



## FEAR OF MISSING OUT (FOMO) AS A PREDICTOR OF ONLINE IMPULSIVE BUYING BEHAVIOR AMONG COLLEGE STUDENTS IN LETRAN MANILA

Kristine Cassandra Amor<sup>1</sup>, Maram Kaye Ajito<sup>1</sup>, Kylie Nicole Palomeno<sup>1</sup>,  
Mary Janell Marcelo<sup>1</sup>, John Viane Estocado<sup>1</sup>, Rhea Joy Villarosa<sup>2</sup>, Jexel Jerkin Pedrosa<sup>2</sup>

<sup>1</sup>Student, Senior High Student, Colegio de San Juan de Letran-Manila

<sup>2</sup>Faculty Member, Colegio de San Juan de Letran-Manila

Corresponding author. Email: kaizerv Vaughn.escamillan@letran.edu.ph

### ABSTRACT

This study examined the influence of Fear of Missing Out (FOMO) on online impulsive buying behavior among college students of Colegio de San Juan de Letran–Manila. Guided by Social Comparison Theory and the Stimulus–Organism–Response (S-O-R) model, the study aimed to determine students’ levels of FOMO, assess their online purchasing behavior, and analyze the predictive relationship between these variables. A quantitative, predictive correlational design was employed, involving 104 college students aged 18 and above who actively use online shopping platforms such as Shopee, Lazada, and TikTok Shop. The results showed a moderate level of FOMO, with urgency and social comparison emerging as the most prominent dimensions. Students also demonstrated moderate levels of impulsive buying, purchase immediacy, and purchase frequency, with online recommendations and limited-time offers strongly influencing purchase decisions. Regression analysis revealed that FOMO significantly predicts impulsive buying and purchase immediacy, while its effect on purchase frequency was less evident. Overall, the findings indicate that although Letran Manila students generally exercise control over their online purchasing decisions, urgency- and socially driven aspects of FOMO still play a meaningful role in shaping impulsive and immediate buying behaviors.

**Keywords:** *Fear of Missing Out, Online Impulsive Buying, Social Comparison*

### INTRODUCTION

Among Filipino students, social media has become a dominant platform that plays a significant role in shaping online habits and purchasing behavior. In 2025, over 5.41 billion people—approximately 68.5% of the global population—use platforms such as Facebook, WhatsApp, YouTube, Instagram, and TikTok, with individuals aged 16–24 accessing an average of 7.71 platforms per month (Team B, 2025). In the Philippine context, this widespread exposure means that students, including those from Colegio de San Juan de Letran Manila, are constantly encountering advertisements, influencer content, and promotional trends, which can influence their purchasing decisions (Neha & Walia, 2025).

One key psychological factor driving this behavior is Fear of Missing Out (FOMO), defined as the anxiety associated with missing experiences or opportunities others are enjoying (Gupta & Sharma, 2021). Studies suggest that FOMO encourages impulsive online buying, particularly when scarcity cues, exclusive deals, and social validation are present (Ayyasy et al., 2025; Santoso, 2024).

However, despite existing research on FOMO and online shopping, many studies focus on general emotional responses and rely on descriptive or simple correlational approaches. There remains a lack of empirical studies that specifically examine how FOMO influences online purchasing behavior among Filipino students, particularly within local institutional context such as Letran Manila. This gap highlights the need for a focused investigation on how FOMO relates to impulsive buying tendencies and exposure to online marketing strategies among Letran Manila students.

### Objectives of the Study

This study aims to determine the level of Fear of Missing Out (FOMO) among Letran Manila students in terms of anxiety, urgency, social comparison, and desire to belong. It also seeks to measure the online purchase behavior of the students, specifically in relation to impulsive buying, purchase immediacy, and purchase frequency.

Furthermore, the study intends to determine the extent to which Fear of Missing Out (FOMO), particularly its dimensions of anxiety, urgency, social comparison, and desire to belong, predicts the online purchase behavior of Letran Manila students in terms of impulsive buying, purchase immediacy, and purchase frequency.

### Literature Review

#### Online Impulse Buying

With the rise of social media and digital marketing, consumers are increasingly exposed to stimuli that encourage spontaneous online purchases. Du (2020) found that interactive features such as live chats, instant reactions, and visible peer engagement heighten emotional excitement and create a sense of Fear of Missing Out (FOMO), pushing consumers to make faster, unplanned purchases. Limited-time offers and social visibility further amplify this pressure, reducing self-control and prompting immediate spending. Similarly, Rodrigues et al. (2021) reported that perceptions of exclusivity or scarcity in online offers intensify FOMO, encouraging impulsive rather than deliberate decisions. While both studies highlight urgency as a key factor, Du (2020) emphasizes social interaction, whereas Rodrigues et al. (2021) focus on promotional scarcity cues.

Online shopping platforms are increasingly designed to influence consumer behavior through technological and social features. Zhang and Shi (2022) showed that social presence—such as interactivity, vividness, and peer activity—can trigger FOMO, leading to quicker purchases with less deliberation. Pal (2025) further demonstrated that personalized advertisements and one-click purchase options increase urgency and perceived scarcity, resulting in faster and less reflective buying behavior. Although Zhang and Shi (2022) emphasize the psychological effects of social presence, Pal (2025) highlights the role of convenience and personalization. Together, these studies suggest that both social engagement and platform design work together to encourage impulsive online purchases.

Despite these consistent findings, most studies focus on general consumer populations rather than students. They also rely heavily on survey-based methods and descriptive analyses, which limit deeper understanding of how impulsive buying develops over time. Moreover, while platform features are widely discussed, fewer studies examine how individual psychological traits, such as FOMO, specifically influence impulsive buying behavior among young consumers in academic settings.

Overall, the literature indicates that online impulse buying is shaped by a combination of social interaction, platform design, and promotional strategies that heighten urgency and emotional arousal. However, there remains a lack of student-focused and locally grounded research, particularly in Southeast Asian contexts. This highlights the need for studies that examine how FOMO-driven impulsive buying manifests among Filipino students who frequently engage with online shopping platforms such as Shopee, Lazada, and TikTok Shop.

### Psychology of FOMO

The reviewed studies consistently identify Fear of Missing Out (FoMO) as a significant psychological factor influencing consumer behavior in digital environments. Tresna (2025) explains that FoMO emerges through social comparison, peer influence, and continuous exposure to online content, often resulting in rushed decision-making and impulsive purchases. This theoretical perspective provides a foundation for understanding how emotional and social pressures shape consumer behavior, especially in online settings where individuals are constantly exposed to curated lifestyles and trending products.

Supporting this, Widiastuti et al. (2025), focusing on Generation Z in Indonesia, found that social media advertising amplifies FoMO and encourages impulsive buying of trending products such as iPhones. Their findings highlight how FoMO is particularly strong among young consumers in Southeast Asia, where social media plays a central role in daily life. Similarly, Pane et al. (2024) reported that promotional content and influencer endorsements intensify feelings of urgency and social pressure, leading to emotionally driven purchasing decisions.

Santoso (2024) further emphasized that FoMO functions as an emotional trigger that reduces rational evaluation and increases the desire for social inclusion. While Tresna (2025) focuses on the psychological origins of FoMO, the other studies demonstrate its real-world behavioral effects. However, most of these studies focus on specific products or general consumer trends rather than broader online purchasing behavior among students in academic institutions.

Collectively, the literature suggests that FOMO is a powerful psychological driver that influences online buying through urgency,

social comparison, and the need to belong. Southeast Asian studies, in particular, show that students and young consumers are highly susceptible to FOMO due to their heavy social media use. Nevertheless, there is limited research that directly examines how FOMO relates to different aspects of online purchase behavior—such as impulsive buying, immediacy, and frequency—among Filipino university students, indicating a clear gap that the present study aims to address.

## Research Framework

### Theoretical framework

The theoretical framework of this study is grounded in Social Comparison Theory and the Stimulus–Organism–Response (S-O-R) model, which explain how psychological processes and environmental stimuli influence online consumer behavior. Social Comparison Theory suggests individuals evaluate themselves relative to others, leading to emotional responses such as anxiety and urgency when they perceive they are missing out on experiences or opportunities that others enjoy, which underpins the Fear of Missing Out (FOMO) construct. The S-O-R model further explains that external cues on social media and e-commerce platforms (stimuli) trigger internal psychological states (organism) such as FOMO, which then influence behavioral outcomes like impulsive buying, purchase immediacy, and purchase frequency (response). Empirical research shows that FOMO—amplified by social interactions and platform features—significantly influences online impulse buying behavior, indicating that psychological responses to social comparison and digital stimuli are central to understanding online purchase decisions (Neha & Walia, 2025).

### Conceptual framework

The conceptual framework of this study presents Fear of Missing Out (FOMO) as the independent variable and online purchase behavior as the dependent variable among Letran Manila students. FOMO is measured through indicators such as anxiety, urgency, social comparison, and the desire to belong, as these capture the emotional and social factors that drive the fear of missing out. Online purchase behavior is measured through impulsive buying, purchase immediacy, and purchase frequency, which reflect students' typical responses to online shopping. These indicators will be operationalized using Likert-scale survey items to quantify how strongly students experience FOMO and how frequently they engage in online purchasing. The framework focuses on analyzing the influence of FOMO on online purchase behavior, providing a basis for quantitative analysis without assuming causal effects.

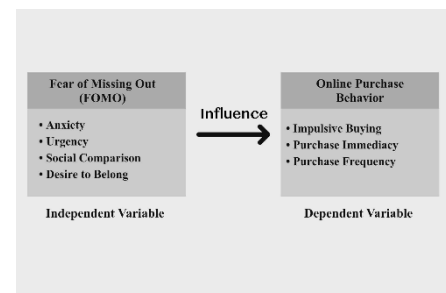


Figure 1. Conceptual framework of the study

### Scope and Limitations

This study focuses on examining the influence of Fear of Missing Out (FOMO) on online purchase behavior among Letran Manila college students. Specifically, it aims to determine the level of FOMO experienced by students and measure their online purchasing

behavior, as well as assess how variations in FOMO are associated with differences in students' online purchasing behavior. The data will be collected during the third quarter of School Year 2025–2026 over a period of approximately one month. The study is limited to students who actively engage in online shopping, particularly on popular platforms such as Shopee, Lazada, and TikTok Shop, as their experiences are directly relevant to the objectives of the research.

Several limitations are acknowledged in this study. First, the data are based on self-reported responses, which may be influenced by respondents' honesty, self-perception, or recall bias. Second, the study is confined to Letran Manila college students, which may limit the generalizability of the findings to students from other institutions or to different populations. Third, the study focuses only on Fear of Missing Out as a psychological factor influencing online purchase behavior, and other possible influences are not examined. Fourth, the use of purposive sampling may result in sampling bias, as only students who actively engage in online shopping are included. Lastly, due to the correlational research design, the study can identify associations between variables but cannot establish causal conclusions.

## METHODOLOGY

### Research Design

This study employed a quantitative non-experimental, predictive correlational research design to examine how Fear of Missing Out (FOMO) predicted the online purchase behavior of Letran Manila college students. A structured survey with Likert-scale items was utilized to measure the key indicators of FOMO and online purchasing behavior, generating quantifiable data for multiple regression analysis. This design was appropriate because it analyzed naturally occurring psychological factors and their influence on consumer behavior without manipulating variables, while allowing the study to determine the predictive influence of FOMO on students' online purchasing tendencies.

### Research Instrument

The study employed a self-administered survey questionnaire developed by the researchers to measure the level of Fear of Missing Out (FOMO) and online purchase behavior of the respondents. The instrument consisted of structured statements rated using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to capture respondents' attitudes and behavioral tendencies. To ensure validity, the questionnaire underwent expert review to assess content validity, clarity, and alignment with the research objectives, and a pilot testing was conducted to identify and refine any ambiguous items.

The internal consistency reliability of the instrument was assessed using Cronbach's alpha, and all constructs yielded reliability coefficients above 0.70, indicating acceptable to good internal consistency. According to George and Mallery (2003), Cronbach's alpha values of  $\alpha \geq 0.90$  are considered excellent,  $\alpha \geq 0.80$  good,  $\alpha \geq 0.70$  acceptable,  $\alpha \geq 0.60$  questionable,  $\alpha \geq 0.50$  poor, and  $\alpha < 0.50$  unacceptable; thus, the instrument used in this study was deemed reliable for data analysis.

**Table 1. Scale Reliability Statistics**

Variable	Cronbach's $\alpha$	Interpretation
Anxiety	0.86	Good
Urgency	0.92	Excellent
Social Comparison	0.91	Excellent
Desire to Belong	0.91	Excellent
Impulsive Buying	0.89	Good

### Respondents

The participants of this study were college students of Colegio de San Juan de Letran Manila who were 18 years old and above. A purposive sampling method was applied to select students who actively used social media and online shopping platforms such as Shopee, Lazada, TikTok Shop, or similar applications. College students were considered appropriate and credible respondents in consumer behavior research because they were highly engaged in digital environments, frequently interacted with online commerce platforms, and demonstrated active purchasing decision-making behaviors. Recent studies in consumer and social commerce research have consistently utilized college students as valid samples due to their familiarity with online technologies and their relevance to studies examining psychological and behavioral factors influencing online consumption (Sun & Wang, 2020). This sampling approach ensured that participants possessed direct experience with online shopping, allowing the data collected to be closely aligned with the objectives of the study.

The study managed to include 104 participants. According to Buckley (2024), in quantitative research involving common statistical techniques such as correlation and regression analysis, a sample size of at least 100 respondents was generally sufficient to achieve adequate statistical power when the research model was not overly complex. To minimize potential sampling bias, participants were selected based on clearly defined inclusion criteria, and consistent recruitment procedures were applied to all prospective respondents. This ensured that all participants met the study requirements and were capable of providing relevant and reliable data, thereby enhancing the credibility and validity of the study's findings.

### Statistical Treatment

The collected data were analyzed using descriptive statistics to address the first and second objectives. Mean and standard deviation were employed to determine the average level and variability of Fear of Missing Out (FOMO) and online purchase behavior based on the Likert-scale responses. Additionally, percentage distribution was applied to describe the respondents' profiles, with online purchase frequency specifically illustrated through pie charts to highlight the distribution of behaviors among Letran Manila college students.

Prior to inferential analysis, reliability testing using Cronbach's Alpha was conducted to ensure the internal consistency of the FOMO and online purchase behavior scales, as both variables were measured using multiple indicators. Multiple regression analysis was then employed to examine how the key indicators of FOMO—namely anxiety, urgency, social comparison, and desire to belong—predicted online purchase behavior in terms of impulsive buying, purchase immediacy, and purchase frequency. This method was appropriate for determining the extent to which FOMO components influenced students' online purchasing tendencies, with the significance level set at  $\alpha = 0.05$ .

## RESULTS AND DISCUSSION

**Table 2. Respondent's level of FOMO**

Terms	Mean	SD	Interpretation
Anxiety	2.58	1.02	Disagree
Urgency	3.05	1.01	Neutral
Social Comparison	3.11	0.94	Neutral
Desire to Belong	2.85	0.99	Neutral
<b>Overall</b>	<b>2.90</b>	<b>0.86</b>	<b>Neutral</b>

*Note: Legend: 1.00 - 1.79 Strongly Disagree; 1.80 - 2.59 Disagree; 2.60 - 3.39 Neutral; 3.40 - 4.19 Agree; 4.20 - 5.00 Strongly Agree*

The findings in Table 2 show that respondents exhibit a moderate level of FOMO, as indicated by the overall mean score of 2.90, which falls within the Neutral range. Among the dimensions, Social Comparison (M = 3.11) and Urgency (M = 3.05) scored slightly higher, suggesting that respondents moderately compare themselves to others and feel a mild sense of urgency to stay involved in activities or trends. Desire to Belong also reflected a neutral tendency (M = 2.85), indicating a moderate interest in social inclusion, while Anxiety scored the lowest (M = 2.58), showing that respondents generally do not feel strongly anxious about missing out. The standard deviations, ranging from 0.86 to 1.02, indicate some variation in responses, suggesting that while most respondents share similar experiences, individual differences still exist across the dimension of FOMO.

Table 3. Respondent's level of impulse buying behavior.

Statements	Mean	SD	Interpretation
I often buy products online without planning in advance.	3.04	1.34	Neutral
I make spontaneous purchases when I see something appealing online.	3.16	1.23	Neutral
I usually feel satisfied with the impulsive purchases I make online	3.11	1.17	Neutral
I get attracted to items because of online recommendations.	3.49	1.00	Agree
I tend to make unplanned purchases when browsing shopping apps.	3.11	1.16	Neutral
<b>Overall</b>	<b>3.22</b>	<b>0.94</b>	<b>Neutral</b>

Note: Legend: 1.00 - 1.79 Strongly Disagree; 1.80 - 2.59 Disagree; 2.60 - 3.39 Neutral; 3.40 - 4.19 Agree; 4.20 - 5.00 Strongly Agree

The findings in Table 3 show that respondents generally exhibit a moderate level of impulse buying behavior, as indicated by the overall mean score of 3.22, which falls within the Neutral range. Among the items, being attracted due to online recommendations scored the highest (M = 3.49, Agree), suggesting that this factor has the strongest influence on respondents' online purchasing decisions. The other statements, including buying products without planning (M = 3.04), making spontaneous purchases when something is appealing (M = 3.16), feeling satisfied with impulsive purchases (M = 3.11), and making unplanned purchases while browsing apps (M = 3.11), all fall within the Neutral range, indicating moderate impulsive tendencies. The standard deviations, ranging from 1.00 to 1.34, reflect noticeable variation in responses, showing that while some respondents frequently engage in impulse buying, others do so less often, resulting in diverse experiences across the sample.

Table 4. Respondent's level of purchase immediacy behavior.

Statements	Mean	SD	Interpretation
Once I decide to buy a product online, I complete the purchase without delaying.	3.25	1.20	Neutral
I usually finalize my online purchases in one session.	3.13	1.14	Neutral
When I plan to buy something, I make the purchase as soon as I can.	3.18	1.11	Neutral
I rarely postpone online purchases after deciding to buy.	3.06	1.09	Agree
I respond quickly to limited-time offers or discounts for products I already intended to buy.	3.29	1.17	Neutral
<b>Overall</b>	<b>3.16</b>	<b>0.89</b>	<b>Neutral</b>

Note: Legend: 1.00 - 1.79 Strongly Disagree; 1.80 - 2.59 Disagree; 2.60 - 3.39 Neutral; 3.40 - 4.19 Agree; 4.20 - 5.00 Strongly Agree

The findings in Table 4 show that respondents demonstrated a moderate level of purchase immediacy behavior, as indicated by the overall mean score of 3.16, which falls within the Neutral range.

Among the items, responding quickly to limited-time offers or discounts obtain the highest mean (M = 3.29), suggesting that respondents are somewhat inclined to act promptly when incentives are present. The other statements, including completing purchases without delay (M = 3.25), finalizing purchases in one session (M = 3.13), buying as soon as planned (M = 3.18), and rarely postponing purchases (M = 3.06), all fall within the Neutral range, indicating moderate immediacy in purchasing behavior. The standard deviations, ranging from 1.09 to 1.20, reflect noticeable variation in responses, showing that while some respondents act quickly when making online purchases, others tend to delay their purchases, resulting in diverse behaviors across the sample.

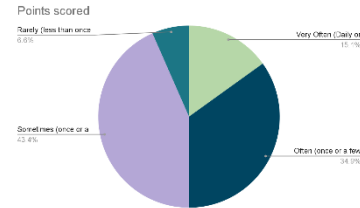


Figure 2. Purchase frequency pie chart

The results on perceived purchase frequency show that respondents engage in online purchasing with varying regularity. Most respondents reported purchasing sometimes (once or a few times a month), accounting for 43.40% of the sample, followed by those who purchase often (once or a few times a week) at 34.90%. A smaller portion of respondents indicated buying very often (daily or almost daily) at 15.10%, while only 6.60% reported purchasing rarely (less than once a month). These findings suggest that the majority of respondents engage in online shopping on a moderate basis, with a smaller segment showing very frequent or infrequent purchasing behaviors.

**Hypothesis**

**Null Hypothesis (H<sub>0</sub>):**

Fear of Missing Out (FOMO) does not significantly predict the online purchase behavior of Letran Manila students in terms of impulsive buying, purchase immediacy, and purchase frequency.

**Alternative Hypothesis (H<sub>1</sub>):**

Fear of Missing Out (FOMO) significantly predicts the online purchase behavior of Letran Manila students in terms of impulsive buying, purchase immediacy, and purchase frequency.

Table 5. Regression analysis between FOMO and online purchase behavior in terms of impulsive buying

Predictor	Estimate	t	p-value	Decision	Interpretation
Anxiety	-0.095	-1.000	0.320	Fail to Reject H <sub>0</sub>	Not Significant
Urgency	0.272	2.759	0.007	Reject H <sub>0</sub>	Significant
Social Comparison	0.141	1.083	0.281	Fail to Reject H <sub>0</sub>	Not Significant
Desire to Belong	0.380	2.828	0.006	Reject H <sub>0</sub>	Significant

The regression results indicate that urgency and desire to belong are significant predictors of impulsive buying among the FOMO dimensions. Urgency (β = 0.272, p = 0.007) positively influences impulsive buying, suggesting that time pressure increases the likelihood of making unplanned online purchases. Similarly, desire to belong (β = 0.380, p = 0.006) shows a strong positive effect, indicating that the need for social acceptance encourages impulsive purchasing behavior. In contrast, anxiety (β = -0.095, p = 0.320) and social comparison (β = 0.141, p = 0.281) were not significant

predictors. Among the variables, desire to belong emerged as the strongest predictor of impulsive buying.

**Table 6. Regression analysis between FOMO and online purchase behavior in terms of purchase immediacy**

Predictor	Estimate	t	p-value	Decision	Interpretation
Anxiety	-0.004	-0.040	0.968	Fail to Reject Ho	Not Significant
Urgency	0.274	2.617	0.010	Reject Ho	Significant
Social Comparison	-0.202	-1.468	0.145	Fail to Reject Ho	Not Significant
Desire to Belong	0.448	3.133	0.002	Reject Ho	Significant

For purchase immediacy, the results also show that urgency and desire to belong are significant predictors. Urgency ( $\beta = 0.274$ ,  $p = 0.010$ ) has a positive impact on purchase immediacy, confirming that the time pressure brought by FOMO could speed up consumers' purchase process. Desire to belong ( $\beta = 0.448$ ,  $p = 0.002$ ) possesses an even greater positive influence, which indicates that consumers who want to establish social connection and be accepted in the society are more likely to purchase online instantly. However, anxiety ( $\beta = -0.004$ ,  $p = 0.968$ ) and social comparison ( $\beta = -0.202$ ,  $p = 0.145$ ) are not significant predictors. In summary, these results demonstrate that desire to belong exerts the most significant effect on purchase immediacy, revealing that social motivations overwhelmingly drive consumers to make an immediate purchase.

**Table 7. Regression analysis between FOMO and online purchase behavior in terms of purchase frequency**

Predictor	Estimate	t	p-value	Decision	Interpretation
Anxiety	-0.030	-0.280	0.780	Fail to Reject Ho	Not Significant
Urgency	0.287	2.619	0.010	Reject Ho	Significant
Social Comparison	-0.156	-1.080	0.283	Fail to Reject Ho	Not Significant
Desire to Belong	0.189	1.263	0.210	Fail to Reject Ho	Not Significant

For purchase frequency, urgency is the only significant predictor according to the regression analysis results ( $\beta = 0.287$ ,  $p = 0.010$ ). This means that a high sense of urgency related to FOMO amongst consumers leads to them making more online purchases. Anxiety ( $\beta = -0.030$ ,  $p = 0.780$ ), social comparison ( $\beta = -0.156$ ,  $p = 0.283$ ), and desire to belong ( $\beta = 0.189$ ,  $p = 0.210$ ) are not significant predictors of online purchase frequency. As urgency is the only statistically significant influencer, it also has the highest impact on purchasing frequency, restating the importance of the time pressure stimulus as driver for repeat online buying.

## CONCLUSION

This study aims to examine how the feeling of missing out influences the online buying behavior of Letran Manila students. It focuses on identifying the level of Fear of Missing Out through factors such as anxiety, urgency, social comparison, and the desire to belong. The study also explores students' online purchasing habits, including impulsive buying, purchase speed, and shopping frequency, to determine how these behaviors are affected by the feeling of missing out.

### Influence of Social Comparison on Awareness

In terms of anxiety, Letran Manila students generally do not feel strongly uneasy or worried about missing out, suggesting that this dimension has little effect on their decisions. respond quickly or remain engaged in activities, but this does not consistently influence

their behavior. Social comparison has some effect, as students sometimes observe and compare themselves to peers or online figures, which may spark interest or curiosity without dominating their choices. The desire to belong is also moderate, showing that students consider social inclusion when making decisions, but it does not strongly drive their actions. Overall, the assessment of these dimensions reveals that FOMO among Letran Manila students exists at a moderate level, with urgency and social comparison having some influence, while anxiety and the desire to belong have a limited role in shaping their behavior.

### Controlled Impulsive Buying Tendencies

Regarding impulsive buying, Letran Manila students show a moderate tendency to make unplanned purchases, especially when influenced by online recommendations, while other impulsive behaviors occur only occasionally. Purchase immediacy is also moderate, as students sometimes complete transactions quickly or respond to limited-time offers, though many take more time before finalizing their purchases. For purchase frequency, most students shop online occasionally, typically once or a few times a month, while smaller groups buy more or less frequently. Overall, the evaluation of these aspects indicates that students approach online purchasing in a balanced manner. Impulsive buying, immediacy, and frequency influence behavior to some degree, but none dominate decision-making, suggesting that Letran Manila students generally make thoughtful and controlled choices when shopping online.

### FOMO as a Trigger for Impulsive Buying

Fear of Missing Out influences the online purchasing decisions of Letran Manila students in several ways. Students are more likely to make impulsive purchases when they feel a sense of urgency or a need to belong, with the desire to be accepted socially having the strongest effect. These same factors also affect how quickly students complete their purchases, showing that social motivations and time pressure encourage faster buying. Anxiety and social comparison, however, do not have a significant impact on either impulsive buying or purchase immediacy. Regarding how often students shop online, urgency is the only factor that makes a noticeable difference, suggesting that feeling rushed can lead to more frequent purchases. Overall, FOMO shapes students' online buying mainly through social needs and urgency, while other dimensions have little influence on their decisions.

In conclusion, this study helps to understand how Fear of Missing Out, or FOMO, affects the online buying behavior of Letran Manila students. It looked at different factors like anxiety, urgency, social comparison, and the desire to belong, and found that FOMO is present at a moderate level. The study also showed that FOMO makes students more likely to buy impulsively and act quickly, but it does not really affect how often they shop online. Even though students are constantly exposed to social media, trends, and online promotions, they are generally able to control their decisions and shop carefully. By focusing on students from Letran Manila, this study gives new insights into how social influence and personal feelings of missing out shape online shopping habits among Filipino students.

### Recommendations

The researchers further assessed the findings of the study to develop several recommendations. Students are encouraged to practice mindful shopping behavior by becoming more aware of how Fear of Missing Out (FOMO) influences their purchasing decisions. By exercising discipline and carefully evaluating purchases, they can reduce impulsive buying and make more rational financial choices.

In addition, educational institutions are advised to implement support

systems such as programs, seminars, or counseling services that promote responsible spending and emotional awareness. These initiatives can help students better manage the psychological triggers associated with digital marketplaces. Online shopping platforms are also encouraged to adopt ethical marketing strategies that avoid placing excessive pressure on consumers, fostering a more sustainable and responsible relationship with users. Lastly, future researchers are recommended to expand the scope of study by examining other psychological and social factors that may influence online purchasing behavior, in order to gain a deeper understanding of the topic and its long-term effects on student well-being.

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