

## Influence of Product Features, Fear of Missing Out (FOMO), and Urgency Levels for Gen Z Purchasing Decisions

Azlan Azhari<sup>1</sup>

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### ABSTRACT

*This study aims to examine the influence of product features, Fear of Missing Out (FOMO), and urgency level on Gen Z consumers purchasing decisions for smartphones during flash sale program on the Shopee platform. The research adopt a quantitative approach approach using a survey methods. The population in this study consists of Gen Z consumers who have purchased smartphones through Shopee's flash sale program, with a sample size of 100 respondents selected using accidental sampling. Data were collected via an on line questionnaire and analyzed using multiple linear regression via SPSS version 22, including validity, reliability, t-test, F-test, and coefficient of determination ( $R^2$ ). The results reveal that product features, FOMO, and urgency level each have a positive and significant effect on purchase decisions. Among these variables, product features have the strongest influence, followed by urgency and FOMO. The coefficient of determination ( $R^2$ ) value is 0.607, indicating that 60.7% of the variance in purchase decisions can be explained by the three independent variables. These findings highlights the importance of combining rational product attributes and emotional triggers in digital marketing strategies aimed at Gen Z consumers.*

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### 1. Introduction

Development digital technology and e-commerce have change pattern consumption society, especially Generation Z (Gen Z), which is known to be very literate technology and active in online shopping. Gen Z shows preference towards the platform that offers it price competitive, convenience access, as well as various promotion like discounts and flash sales.<sup>2</sup> Development The rapid growth of e-commerce in Indonesia is supported by internet penetration and ownership mobile phone high mobile among society, including

<sup>1</sup> Faculty of Economics and Business, State University of Makassar, Indonesia. E- mail: [azlan.azhari@unm.ac.id](mailto:azlan.azhari@unm.ac.id)

<sup>2</sup> Wijerathne, W. K., & Peter, P. L. S. (2023, June). Profiling Gen Z: influencing online purchase intention. In 2023 International research conference on smart computing and systems engineering (SCSE) (Vol. 6, pp. 1-8). IEEE.

Gen Z. According to BPS Susenas Survey 2022, 66.48% of Indonesian population has access the internet in the year said, up from 62.10% in the previous year. 2021, while 67.88% of the population own telephone mobile in 2022, increasing from 65.87% in the year previously.<sup>3</sup> BPS e-Commerce Survey 2022 shows amount e-commerce businesses in Indonesia reached 2,995,986 entities in the same year, with growth of 4.46% compared to 2021.<sup>4</sup> Shopee, as one of the largest e-commerce platforms in Asia, is taking advantage of trend This with presenting a flash sale program, which offers discount big in time limited. Phenomenon This interesting Gen Z's interest because trend they to decision purchase impulsive and sensitive to pressure time.<sup>5</sup>

Shopee's flash sale phenomenon takes advantage of this momentum with present discount massive for smartphone products, triggering FOMO (fear of missing out) and creating level urgency tall for Gen Z consumers. BPS data notes mark Indonesia's e-commerce transactions will reach IDR 1,100.87 trillion in 2023, jumping 40% from IDR 783 trillion in 2022.<sup>6</sup> Intensive promotional strategies through message instant used by 90% of perpetrators e-commerce business, strengthening effect encouragement impulsive purchase During flash sale. Cash On Delivery payment method remains dominant, used in 82.26% of e-commerce transactions, which also accelerates decision purchase impulsive in the middle limitations time offer.<sup>7</sup> With amount e-commerce business that continues increasing and increasingly digital infrastructure adequate, the flash sale program on Shopee is available vehicle effective in push decision purchase Gen Z consumers on smartphoneroducts.<sup>8</sup>

Buying decision is a complex process that involves introduction needs, search information, evaluation alternative, until decision end for purchase. According to Kotler and Armstrong (2020) the decision purchase influenced by various internal and external factors, including perception, motivation, attitude, and stimulus marketing.<sup>9</sup> In the digital era, factors emotional like FOMO, perception feature products, as well as pressure time (urgency) becomes very dominant in to form behavior consumer.<sup>10</sup> Therefore that, understand factors that influence decision purchase is very important for company in designing effective and responsive marketing strategies to behavior today 's consumer .<sup>11</sup>

One of factors that influence decision Gen Z purchases in flash sales are feature products. Gen Z consumers tend to do research deep before purchase, including compare

<sup>3</sup> Central Bureau of Statistics (BPS) of Indonesia, Indonesian Telecommunication Statistics 2022 , Central Bureau of Statistics (BPS) , 2023.

<sup>4</sup> Badan Pusat Statistik. (2023). Statistik e-commerce 2022/2023. Badan Pusat Statistik. <https://www.bps.go.id/>

<sup>5</sup> Nguyen-Van, H., Le-Duy-Duc, T., Nguyen-Duy, A., Pham-Thi-Tra, M., Ho-Ngoc, D., & Le-Hai, A. (2024). Impact of flash sale on impulse buying on e-commerce platforms of gen z consumers in vietnam. *International Journal of Social Science Humanity & Management Research*, 3(06).

<sup>6</sup> Katadata Insight Center. (2023). Indonesia's e-commerce transaction value reaches IDR 1,100 trillion in 2023. Katadata Insight Center. <https://databoks.katadata.co.id/>

<sup>7</sup> Andrade, E. B., Montañez, J. T., Salabao, A. A., & Gamotin, G. D. L. (2025). Impact of E-Commerce Flash Sale Promotions on Generation Z's Impulse Buying Behavior: The Mediating Role of Fear of Missing Out (FOMO). *Southeast Asian Journal of Agriculture and Allied Sciences*, 5(2), 89-101.

<sup>8</sup> BPS predicts number of e-commerce businesses to soar by 4.46 percent in 2022. (2023). REPUBLIKA.co.id. <https://ekonomi.republika.co.id/berita/s5jqq8502/bps-prediksi-jumlah-usaha-e-commerce-melonjak-446-persen-pada-2022>

<sup>9</sup> Kotler, P., & Armstrong, G. (2010). Principles of marketing. Pearson education.

<sup>10</sup> Asadiyah, E., & Vania, A. (2024). Flash sale characteristics and attitude as determinant of impulse buying behavior. *Entrepreneurship Bisnis Manajemen Akuntanasi (E-BISMA)*, 5(2), 257-275.

<sup>11</sup> Da Costa Ferreira, P., & Hwihanus, H. (2025). The influence of online promotion on Generation Z's consumptive behavior in the marketplace. *Journal of Creative Management and Economy*, 3(1), 93–102. <https://doi.org/10.59024/jumek.v3i1.518>

smartphone specifications such as camera, battery, and performance. However, in flash sale context, limited time force they for take decision fast, so that feature featured products in a way clear can become determinant main. Product features is characteristics or attributes owned a capable product give mark add and influence decision purchase Consumers. Consumers tend interested in products that have feature the appropriate flagship with needs, preferences, and development technology.

According to Kotler and Armstrong (2020), features product is tool competitive used by companies for differentiate the product from competitors. Innovative and relevant features No only increase satisfaction customer but also enlarge possibility purchase repeat. Research conducted by Oktavian et al., (2024) shows that feature complete and modern products, such as technology latest, design attractive, and convenience use, have influence positive and significant to decision purchase consumers on products electronics.<sup>12</sup> In addition, research conducted by Puri (2024) found that Gen Z, as a literate generation technology, tends to do research deep before buy a smartphone, so that feature featured products with Good can become differentiator main in decision purchase.<sup>13</sup> This is confirm that Today's consumers are very considerate aspect functional and value plus from features offered A product before do purchase.

In addition to the features products, Fear of Missing Out (FOMO) also plays a role important in push purchase impulsive. FOMO or Fear of Missing Out is feeling Afraid left behind information, trends, or perceived opportunity individual when see other people get something they No have. In the context of marketing, FOMO can create encouragement strong emotional for quick do purchase so as not to feel left behind.<sup>14</sup> In the context of flash sales, Gen Z is vulnerable against FOMO because Afraid lost chance get price best. Fear of Missing Out (FOMO) has become phenomenon significant psychological in influence behavior consumers, especially among Gen Z. FOMO is related to close with social media use and connectedness social, where consumers feel pushed for follow trend that is currently popular. Research conducted by Pamungkas et al., found that FOMO has an effect significant to decision purchase impulsive in generation millennials who are active on social media,<sup>15</sup> especially when faced with an offer limited or viral products.<sup>16</sup> The emotional factor caused by FOMO makes consumer tend act fast in take decision purchase without consideration deep rationality. In addition, Oktavian et al., 2024 stated that Gen Z, who are very active on social media, are more prone to against FOMO because exposure continously to content promotion and experience other people's shopping.<sup>17</sup>

<sup>12</sup> Oktavian, R. B., Dermawan, R., & Majid, N. (2024). "I Can't Resist Tiktok": Exploring The Influence of Celebrity Endorsement, Parasocial Interaction, And Fomo On Gen-Z Purchase Intention. *Journal of Management: Small and Medium Enterprises (SMEs)*, 17(3), 1201-1212.

<sup>13</sup> Puri, V. (2024). Understanding the impact of fear of missing out (FOMO) and social validation in millennial consumer buying behavior for luxury apparel in Pune: A self-determination theory (SDT) approach. *International Journal of Scientific Research in Engineering and Management*, 8(1), 1–10. <https://doi.org/10.55041/ijsem36001>

<sup>14</sup> Mudjiyanto, B., & Kusuma, P. (2025). Fomo, Impulsive Buying, dan Perilaku Konsumtif Gen Z. *KOMVERSAL*, 7(1), 244-258.

<sup>15</sup> Mukti, A. H., Sastrodiharjo, I., & Hariyanto, O. I. (2024). Financial literacy, financial management, social legitimacy and being fomo on impulsive buying: Evidence on leisure activity coldplay concert euphoria on indonesian gen z generation. *Atestasi: Jurnal Ilmiah Akuntansi*, 7(1), 639-660.

<sup>16</sup> Mukti, A. H., Sastrodiharjo, I., & Hariyanto, O. I. (2024). Financial literacy, financial management, social legitimacy and being fomo on impulsive buying: Evidence on leisure activity coldplay concert euphoria on indonesian gen z generation. *Atestasi: Jurnal Ilmiah Akuntansi*, 7(1), 639-660.

<sup>17</sup> Oktavian, R. B., Dermawan, R., & Majid, N. (2024). "I Can't Resist Tiktok": Exploring The Influence Of Celebrity Endorsement, Parasocial Interaction, And Fomo On Gen-Z Purchase Intention. *Journal of Management: Small and Medium Enterprises (SMEs)*, 17(3), 1201-1212.

Besides FOMO, the level of the urgency created by the flash sale deadline also triggers decision purchase. Urgency level in marketing referring to perception limitations time that pushes consumer for quick take action, usually Because existence offer limited or time limit promotion. Urgency create a sense of urgency that can increase intensity decision purchases, especially in scenario such as flash sales or offer exclusive. In marketing, urgency This on purpose created for push decision fast purchase with utilise factor psychological like fear lost opportunity (fear of missing out). According to Zhu et al., 2023, urgency created through scarcity strategy time such as flash sales or discount time limited capable influence perception consumers and improve intention purchase in a way significant.<sup>18</sup> Research by Auliaramadhan et al., 2024 shows that level urgency in a way significant influence decision purchase consumer in the sales program limited time in e-commerce.<sup>19</sup> Gen Z, who grew up in the digital age, is very responsive to this kind of stimulus This Because habit they in consume all- round content fast.<sup>20</sup>

Shopee flash sale becomes interesting context matter the because of this program often display products technology with discount significant, interesting Gen Z's sensitive interests to price but still prioritize quality.<sup>21</sup> However, not yet clear to what extent the combination feature products, FOMO, and levels urgency influence decision end the . Is Gen Z more affected by specifications product or precisely by pressure psychological such as FOMO and time limits. However, it has not Lots research that integrates third factor this (feature products, FOMO, and levels urgency) in simultaneously in context smartphone purchases by Gen Z on flash sale platforms<sup>22</sup>.

Study This aiming for test and analyze how much big feature products, FOMO, and levels urgency influence decision Gen Z purchases in the Shopee flash sale program. The result can give contribution theoretical with expand understanding about behavior Gen Z consumers in flash sale context, at the same time give implications practical for e-commerce marketers in designing an effective promotional strategy. With Thus, research This will.

## 2. Method

The approach used in this study is a quantitative approach, which aims to test hypotheses or answer research questions related to the influence of several variables on consumer purchasing decisions. This research was conducted in Makassar City with the research implementation period taking place from November 2024 to January 2025.

The population in this study were all Generation Z consumers who had ever purchased a smartphone through a flash sale program on the Shopee platform . The sampling technique used was accidental sampling, which is a sampling technique based on coincidence, where respondents who were found and met the criteria as smartphone buyers in the flash sale program on Shopee would be used as research samples.<sup>23</sup> Based on the

<sup>18</sup> Zhu, P., Miao, C., Wang, Z., & Li, X. (2023). Informational cascade, regulatory focus and purchase intention in online flash shopping. *Electronic Commerce Research and Applications*, 62, 101343.

<sup>19</sup> Auliaramadhan, N., Asnawi, H. F., & Khaliq, R. (2024). Impulse Buying Behavior of Generation Z Urban Muslims on Shopee. *EQUILIBRIUM*, 12(1), 171.

<sup>20</sup> Jodi, I. W. G. A. S. (2024). The Influence of Flash Sales, Online Customer Reviews, and Use Behavior Online Shopping Application on Impulsive Buying Behavior in Generation Y and Z Shopee Application Users in Bali. *International Journal of Research and Review*, 11(2), 458-466.

<sup>21</sup> Utami, Z. L. (2024). The influence of flash sale and shopee live on impulsive buying behavior in marketing management students. *MAMEN: Jurnal Manajemen*, 3(3), 155-165.

<sup>22</sup> Wijianto, H. S., Djunaidi, D., & Rahmadi, A. N. (2024). The Influence of Flash Sales and Free Shipping on Shopee on Impulsive Buying Among Gen Z in Nganjuk Regency. *JEM17: Jurnal Ekonomi Manajemen*, 9(2), 213-224.

<sup>23</sup> Sugiyono. (2019). *Metode penelitian bisnis*. Alfabeta.

theory put forward by Hair et al. (2014), if the population size is not known for certain, then the sample size can be calculated by multiplying the number of variable indicators by a number between 5 and 10.<sup>24</sup> In this study, there were 20 indicators, so the minimum number of samples used was  $20 \times 5 = 100$  respondents.

Data collection was carried out through observation, documentation, and questionnaire distribution. Primary data was obtained from an online questionnaire based on Google Form distributed to Gen Z consumers in Makassar City who had purchased smartphones through the flash sale program on Shopee . The research instrument used a Likert scale to measure respondents' perceptions of each indicator of each variable. The collected data were analyzed using Multiple Linear Regression Analysis, by first conducting validity and reliability tests, and continued with t-tests, F-tests, and determination coefficient tests (R Square ), using SPSS software version 22.

### 3. Analysis and Results

This study was conducted on Generation Z consumers domiciled in Makassar City and had purchased smartphones through a flash sale program on the Shopee platform . Data collection was conducted online using a Google Form- based questionnaire , which was widely distributed through social media and digital communication networks relevant to the characteristics of Gen Z, which is known to be active and responsive to technology. Of the total target of 100 respondents that were successfully collected, the majority of respondents were male, namely 58 people (58%), while female respondents numbered 42 people (42%).

The age distribution of respondents is in the Generation Z age range, which is between 18 and 27 years. Although the majority are still in their late teens to early adulthood, they are included in the productive age group that tends to be tech-savvy and actively involved in digital transactions. This fact shows that Gen Z is a very potential target market for the smartphone industry , especially in promotional programs such as flash sales that rely on speed of decision making and exposure to digital information.

#### 3.1. Instrument Validity Test and Reliability Test

Validity Test and Reliability Test used For ensure quality instrument research, in particular questionnaire, so that the data collected truly can trusted and reflective condition actually. Here served results testing validity and reliability of research instruments.

Table 1 Results of Question Item Validity Test

Question Items	Correlation Coefficient (r)	r table	Information
X <sub>1.1</sub>	0.772	0.1966	<i>Valid</i>
X <sub>1.2</sub>	0.790		<i>Valid</i>
X <sub>1.3</sub>	0.856		<i>Valid</i>
X <sub>1.4</sub>	0.849		<i>Valid</i>
X <sub>1.5</sub>	0.746		<i>Valid</i>
X <sub>2.1</sub>	0.938		<i>Valid</i>
X <sub>2.2</sub>	0.964		<i>Valid</i>
X <sub>2.3</sub>	0.960		<i>Valid</i>
X <sub>2.4</sub>	0.941		<i>Valid</i>
X <sub>2.5</sub>	0.842		<i>Valid</i>

<sup>24</sup> Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate data analysis (7th ed.). Pearson.

X <sub>3.1</sub>	0.837	<i>Valid</i>
X <sub>3.2</sub>	0.855	<i>Valid</i>
X <sub>3.3</sub>	0.881	<i>Valid</i>
X <sub>3.4</sub>	0.821	<i>Valid</i>
X <sub>3.5</sub>	0.764	<i>Valid</i>
Y.1	0.830	<i>Valid</i>
Y.2	0.891	<i>Valid</i>
Y.3	0.911	<i>Valid</i>
Y.4	0.780	<i>Valid</i>
Y.5	0.8739	<i>Valid</i>

Source: Processed Primary Data, 202 5

Based on table 1 above, can known that each question item variable feature product, fomo , level urgency and purchasing decision variables, have r count > from r table (0.19 66) and has a value positive. With Thus it is concluded that all grain question the declared valid.

As for the results testing reliability variables study can seen in the table under This:

Table 2 Results of Reliability Test of Research Variables

Variables	Cronbach's Alpha	Criteria	Information
Product Features (X <sub>1</sub> )	0.862	Cronbach's Alpha > 0.60 then <i>reliable</i>	<i>Reliable</i>
FOMO (X <sub>2</sub> )	0.961		<i>Reliable</i>
Urgency Level (X <sub>3</sub> )	0.888		<i>Reliable</i>
Purchase Decision (Y)	0.886		<i>Reliable</i>

Source: Processed primary data, 202 5

Based on table 2 above, the results testing reliability show that, the coefficient (r) alpha count all over variable more big compared to with required criteria of 0.60, namely 0.862; 0.961; 0.888; 0.886; > 0.60 so that can it is said that grains question all over variable in reliable condition.

### 3.2. Multiple Linear Regression Analysis

Multiple linear regression analysis in this study aims to see the accuracy of the prediction of independent variables Product Features (X<sub>1</sub>), Fomo (X<sub>2</sub>), Urgency Level (X<sub>3</sub>) against the dependent variable of purchasing decisions (Y). The multiple linear regression equation model in this study is as follows:

Table 3 Multiple Linear Regression Results  
Coefficients <sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig .
	B	Std . Error	Beta		
( Constant )	,036	,371		,096	,924
1 Product Features	,458	,076	,425	6,025	,000
Fool	,168	,042	,266	4,010	,000
Urgency Level	,386	,067	,395	5,766	,000

Source: Processed Primary Data, 2025

Based on table 3 above can made equality multiple linear regression used is as following:

$$Y = 0.036 + 0.458 X_1 + 0.168 X_2 + 0.386 X_3$$

Interpretation results equality multiple linear regression:

- a = Constant of 0.036, can interpreted if all variable free that is variable feature products , FOMO, and levels urgency considered constant or No There is change so decision purchase consumers on smartphone products through the Shopee flash sale program by 0.036. That if variable feature products, FOMO, and levels urgency worth zero so decision purchase consumer worth positive;
- $b_1 X_1$  = Coefficient regression variable feature product of 0.458, meaning that variable feature product influential positive to decision purchase consumers . This is show if feature product increases by 1 unit, then decision purchase consumers on smartphone products through the Shopee flash sale program will also increase of 0.458 units;
- $b_2 X_2$  = Coefficient regression the FOMO variable is 0.168, which means that FOMO variable has an effect positive to decision purchase consumers . This is show if FOMO level increases by 1 unit, then decision purchase consumers on smartphone products through the Shopee flash sale program will also increase of 0.168 units;
- $b_3 X_3$  = Coefficient regression variable level urgency of 0.386, meaning that variable level urgency influential positive to decision purchase consumers . This is show if level urgency increases by 1 unit, then decision purchase consumers on smartphone products through the Shopee flash sale program will also increase of 0.386 units.

### 3.3. Partial Hypothesis Testing (t-Test)

T-test in study This used for know significant influence in a way individual variable free (X) namely product features, fomo, and level of urgency towards variable bound (Y) Purchase decision consumers. Can be seen in the table the following test results This:

Table 4 t-Test Results

Variables	t – count	t - table	Sig .
Product Features (X <sub>1</sub> )	6,026		0,000
FOMO (X <sub>2</sub> )	4,010	1.98525	0,000
Urgency Level (X <sub>3</sub> )	5,766		0,000

Source: Processed Primary Data, 2025

Based on the results partial test calculations in table 4, can explained the influence of independent variables on dependent variables as following:

- The t-test or partial test on the Product Feature variable ( $X_1$ ) obtained a calculated t of 6.026, which is greater than the  $t_{table}$  1.98525 or from a significance of 0.000 which is smaller than  $\alpha = 0.05$ , then partially the Product Feature variable ( $X_1$ ) has a significant effect on the Purchase Decision variable (Y).
- The t-test or partial test on the FOMO variable ( $X_2$ ) obtained a calculated t of 4.010, which is greater than the  $t_{table}$  1.98525 or a significance of 0.000 is smaller than  $\alpha = 0.05$ , so partially the FOMO variable ( $X_2$ ) has a significant effect on the Purchase Decision variable (Y).
- The t-test or partial test on the Urgency Level variable ( $X_3$ ) obtained a calculated t of 5.766, which is greater than the  $t_{table}$  1.98525 or a significance of 0.000 is smaller than  $\alpha = 0.05$ , so partially the Urgency Level variable ( $X_3$ ) has a significant effect on the Purchase Decision variable (Y).

### 3.4. Simultaneous Hypothesis Testing (F Test)

F test is used for know in a way together “simultaneous” influence variable free (Product Features, Fomo, and Urgency Level) against variable bound (Purchase decision). Significant influence positive can be estimate with compare and P value  $\alpha = 0.05$  or  $F_{count}$  and  $F_{table}$ . Here This statistical calculation of ANOVA F test can seen in the table following:

Table 5 F Test Results

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig .
Regression	12,738	3	4,246	49,394	,000 <sup>b</sup>
1 Residual	8,252	96	,086		
Total	20,990	99			

Source: Processed Primary Data, 202 5

Based on table 5 above show variable free that is Product Features, Fomo, and Urgency Levels simultaneous influential to variable bound decision purchase consumers on smartphone products in the Shopee flash sale program. These results can seen from mark  $F_{count}$  as big as  $49.394 > F_{table} 2.70$  with mark significance of  $0.000 < \alpha = 0.05$ . This result show that variable that is product features, fomo, and urgency levels in a way simultaneous influential to decision purchase consumers on smartphones in the Shopee flash sale program, so that if product feature variables, fomo, and urgency level increase so decision purchase consumers on on smartphone products in the Shopee flash sale program will also be increase and vice versa.

### 3.5. Test of Determination Coefficient ( $R^2$ )

The coefficient of determination ( $R^2$ ) is essentially measure how much Far model capabilities in to explain variation variable independent. Coefficient value determination is between zero and one. Small  $R^2$  value means ability variables independent in explain variation variable dependent is very limited. The results of the coefficient test determination can seen in the table following This:

Table 6 Results of the calculation of the Determination Coefficient Test

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std . Error of the Estimate	Durbin-Watson
1	,779 <sup>a</sup>	,607	,595	,29319	1,706

Source: Processed Primary Data, 202 5

Based on table 6 above, can seen The R Square value shows mark by 0.607 or 60.70 %. Meaning that Purchase Decision variable (Y) is influenced 60.7 % of the Product Feature variables ( $X_1$ ), FOMO ( $X_2$ ), Urgency Level ( $X_3$ ), while the rest 39.30 % influenced by variables others who don't explained in this model.

### 3.5. Discussion of Research Results

#### 1. The Influence of Product Features on Purchasing Decisions

From the analysis of the data from the multiple linear regression test results , the calculation data for the t-test or partial on the Product Feature variable ( $X_1$ ) was 6.025 on the Consumer Purchasing Decision variable (Y) by showing a significance value of 0.000, smaller than  $\alpha = 0.05$ . So, partially the Product Feature variable has a significant effect on the Consumer Purchasing Decision variable (Y).

Based on this partial test, it shows that product features have a real influence on consumer purchasing decisions for smartphone products in the Shopee flash sale program. This indicates that Gen Z consumers highly consider the technical and functional attributes of smartphones, such as memory capacity, camera quality, processor speed, design, and battery life before deciding to buy, especially in the context of flash sales that require quick decisions.

Smartphone products offered in flash sales usually highlight superior features at competitive prices, so the main attraction lies in the specifications that suit the needs and expectations of young users. Gen Z as digital- savvy consumers tend to compare features between brands through online reviews, video reviews, and social media before making a purchase. Therefore, product features are the main foundation in the rational and informative decision-making process.

This finding is in line with the opinion of Kotler and Keller (2016), which states that product features are part of the product quality that directly forms the value perceived by customers. The more relevant and superior the features offered, the higher the tendency of consumers to choose and buy the product.<sup>25</sup> According to Tjiptono (2015), product features are a means of creating competitive advantage and differentiation in a competitive market, especially in the technology industry such as smartphones , where technical specifications are the main selling point.<sup>26</sup> Meanwhile, Rangkuti (2011) added that the existence of features that meet consumer expectations can increase satisfaction and encourage repeat purchases.<sup>27</sup> Research by (Rahmadhani et al., 2024) also shows that in the context of online purchases of technology products, product features that are presented completely and attractively can significantly increase consumer purchase intentions.<sup>28</sup> This is relevant in the context of Shopee flash sales, where consumers only have limited time to evaluate information and make quick but rational purchasing decisions.

#### 2. The Effect of FOMO on Purchasing Decisions

From the analysis of the research test data, the calculation data of the t-test or partial test on the FOMO variable ( $X_2$ ) was 4.010 on the Consumer Purchasing Decision variable (Y) by showing a significance value of 0.000, smaller than  $\alpha = 0.05$ . So partially the FOMO variable has a significant effect on the Consumer Purchasing Decision variable (Y).

<sup>25</sup> Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

<sup>26</sup> Tjiptono, F. (2019). *Marketing services: Principles, implementation, research*. Andi.

<sup>27</sup> Rangkuti, F. (2015). *Marketing research* (5th ed.). PT Gramedia Pustaka Utama.

<sup>28</sup> Rahmadhani, N., Tara, N., & Rosa, R. (2024). The influence of lifestyle and product features on purchase decisions for iPhone products. *Journal of Entrepreneurship and Technology Management*, 1(3), 56–68. <https://doi.org/10.61132/jumaket.v1i3.306>

Based on this partial test, it shows that FOMO (Fear of Missing Out) has a real influence on consumer purchasing decisions for smartphone products in the Shopee flash sale program. This indicates that Gen Z consumers tend to be motivated to make purchases immediately because they are afraid of missing the opportunity to get products at special prices, limited discounts, or product availability that runs out quickly.

FOMO in the context of flash sales creates psychological and emotional pressure for consumers not to miss out on exclusive offers that are only available for a short time. This feeling drives quick and often impulsive decision-making, especially among Gen Z who are very active on digital platforms and social media, and are accustomed to fast and real-time information.

This finding is supported by the theory put forward by Wachyuni et al., 2024, which states that FOMO is a form of social anxiety that arises due to concerns about being left behind from the experiences of others, which in this context is manifested in the form of promotions, testimonials, and reviews from other consumers during the flash sale.<sup>29</sup>

Kotler and Keller (2016) stated that in the digital era, purchasing decisions are not only influenced by rational needs, but also by emotional drives formed by social contexts and limited time.<sup>30</sup> According to Wachyuni et al., 2024, psychological drives such as FOMO influence consumer behavior, especially when consumers feel that quick decisions bring higher value compared to delaying purchases. This is reflected in the decisions of Gen Z consumers who tend to choose to immediately buy products during flash sales because they are worried that stocks will run out or prices will return to normal. A study by Oktavia, (2024) also shows that FOMO has a significant impact on impulsive shopping behavior in digital consumers, especially among young people who are exposed to intensive promotional content through social media and e-commerce application notifications.<sup>31</sup>

### 3. The Influence of Urgency Level on Purchasing Decisions

From the analysis of the research test data, the calculation data of the t-test or partial on the Urgency Level variable ( $X_3$ ) was 3.863 on the Consumer Purchasing Decision variable (Y) by showing a significance value of 0.000, smaller than  $\alpha = 0.05$ . So partially the urgency level variable has a significant effect on the Consumer Purchasing Decision variable (Y).

Based on this partial test, it shows that the level of urgency has a real influence on consumer purchasing decisions for smartphone products in the Shopee flash sale program. This indicates that the higher the consumer's perception of the urgency of the purchase, the more likely they are to make a purchase immediately without delaying time.

The urgency level in this context is created through various strategies such as strict time limits, limited stock, and real-time notifications that display the number of

<sup>29</sup> Wachyuni, S. S., Namira, N., Respati, D., & Tevinigrum, T. (2024). Fenomena fear of missing out (FOMO) terhadap keputusan pembelian restoran viral Karen's Diner Jakarta. *Jurnal Bisnis Hospitaliti*, 13(1), 85–99. <https://doi.org/10.52352/jbh.v13i1.1382>

<sup>30</sup> Okonkwo, K. (2024). Using Artificial Intelligence (AI) to Manage Buyer Persona in E-commerce based on Kotler & Keller's 2016 Model of Consumer Behaviour: Studying Consumer behaviour in E-commerce through Archival Research based on Secondary Data in form of Relevant Publications.

<sup>31</sup> Oktavia, D. Y. (2024, November). The effect of fear of missing out (FoMo), hedonic shopping, and online shopping anxiety on purchasing decisions. In *International Conference of Business and Social Sciences* (pp. 1233-1241).

buyers or the remaining time of the flash sale. The urgency of time creates psychological pressure that affects consumers' perception of value and the risk of missing out. Consumers, especially Gen Z, feel the need to act immediately so as not to miss out on a fleeting opportunity.

This finding is supported by the view of Kotler and Keller (2016) who explained that the urgency of purchase can be a strong trigger in creating the intensity of purchase decisions, especially when the decision is influenced by limited time elements and the exclusivity of the offer. When consumers feel that decisions must be taken immediately, rational considerations are often shifted by emotional drives and perceptions of loss.

According to Zamfir, 2024 urgency is one of the situational factors that can significantly influence consumer behavior.<sup>32</sup> In a high-risk situation of losing opportunities (loss aversion), consumers tend to make quick decisions even without going through a long consideration process. A study by Ladeira et al., 2023 and Hwang, 2024 also showed that time-limited offers create a sense of urgency and significantly increase purchase intention. This is in line with the conditions of flash sales, where urgency becomes a marketing tool that can accelerate the purchasing process.<sup>33,34</sup> Thus, the level of urgency is proven to be an influential factor in driving fast and spontaneous purchasing decisions. E-commerce companies such as Shopee use this technique effectively in their flash sale strategy to create artificial limitations (scarcity) which increases the perceived value of the product.

#### 4. Conclusion

Based on results analysis multiple linear regression, can concluded that feature products, FOMO (Fear of Missing Out), and level the urgency of each has influence positive and significant to decision purchase consumers on smartphone products in the Shopee flash sale program. Findings This show that consumer tend consider feature product as factor main in determine decision purchase, followed by encouragement emotional because of FOMO and pressure time consequence urgency of flash sale. With Thus, the features product proven become factor dominant driving force interest and belief Gen Z consumers for quick do purchase in context offer limited.

Suggestions that can be given given from findings this is that party company need Keep going pay attention and develop Features relevant, innovative and appropriate products with target market needs. Emphasis on quality feature like Power stand battery, camera, and performance system operation can become mark sell main. In addition, the use of marketing strategies FOMO based need optimized with create exclusive, limited, and niche -oriented content community for push involvement emotional Consumers. Management level urgency in the flash sale program also must done in a way intelligent through limitation time, real-time notifications, and display stock limited to be able to stimulate decision purchase in a way fast. Integrated approach between superiority features, FOMO psychological strategies, and design effective urgency will strengthen decision purchase at a time increase effectiveness campaign digital sales in sustainable.

<sup>32</sup> Zamfir, M. D. (2024). Scarcity effect and consumer decision biases: How urgency influences the perceived value of products. *Journal of World Economy*, 3(4), 27-34.

<sup>33</sup> Ladeira, W. J., Lim, W. M., de Oliveira Santini, F., Rasul, T., Perin, M. G., & Altinay, L. (2023). A meta-analysis on the effects of product scarcity. *Psychology & Marketing*, 40(7), 1267-1279.

<sup>34</sup> Hwang, T. E. (2024). Generational Variations in Loss Aversion: Analyzing Purchase Decisions Under Limited-Time Discounts. *Journal of World Economy*, 3(4), 35-42.

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