

The Influence of Electronic Word of Mouth and Hedonic Shopping Motivation on Impulse Buying with Fear of Missing Out as a Moderating Variable

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Abstract. Current developments in digital marketing technology are suspected to increase consumer impulse buying behaviour. This research analyses the influence of Electronic Word of Mouth and hedonic shopping motivation on impulse buying, moderated by Fear of Missing Out. This research is quantitative research that uses a causal associative approach. The method used to test the hypothesis is SEM PLS with the help of the SmartPLS application. The research results show that Electronic Word of Mouth and hedonic shopping motivation positively and significantly affect impulse buying. FOMO. The results of this research can also be used as a basis for marketers of e-commerce companies to increase efforts to obtain and spread positive EWOM and increase the occurrence of impulsive buying from consumers.

Keywords: electronic word of mouth; fear of missing out; impulse buying; hedonic shopping motivation.

INTRODUCTION

Technological developments have shifted people's consumption patterns and led to many sites for buying and selling goods, usually called e-commerce [1]. The development of e-commerce has resulted in the emergence of the digital economy, which refers to buying and selling activities or economic activities carried out on digital online platforms [2]. Purchasing online has become a preferred choice for consumers rather than going to physical stores and spending time on round trips. However, when shopping online, consumers often show irrational or unreasonable behaviour, namely, being able to spend time and attention buying goods. This is supported by [3], which revealed that consumers who buy via e-commerce tend to be more impulsive than consumers who make direct physical purchases.

Impulse buying is the spontaneity of consumers who tend to purchase goods driven emotionally by psychological factors and marketers' persuasion so that they are not reflected and suddenly appear. Impulse buying can occur because of the stimulation provided by sellers for consumers when shopping, such as attractive offers or promotions [4]. One of them is through E-WOM.

Currently, marketing via EWOM has become a communication method commonly used in online marketing. This is due to technological developments allowing more significant interaction, where consumers can share comments and product reviews with friends and others via online media. As many as 61% of consumers use EWOM before purchasing any product, and 80% are only willing to buy online after consulting with other customers. This shows that consumer reviews via EWOM significantly influence consumer purchasing decisions. Consumers rely on other customers' experiences and recommendations before buying products online.

Apart from EWOM, impulse buying behaviour can also be caused by hedonic shopping motivation. Consumers often experience impulse buying when driven by hedonic desires (hedonic shopping motivation), such as pleasure, and social or emotional influences. Purchases based on hedonic shopping motivation can encourage consumers to make impulsive purchases. Research by [5] and [6] states that hedonic shopping motivation has a positive and significant effect on impulsive buying, where the higher the hedonic shopping motivation, the higher the impulsive buying that

occurs and vice versa. However, different from the results of research by [7] found that hedonic shopping motivation did not significantly influence impulse buying.

Consumer and marketing personality factors can also cause impulsive purchases [8]. Personality factors are mental and internal systems that exist in each individual that are used to adapt to the surrounding environment. This activity can occur because people feel proud and afraid of missing out (FOMO) if they don't have items that are trending at that time. Fear of Missing Out (FOMO) is a social disease characterized by the emergence of a feeling of fear of missing out, which can be exposed through lifestyle and social spaces with indicators of fear, worry, and anxiety.

Consumers with impulsive shopping syndrome will be willing to buy anything that supports these goals to improve their image and popularity. As explained by [9], FOMO-driven marketing is a stimulant for consumption in pursuit of status, self-branding, instant gratification, social esteem, and conformity [10]. So, in this case, it is said that FOMO causes an individual's tendency to make impulsive purchases due to sentimental actions [11, 12, 13, 14].

The phenomenon of shopping via e-commerce in Indonesia is currently the author's background for researching impulse buying, which is based on electronic word of mouth and hedonic shopping motivation. The research gap in this research is that there are inconsistencies in the results of previous research regarding the influence of electronic word of mouth and hedonic shopping motivation on impulse buying. Apart from that, the research gap in the study is the use of the fear of missing out on variables as moderating variables, which is the latest research.

Literature review

Consumer Behavior. According to [21], consumer behaviour studies how individuals, groups, and organizations select, purchase, use, and satisfy their needs and wants. Factors influencing consumer behaviour according to [21]:

- 1) External Factors: cultural factors and social factors;
- 2) Internal factors: personal factors (age and life cycle stage, work and economic situation, personality and self-concept, lifestyle and values),

and psychological factors (motivation, perception, learning, memory).

Impulsive Buying. Impulse buying or unplanned buying is a purchase that is irrational and occurs spontaneously because of the emergence of a strong urge to buy immediately at that very moment and the presence of strong positive feelings about an object, so purchases based on impulse tend to occur with attention and ignoring negative consequences [32]. Factors that influence unplanned purchases (impulsive buying) come from internal factors and external factors. Internal factors arise within a person, including hedonic shopping motivation. Hedonic shopping is a person's motivation to get pleasure and perceive that shopping can be enjoyable based on emotional thinking [33]. Meanwhile, external factors come from product marketing stimuli such as electronic word of mouth (EWOM). Electronic Word of Mouth (EWOM) is a statement, review or comment made online by a customer [28].

The Influence of Electronic Word of Mouth on Impulse Buying. Electronic Word Of Mouth (EWOM) is a statement, review or comment made online by customers [28]. EWOM is a form of electronic word-of-mouth promotional strategy; through EWOM, uncertainty regarding the products offered to customers is reduced, and their level of satisfaction increases [24]. The author [30] revealed that EWOM can reduce purchasing risks, improve perceptions of products, improve psychological conditions regarding products, and increase the possibility of purchasing. When confidence in a product strengthens, it will lead to a decision to purchase, even spontaneously. So it can be said that EWOM can influence impulse buying, which aligns with research by [27, 26]. However, there are inconsistencies in research results from [30, 25, 22] stating that it does not significantly impact impulse purchases on Shopee e-commerce. Based on this explanation, the researcher formulated the following hypothesis:

H1: Electronic Word of Mouth positively and significantly affects impulse buying.

The Influence of Hedonic Shopping Motivation on Impulse Buying. Hedonic shopping is the consumer's motivation to shop because it is a pleasure in itself, so they ignore the benefits of the purchased product [30]. Consumers with a hedonic nature no longer consider whether the products they buy have advantages or benefits. According to [29], online shopping results from customers browsing e-commerce sites to search

for, select, and purchase goods and services to satisfy their needs and desires. If a consumer has high hedonic motivation, there is a possibility that their shopping style will also become more excessive or impulse buying, in line with research by [5, 6]. However, different research results were presented by [7], which stated that hedonic shopping motivation did not significantly influence impulsive buying. Based on this explanation, the researcher formulated the following hypothesis:

H2: Hedonic shopping motivation positively and significantly affects impulse buying.

The Influence of Electronic Word of Mouth and Hedonic Shopping Motivation on Impulse Buying with Fear of Missing Out as a Moderating Variable. According to [23], fear of missing out or FOMO is a widespread socio-cultural phenomenon and the primary extrinsic motivator of consumption behaviour. In the current era, shopping is often done online, one of which is through e-commerce, where business people more frequently carry out online promotions to stimulate FOMO and create a tendency to make impulse purchases because they can make consumers feel special [11]. According to [9, 23], FOMO-driven marketing is a stimulant for consumption in pursuit of status, self-branding, instant gratification, social rewards, and conformity [10]. Research [11-14] supports that FOMO significantly influences impulse buying in e-commerce. Based on this explanation and the relationship with the previous variables, the researcher formulated the following hypothesis:

H3: Fear of Missing Out (FOMO) strengthens the influence of Electronic Word of Mouth on impulse buying.

H4: Fear of Missing out (FOMO) strengthens the influence of hedonic shopping motivation on impulse buying.

METHODS

Survey and Sample. The type of quantitative research used is associative-causality research to determine the relationship or influence of electronic word of mouth and hedonic shopping motivation as influencing variables (independent variables) on impulse buying as the influenced variable (dependent variable), with fear of missing out as the variable moderation. The population in this research is Indonesian people who

use e-commerce, and the sample size is 120 respondents.

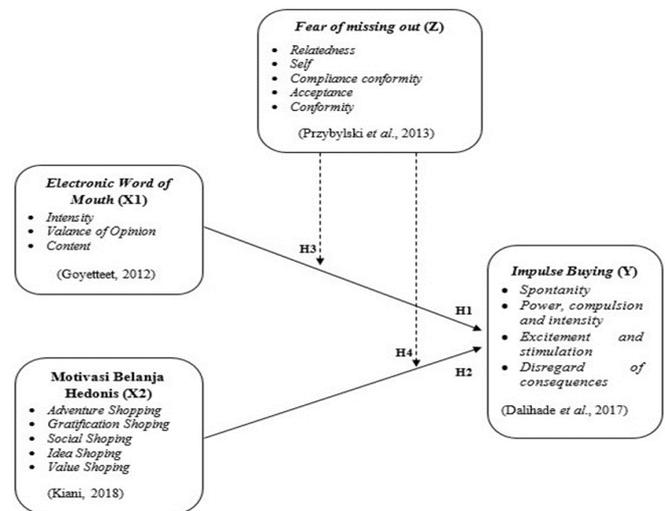


Figure 1 – Conceptual Framework

Based on Table 1, it is known that women dominated the respondents in this study.

Table 1 – Characteristics of Respondents

Characteristics		Person	%
Gender	Male	53	44
	Female	67	56
Age (years old)	18 – 25	97	81
	26 – 30	9	8
	31 – 35	9	8
	36 – 40	2	2
	41 – 45	1	1
	46 – 50	2	2
	>50	0	0
Education	Elementary School	0	0
	Junior High	0	0
	Senior High	11	9
	Diploma	2	2
	Bachelor	84	70
	Master's	23	19
	Doctorate	0	0
Occupation	Student	49	41
	Entrepreneur	16	13
	Civil Servants	5	4
	Private Employee	33	28
	Others	17	14
Income	< Rp. 1.500.000	59	49
	IDR1.500.000–3.000.000	20	17
	IDR 3.100.000–5.000.000	19	16
	IDR5.100.000–10.000.000	21	18
	IDR10.100.000–20.000.000	1	1
	> IDR20.000.000	0	0
Regional	Sumatra	1	1
	Java	43	36
	Kalimantan	4	3

Characteristics	Person	%
Sulawesi	2	2
Bali	0	0
West Nusa Tenggara	66	55
East Nusa Tenggara	2	2
Papua	2	2

Authors [15] revealed that women are more likely to do impulse buying than men. This is because women have a higher affection side, and their endurance in resisting the urge to shop is lower than men's. Furthermore, in the age category, it is known that the respondents in this study were dominated by respondents aged 18-25 years, re-

inforced by [16], which states that this age group is the group that likes shopping online the most.

Instruments and Measurement Models. Validity and Reliability. The measurement model or outer model explains the construct validity and reliability of all variables in the hypothesis model. Construct validity and reliability are explained in factor loading, composite reliability and average variance extracted (AVE). In the measurement model, validity and reliability are good if the loading factor and AVE do not exceed the limit of 0.5. In contrast, composite reliability and Cronbach's alpha show satisfactory values if they are above 0.7 [31].

Table 2 – Results of the Validity and Reliability Test

Indicator	Outer Loadings	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
<i>Electronic Word of Mouth</i>				
I always read information on e-commerce	0.653	0.936	0.594	0.923
I always see people talking about spending on e-commerce	0.649			
I always look at reviews on e-commerce	0.815			
I always see positive reviews on e-commerce	0.807			
The more positive reviews there are on e-commerce, the more likely it is to purchase the product	0.811			
I've never seen any negative reviews on e-commerce	0.734			
The more negative reviews on e-commerce, the more likely it is not to buy the product	0.818			
I always see a variety of products in e-commerce	0.833			
Often see information about product quality in e-commerce	0.815			
I always see information on social media regarding the security of transactions in e-commerce	0.747			
<i>Hedonic Shopping Motivation</i>				
I always spend time shopping via e-commerce	0.645	0.961	0.660	0.961
I always lose track of time when shopping via e-commerce	0.734			
Shopping for products on e-commerce is exciting	0.708			
Shopping for products on e-commerce is an adventure to search for products	0.816			
Shop via e-commerce to improve your mood	0.830			
Shop via e-commerce to relieve stress	0.810			
Share experiences regarding shopping via e-commerce	0.849			
Shop on e-commerce to keep up with the latest trends	0.600			
Shop on e-commerce to get new experiences	0.889			
Shop on e-commerce to get cheaper prices	0.899			
Shop on e-commerce to hunt down available product deals	0.875			
Shop on e-commerce to get discounts	0.901			
Shop on e-commerce when there is a sale	0.925			
<i>Impulsive Buying</i>				
Tend to shop without thinking first or buying spontaneously	0.733	0.927	0.644	0.927
I spontaneously wanted to buy one because I had never owned one before	0.858			
Ambition to get products in e-commerce	0.773			
Don't think about how many rupiahs you have spent	0.732			

Indicator	Outer Loadings	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
Feel excited when shopping on e-commerce	0.803			
I tend not to think about the risks if I shop on e-commerce	0.907			
I bought it without thinking about other more critical needs because I was interested in the model even though I didn't need it	0.799			
<i>Fear of Missing Out</i>				
Feel proud if you shop via e-commerce	0.644	0.888	0.533	0.888
Feeling left behind if you don't shop through e-commerce	0.808			
Feel confident when you get the product when shopping via e-commerce	0.800			
Feel the need to shop via e-commerce so that your existence is recognized frequently	0.721			
Feeling afraid of being ridiculed when you don't shop via e-commerce like friends	0.725			
Feeling worried if you don't shop via e-commerce	0.742			
Feeling worried when friends are more up-to-date regarding information on e-commerce	0.656			

The results show that the outer loading value of all statements on the electronic word-of-mouth variable, hedonic shopping motivation, impulse buying, and fear of missing out is more than 0.5. Most values are more than 0.7. So, it was concluded that all statement items in this study were declared valid.

The research results show that the Cronbach's alpha and composite reliability values of all vari-

ables are more significant than 0.7. So, it is concluded that all construct indicators are reliable or meet the reliability test.

Discriminant Validity. Discriminant validity ensures convergent validity results, which occurs if two different instruments that measure two predictive constructs are not correlated and produce non-correlated scores. One of the methods used is the Fornell-Larcker criterion.

Table 3 – Fornell-Larcker Criterion

	EWOM	MBH	IB	FOMO	EWOM*FOMO	MBH*FOMO
EWOM	0.771					
MBH	0.575	0.812				
IB	0.630	0.656	0.803			
FOMO	0.603	0.576	0.757	0.730		
EWOM*FOMO	-0.061	0.032	0.125	0.252	1.000	
MBH*FOMO	0.034	0.081	0.332	0.413	0.697	1.000

The discriminant validity value obtained is greater than the correlation value between latent constructs, according to the criteria of Fornel & Lacker (1981), so the results are valid and can be carried out further analysis.

RESULTS AND DISCUSSION

The approach used in analyzing this research is a Structural Equation Model (SEM) based on Partial Least Square (PLS) using SmartPLS software.

The value of the coefficient of determination (R-Square), which is a good-fit model test, was calculated to assess the predictive ability of the research model. According to [31], the R²-value ranges from 0 to 1, with higher levels indicating higher prediction accuracy. However, the criteria for the R-Square value depend on the complexity of the model and research discipline. In the discipline of consumer behaviour, an R²-value of 0.2 is considered high. The output R²- for impulsive buying is 0.697, categorized as high. These results show that the construct variables electronic

word of mouth and hedonic shopping motivation can explain the variability of the impulsive buying construct by 69.7%. In comparison, the remaining 30.3% is influenced by other factors not included in the variables of this research.

Based on Table 4, all hypotheses have a t-statistic value of more than 1.96 and a p-value of less than 0.05, so it can be interpreted that five hypotheses are accepted and have a significant influence, while one has no significant impact.

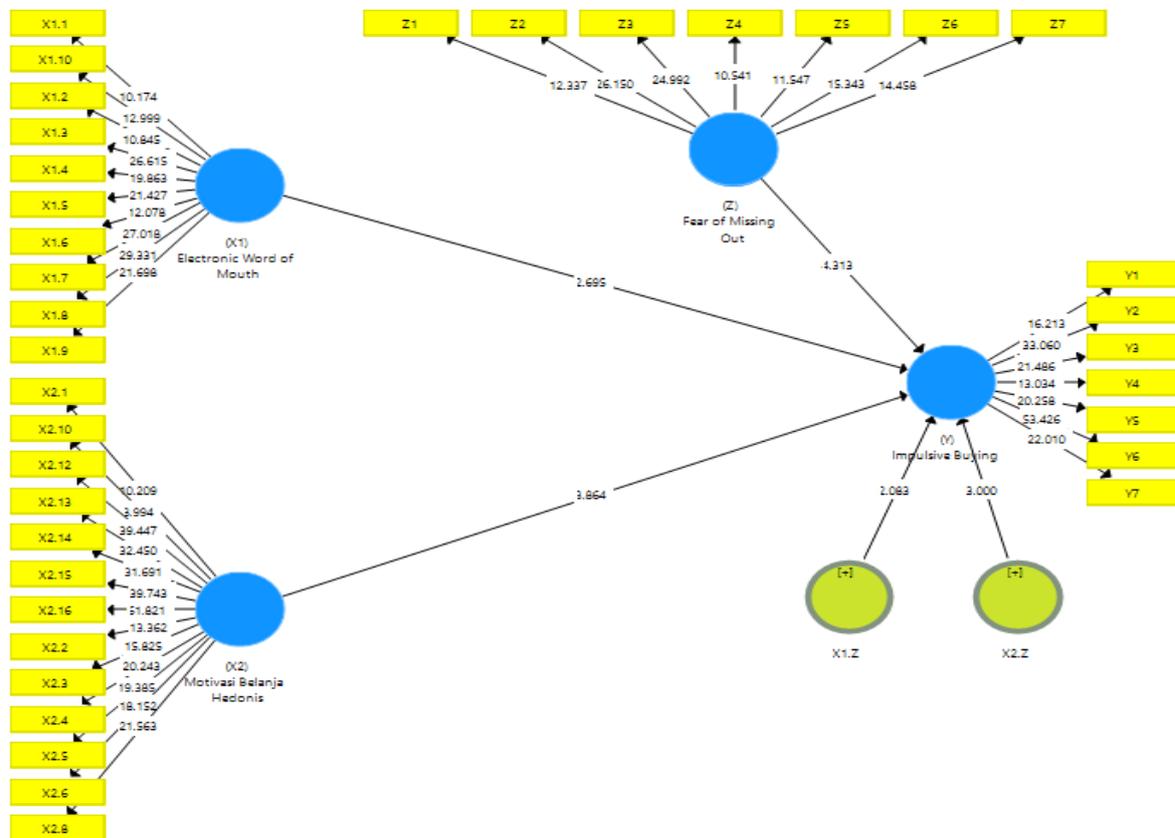


Figure 2 – Results of Bootstrapping

Table 4 – Hypothesis Test's Result

Hypothesis	Influence between Variables	Original Sample	t-Statistics*	P Values**	Conclusion
H1	EWOM -> IB	0.201	2.695	0.007	Significant
H2	MBH -> IB	0.291	3.864	0.000	Significant
H3	EWOM*FOMO -> IB	-0.131	2.083	0.038	Significant
H4	MBH*FOMO -> IB	0.237	3.000	0.003	Significant

The Influence of Electronic Word of Mouth on Impulse Buying. The research results in Table 4 show that EWOM significantly influences impulse buying, meaning that EWOM influences the emergence of impulse buying in e-commerce. EWOM is a form of electronic word-of-mouth promotional strategy. EWOM can provide consumers with a source to compare options regarding products or services after searching for information. The e-commerce platform, as a means of EWOM communication, can be observed anytime and anywhere; this convenience makes it easier for consumers to search for information to reduce risks and encourage more spontaneous

purchases. This reveals that EWOM can promote and increase impulse buying. This statement is also supported by [17], who states that impulse buying can be improved by emphasizing word of mouth and electronic word of mouth, which become references that shape consumer expectations.

The Influence of Hedonic Shopping Motivation on Impulse Buying. The research results show that hedonic shopping motivation influences the emergence of impulse buying in e-commerce. Hedonic shopping motivation is defined as a person's motivation to get pleasure and perceive that shopping can be enjoyable based on emo-

tional thinking. Today's e-commerce platforms make it easy to shop anywhere and anytime. With this convenience, today's consumers, especially teenagers, tend to shop to pamper themselves as a form of appreciation and fulfilling hedonic value. This is supported by [18], which states that someone with a tendency to shop based on hedonic intentions often spends quality time browsing online stores, which leads to unplanned purchases (impulsive buying).

Interaction Analysis (Moderated Regression Analysis). In this research, FOMO is a variable that moderates the relationship between EWOM and impulse buying. The test results show a significant value, which means that FOMO can strengthen the influence of EWOM on impulse buying in e-commerce. In purchasing behaviour, FOMO is the mental state of a person who unquestioningly imitates or follows the behaviour of others, which may be a valuable tool to describe conformity consumption behaviour. FOMO encourages someone to follow current trends. Someone with FOMO will continue to look for information about what is trending or being discussed. One way to get this information is by communicating online through electronic word-of-mouth (EWOM) reviews. The more positive the EWOM is, the more it stimulates someone to follow a trend and creates a tendency to make impulse purchases [11].

Furthermore, in this research, FOMO also acts as a variable that moderates the relationship between hedonic shopping motivation and impulse buying. [19] stated that apart from pampering themselves and as a form of self-appreciation, today's teenage consumers shop because they follow trends even though they are short-term. Someone with FOMO will try to get rid of this

feeling of anxiety and worry by always following trends by overspending [10] to give rise to pleasure value (hedonic value). Besides that, [20] states that a person's shopping style will be determined by shopping motivation. If a consumer has high hedonic shopping motivation, then there is a possibility that their shopping style will also be more excessive or impulse buying.

CONCLUSIONS

Electronic word of mouth positively and significantly influences impulse buying in e-commerce, meaning that higher electronic word of mouth can encourage and strengthen the emergence of impulse buying in e-commerce. Electronic word of mouth is a means of consumer communication regarding information and product or service reviews, both positive and negative, which can provide advice for purchasing decisions. This research also concludes that hedonic shopping motivation has a positive and significant influence on impulsive buying, meaning that a higher hedonic shopping motivation can encourage and strengthen the emergence of impulse buying in e-commerce.

Meanwhile, fear of missing out significantly moderates the influence of electronic word of mouth and hedonic shopping motivation on impulse buying in e-commerce, meaning that fear of missing out can strengthen the impact of electronic word of mouth and hedonic shopping motivation on impulse buying in e-commerce. The more positive EWOM and/or hedonic shopping motivation, the more it stimulates someone to follow a trend and creates a tendency to make impulsive purchases.

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