



**THE INFLUENCE OF HEDONISM, FOMO, AND  
PROMOTION TOWARDS IMPULSE BUYING AMONG  
GEN-Z IN ONLINE SHOPPING:  
The Role of Mediating Peer Pressure on FOMO**

**UNDERGRADUATE THESIS  
Submitted as one the requirements  
to obtain Sarjana Manajemen**

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**FACULTY OF BUSINESS  
MANAGEMENT STUDY PROGRAM  
CIKARANG  
June 2023**

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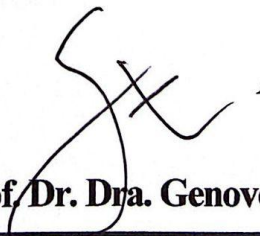
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## ANALYZING THE FACTORS THAT CAN INFLUENCE IMPULSE BUYING AMONG GEN-Z IN ONLINE SHOPPING

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## **ABSTRACT**

The internet has become highly advanced and continues to be widely utilized. Many people in Indonesia use the internet due to its ease of use and practicality. The rise of digital technology has significantly impacted consumer behavior in online shopping. Online shopping is more effective and practice, generation Z are customer who always spending a lot of time to do impulsive, and easily spend a lot of money to buy the product they want because hedonism feelings, FOMO feeling, promotion from the company and the pressure from their peers. Therefore, this study explains and analyzes the influence of hedonism, promotion, and FOMO on impulse buying among Gen-Z in online shopping: The mediating role of peer pressure on FOMO. This study's variables include hedonism, FOMO, and promotion as independent variables, peer pressure as mediating variables, and impulse buying as dependent variables. This research is quantitative research with data processing using SmartPLS 3.0 with 547 respondents Gen-Z in Indonesia. The results of this study indicate that there are 6 acceptable hypotheses. Therefore, this study explains the direct influence of hedonism, promotion, and FOMO on impulse buying behavior among Gen-Z consumers in online shopping and the mediating role of peer pressure in the relationship between FOMO and impulse buying.

***Keywords:*** *Hedonism, Promotion, FOMO, Peer Pressure, Impulse Buying*



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Cikarang, Indonesia, 29 May 2023



Khaira Ulfia Sabil

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