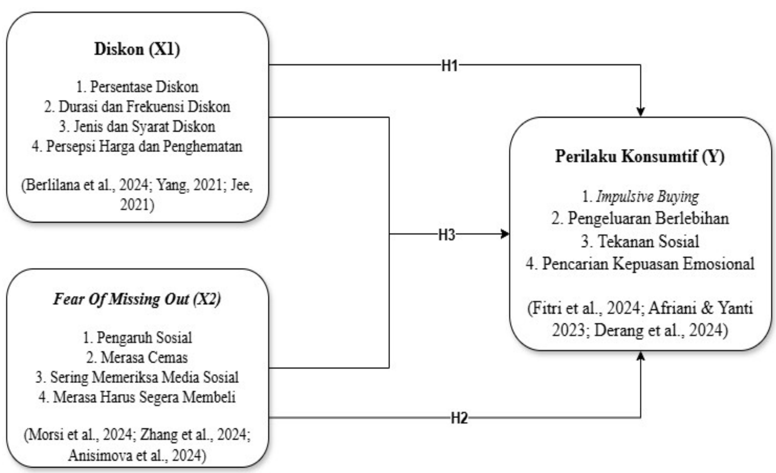
H2: FOMO, or Fear Of Missing Out has a positive and significant effect on Generation Z's consumptive behavior on apparel products at Shopee.

The Effect of Discount and Fear Of Missing Out on Consumptive Behavior

In the digital marketplace, particularly within e-commerce platforms like Shopee, the combination of discounts and Fear of Missing Out (FOMO) has proven to be an effective driver of impulsive and consumptive behavior, especially among Generation Z. According to Arifin et al. (2024) discounts often create a sense of urgency through time-limited promotions that trigger FOMO. In turn, FOMO intensifies the consumer's fear of missing out on exclusive or valuable offers, prompting faster, less deliberative purchase decisions.

This synergy between discounts and FOMO contributes significantly to impulsive online buying. As Platon (2024) explains, discounts reinforce FOMO by generating a perception of scarcity and high value, which heightens the fear of losing the opportunity. FOMO, fueled by the desire to stay connected and benefit from current trends or deals, drives consumers to act immediately—often without rational evaluation of their needs. The interaction between these two variables creates psychological and temporal pressure, leading to consumption that is more emotionally driven than planned. These factors are particularly impactful for Generation Z consumers, who are highly exposed to digital promotions and social media influence.

H3: Discounts and Fear Of Missing Out (FOMO) have a positive and significant effect on Generation Z's consumptive behavior on apparel products at Shopee



Picture 1. Research Model

Research Methods

Types of Research and Data Collection

SmartPLS 4 supported quantitative descriptive Partial Least Squares (PLS-SEM) structural equation modeling in this work. Study investigates exterior and inner models and hypotheses. Using statistical methods to analyze numerical data, a quantitative descriptive approach was used to test the hypothesis (Chaniago et al., 2023). Data was collected using a standardized questionnaire on an acceptable demographic sample. Statistical analysis was used to objectively and scientifically analyze the link between discounts, FOMO, and consumptive behavior. The purposive sampling method, which selects individuals based on specific research objectives, was applied in this study. This technique was chosen because the research required respondents with particular characteristics, namely Generation Z who live in the city of Bandung and actively use Shopee to purchase apparel products. The sample criteria include:

a) Domiciled in the city of Bandung,
b) Between 18 and 25 years old,
c) Have shopped for apparel products at Shopee in the last three months.

A total of 400 respondents were successfully obtained based on these criteria, reflecting the characteristics of the target population. Data collection was using online questionnaires distributed via the Google Form platform to facilitate responses from participants in the Bandung City area. The questionnaire employed a 5 point Likert scale to measure respondents opinions,

Data Testing

Test Outer Model

The PLS-SEM measurement approach demonstrates the link between the construct being examined and the indicators assessed directly, according to Hair et al. (2021). Validity testing in the measurement model consists of convergent and discriminant validities which will be explained further.

Convergent validity measures how well a reflexively formed notion explains indicator variation. The average variance extracted (AVE) measures this. AVE values over 0.5 imply that the construct can explain more than 50% of indicator variation (Hair et al., 2021; Ringle et al., 2023; Li & Lay, 2024). AVE values above 0.5 suggest convergent validity (Dzin & Lay, 2021). The loading factor shows the construct-indicator connection. It represents the item's contribution to the measured construct. For PLS-SEM, a suitable loading factor is > 0.7 (Hair et al., 2021; Ringle et al., 2023). Each indicator must have an Outer Loading value greater than 0.7 to indicate the construction being measured (Li & Lay, 2024). In a structural model, average variance extracted (AVE) measures construct convergent validity. AVE measures how much variation a concept captures from its indicators relative to measurement error. A concept has excellent convergent validity when its AVE value exceeds 0.50, suggesting that it explains over half of the indicator variation. It also shows good concept measurement consistency. (Hair, 2021; Ringle, 2023; Li, 2024; Dzin, 2021). Discriminant validity measures a research model construct's uniqueness. Discriminant validity testing used the Heterotrait-Monotrait Ratio (HTMT), which shows construct correlations (Hair et al., 2021). An appropriate HTMT score is below 0.90 for conceptually comparable constructions and below 0.85 for conceptually distinct ones (Ringle et al., 2023; Li & Lay, 2024). Reliability assesses construct-measurement consistency. Internal consistency is assessed using reliability factors like Cronbach's alpha and Composite Reliability (ρC). A decent dependability rating is usually more than 0.70, with an optimal range of 0.80 to 0.90 for internal consistency (Hair et al., 2021; Li & Lay, 2024; Dzin & Lay, 2021).

Test Inner Model

Structural models describe the relationships between latent constructs and test the cause-and-effect relationships between these variables. The internal evaluation of the model involves examining the collinearity, significance of the path coefficient, and the strength of the model which can be measured through the values of R-squared (R^2) and F-square. The R^2

coefficient indicates the extent to which the model can explain endogenous construct variance (Hair et al., 2021).

VIF is used to measure the extent of collinearity between indicators in a measurement model and between predictor constructs in a structural model. A VIF value greater than 5 indicates a significant collinearity problem (Hair et al., 2021; Ringle et al., 2023). The coefficient of determination (R^2) indicates the proportion of variance that can be explained by the predictor construct. Good R^2 values range from 0.75, 0.50, and 0.25 indicating substantial, moderate, and weak explanatory strength (Hair et al., 2021). The f^2 effect size is used to measure the contribution of moderation to the explanation of endogenous constructs. General guidelines for assessing f^2 suggest that values of 0.02, 0.15 and 0.35 represent small, medium and large effect sizes, respectively (Hair et al., 2021).

Result And Discussion

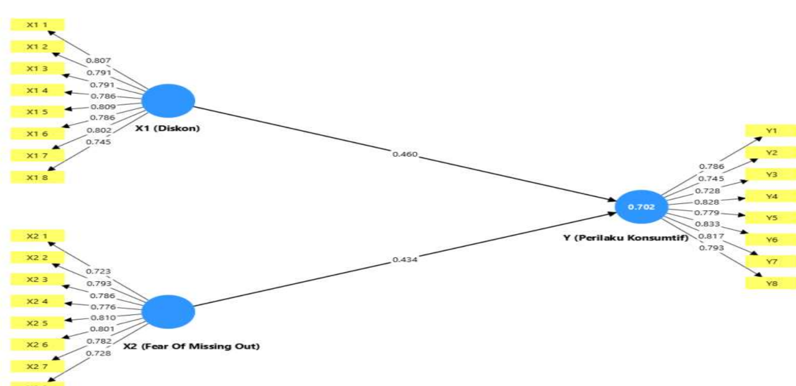
Result

Test Outer Model

To ensure that each item can correctly describe the construct, the external test of the model is performed to evaluate the quality of the indicator in measuring the latent construct being studied. This stage involves testing the validity and reliability of indicators, which consists of convergent validity, discriminant validity, and reliability tests. In SmartPLS, this test helps to assess whether the indicators used are relevant and consistent enough to measure the construct in question. An indicator's convergent validity is its consistency in explaining the measured component. AVE and loading factor indicator were utilized to assess its validity. Picture 2 and Table 2 show that the construct properly consolidates indicator variance with a loading factor larger than 0.7 and an AVE value of at least 0.5. This research found that all indicators had loading factor values over 0.7 and AVE values above 0.5. These indicators are extremely relevant and reflective of their conceptions.

Table 1. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Description
X1 (Discount)	0.624	Valid
X2 (Fear Of Missing Out)	0.602	Valid
Y (Consumptive Behavior)	0.623	Valid



Picture 2. Loading Factor

Discriminant validity tests whether a model construct can be differentiated from others, ensuring that each construct assesses a distinct notion and does not overlap. This research evaluates discriminant validity using the Heterotrait-Monotrait Ratio of Correlations (HTMT), which should be less than 0.85 or 0.90. The analysis revealed that the HTMT value between the variables 'Discount', 'Fear of Missing Out' (FOMO) and 'Consumptive Behaviour' was below the 0.90 threshold, indicating good discriminative validity of the constructs in this model. The findings from the discriminant validity analysis are demonstrated in Table 3.

Table 2. Discriminant Validity

	X1 (Discount)	X2 (Fear Of Missing Out)	Y (Consumptive Behavior)
X1 (Discount)			
X2 (Fear Of Missing Out)	0.826		
Y (Consumptive Behavior)	0.849	0.849	

Reliability is assessed by examining the consistency of internal indicators when evaluating latent constructs. In SmartPLS, reliability is examined using Cronbach's alpha, composite reliability (ρC) and rhoA. The accepted values for these three indicators are between 0.70 and 0.95. The reliability test results showed Cronbach's Alpha and Composite Reliability values of over 0.9 for the entire construct, indicating that the instrument used in this study is highly consistent and reliable for measuring the construct in question. The results of the reliability processing are shown in Table 4.

Table 3. Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Description
X1 (Discount)	0.914	0.916	0.930	Reliable
X2 (Fear Of Missing Out)	0.905	0.908	0.923	Reliable
Y (Consumptive Behavior)	0.913	0.919	0.930	Reliable

Test Inner Model

After confirming the validity and reliability of the outer model, the analysis proceeds to the inner model, which focuses on the relationships among the latent constructs in the structural model. The evaluation covers the multicollinearity between constructs, the strength of the path coefficients, the value of the determination coefficient (R-Square), the size of the effect (F-Square) and the model's predictive ability. The purpose of this test is to indicate the strength of influence between constructs and whether the structural model can provide accurate predictions.

The Inflation Variation Factor (VIF) is used to identify multicollinearity problems among predictor constructs. A VIF value smaller than 5 indicates that there is no multicollinearity problem.

Table 4. Inflation Variation Factor

	X1 (Diskon)	X2 (Fear Of Missing Out)	Y (Consumptive Behavior)	Description
X1 (Diskon)			2.339	Escaped
X2 (Fear Of Missing Out)			2.339	Escaped
Y (Consumptive Behavior)				

In addition, R-Square (R^2) measures the proportion of endogenous construct variance that can be explained by exogenous constructs. The R^2 value for the Consumptive Behavior variable of 0.702 indicates that the model has a fairly good predictive ability in explaining consumptive behavior, with 70.2% of the variation being explained by the Discount and FOMO variables. The following are the results of R-Square processing Table 6.

Table 5. R-Square

	R-square	R-square adjusted	Description
Y (Consumptive Behavior)	0.702	0.701	Medium

F-Square is used to assess the effect size of each construct's contribution to endogenous constructs. F-Square's values for Discount and FOMO on Consumptive Behavior are 0.304 and 0.270, respectively, which shows a significant influence.

Table 7. F-Square

	F-square	Description
X1 (Diskon) => Y (Consumptive Behavior)	0.304	Medium
X2 (Fear Of Missing Out) => Y (Consumptive Behavior)	0.270	Medium

Hypothesis Testing

The test for hypothesis used the bootstrapping technique to indicate the statistical significance of the relationship between the constructs. The results showed that the two variables, Discount and FOMO, had positively significant effect on Consumptive Behaviour, with a t-statistic above 1.96 and a very small p-value. Therefore, the research hypothesis was accepted (Hair et al., 2024). The results of the hypothesis testing are displayed in Table 8.

Table 6. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information
X1 (Discount) -> Y (Consumptive Behavior)	0.460	0.464	0.090	5.093	0.000	Significant Impact
X2 (Fear Of Missing Out) -> Y (Consumptive Behavior)	0.434	0.432	0.091	4.767	0.000	Significant Impact

Discussion

The Effect of Discounts on Consumptive Behavior

The findings showed that discount favorably affected consumption. The t-statistic of 5.093 surpasses the crucial threshold of 1.960, while the p-value of 0.000 is below 0.05. Thus, the discount affects consumption is supported. These results suggest that Generation Z is more likely to make impulsive purchases, particularly for ready-to-wear clothes, when e-commerce platforms like Shopee offer bigger discounts. Attractive discounts, with large discounts, limited durations, and different types and conditions, encourage consumers to buy products without prior planning. These findings support previous research by Jee (2021) which stated that the perception of utilitarian and hedonistic benefits of discounts influences consumer purchasing decisions. Similarly, another study emphasises that price is a critical factor in shaping consumer perceptions of a product and indirectly influences the level of agreement between seller and buyer. This highlights the strategic importance of pricing in guiding purchase decisions (Meutia et al., 2021). In the context of Generation Z, discounts are a persuasive cue that triggers impulsive behaviour and builds psychological justification for making purchases during promotional periods.

The Effect of Fear Of Missing Out on Consumptive Behavior

FOMO strongly correlates with consumption behavior in the second hypothesis test. The t-statistic of 4.767 exceeds the crucial threshold of 1.960, while the p-value of 0.000 is below 0.05, confirming that this hypothesis is acceptable. These findings suggest that high levels of FOMO in Generation Z such as the social pressure to follow trends, anxiety about missing promotions and the urge to make immediate purchases when stocks are running low increase their tendency to engage in consumption. FOMO is amplified by intense social media exposure, which quickly spreads promotions and new fashion trends. This research aligns with a study by Tatiana Anisimova et al. (2023) who found that FOMO drives impulse buying due to social pressure and the fear of missing out on opportunities. In theory, FOMO acts as a psychological factor that reduces consumer self-control, thereby accelerating purchasing decisions without rational consideration.

The Effect of Discounts and Fear Of Missing Out on Consumptive Behavior

Huang (2021) The R^2 value measures the extent to which the independent variables together explain the variation in the dependent variable. The closer the value is to 1, the greater the proportion of the variation in the dependent variable that can be explained by all the constructs in the model. A value of around 0.50 indicates sufficient explanatory ability, whereas a value close to 0.75 suggests a high level of explanation for the dependent variable. Hair et al (2021) explained R^2 (R-squared) was a measure of the explanatory power of a model to indicate how well the independent variables can explain the variety of dependent variable, depending the data in the study.

Based on the analysis using SmartPLS 4, the R-Square (R^2) value for the consumptive behavior variable was 0.702, which indicates that 70.2% of the variation in consumptive behavior can be explained simultaneously by the discount and FOMO variables. The remaining 29.8% is attributed to factors outside the scope of this study. The R^2 value of 0.702 is in the medium to strong category according to the guidelines of Hair et al. (2021), which states that $R^2 \geq 0.50$ indicates good predictive power. These results highlighted that the combination of discount strategy and FOMO intensity significantly influenced on the consumerist behavior tendency of respondents, especially among Generation Z Shopee users in the city of Bandung. These findings confirm that both promotional (discount) and psychological factors (FOMO) play a large role in shaping impulse purchase decisions, overspending, and unplanned consumption, particularly on apparel products on e-commerce platforms that are full of limited-offer campaigns. This conclusion aligns with the findings of Kartiwi and Nasution (2025) who demonstrated that FOMO and discounts significantly impact impulsive buying behavior on TikTok Shop. Their study revealed that FOMO pushes consumers to act quickly out of fear of missing trends or limited-time promotions, while discounts increase the appeal of products by offering perceived savings. Their regression analysis showed that both variables significantly contribute to impulse buying, though discounts have a more dominant effect.

Conclusion

This study concludes that price discounts and fear of missing out (FOMO) significantly influence Generation Z's purchasing behavior of ready to wear clothing products on Shopee, one of Indonesia's leading e-commerce platforms. Using quantitative descriptive analysis with SmartPLS 4, the study revealed that both variables have a positive and significant impact. The discount variable yielded a t-statistic of 5.093 and a p-value of 0.000, and FOMO yielded a t-statistic of 4.767 with the same p-value. These results indicate that both effects are highly significant. Simultaneously analyzing the two predictors revealed that they explain 70.2% of the variation in consumptive behavior ($R^2 = 0.702$), suggesting the model has strong explanatory power.

The findings emphasize that discount promotions, such as large price cuts, time-limited offers, and conditional deals, play a significant role in influencing impulsive and unplanned purchasing decisions. Meanwhile, FOMO amplifies the pressure on consumers by triggering anxiety about missing out on limited-time deals or trending products often seen on social media or through peer influence. This psychological pressure causes many young consumers to spend in ways that are not always aligned with their actual needs or financial capacity.

Uncontrolled consumption, especially when driven by emotion, social comparison, and marketing urgency rather than thoughtful consideration, can lead to negative financial consequences for Generation Z. The trend of impulsive shopping among this demographic is escalating, fueled by persuasive marketing strategies integrated into digital shopping environments. However, despite its relevance, this issue remains under-explored in specific local contexts. One such context is the city of Bandung, an urban hub renowned for its fashion culture and high concentration of tech-savvy youth.

These findings underscore the urgent need to strengthen financial education initiatives tailored to the habits and psychological tendencies of Generation Z. Generation Z is heavily engaged with e-commerce and online trends, so it's crucial that they have the knowledge and skills to make informed spending decisions. The results of this study could be used as baseline to develope financial literacy programs and public awareness campaigns that encourage responsible, planned, and sustainable consumption patterns, particularly with regard to spending on ready to wear clothing products on digital platforms like Shopee.

Suggestions

Practical Suggestions

The results showed that discounts and the fear of missing out (FOMO) significantly influence Generation Z's purchasing behaviour when buying ready to wear clothing products on Shopee. Therefore, this generation needs to be more aware of, and exercise more self-control in the face of, various tempting promotional strategies, such as big discounts and limited-time promotions. They are advised to manage their finances wisely, distinguishing between needs and wants, and planning their expenses before shopping. Financial education needs to be strengthened through educational institutions and digital media so that Generation Z can make more rational purchasing decisions and avoid impulsive consumption, which can impact long-term financial stability.

Theoretical Suggestions

This research contributes to the development of the literature on digital consumer behavior, particularly with regard to the influence of discount strategies and fear of missing out (FOMO) on the consumption behavior of Generation Z. The results obtained strengthen the understanding that psychological factors and promotions significantly interact in shaping purchasing decisions, particularly on digital platforms. Future research should consider additional variables, such as self-control, financial literacy, and consumptive lifestyle, as mediating or moderating factors to achieve a more comprehensive understanding. Additionally, research can be extended to other geographical areas or age groups to observe differences in consumption patterns across demographics.

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