

ABSTRACT

This study aims to construct a behavioral model of impulsive buying by analyzing the influence of flash sale and social media advertising on impulsive purchase behavior among Generation Z users of Shopee, with Fear of Missing Out (FOMO) as a mediating variable. The research employs a quantitative approach using a survey method, involving a planned sample of 145–290 respondents. The main variables examined include flash sale and social media advertising as key predictors influencing impulsive buying through psychological engagement in the form of FOMO. Data testing was conducted using SPSS software for validity and reliability analysis, as well as the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method for confirmatory data analysis. The results show that flash sale has a positive and significant effect on impulsive buying, both directly and indirectly through FOMO. Meanwhile, social media advertising does not have a significant direct effect but does have a significant indirect effect on impulsive buying through FOMO. This research contributes theoretically to the literature on digital consumer behavior and provides practical implications for e-commerce practitioners in designing more effective promotional strategies for the Generation Z segment. The proposed model offers a strategic framework for utilizing urgency and digital social exposure as triggers of impulsive purchasing behavior.

Keywords: flash sale, Social media advertising, FOMO, impulsive buying