INFLUENCE *FEAR OF MISSING OUT* (FOMO) AND QUALITY PRODUCT ON PURCHASING DECISIONS CLOTHES *THRIFT* THROUGH *IMPULSE BUYING* IN GENERATION Z IN PALU CITY

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Abstract

This study aims to determine and analyze the influence of *Fear of Missing Out* (FoMO) and Product Quality on *thrift clothing purchasing decisions* through *Impulse Buying* on Generation Z in Palu City. The type of research used is causal associative. The sampling technique in this study uses a *purposive sampling method* . The sample used was 140 respondents. The data collection technique used was distributing questionnaires and processed using SmartPLS version 4.1. The scale used in this study was a *Likert scale* and the analysis tool used was PLS. The results showed that the influence of FoMO directly had a positive effect on *impulse buying* and a negative effect on purchasing decisions, product quality directly had a positive effect on *impulse buying* and purchasing decisions, and *impulse buying* had a positive effect on purchasing decisions. The results indirectly show that *impulse buying* can mediate a strong relationship between FoMO, product quality and consumer purchasing decisions.

Keywords: *Fear of Missing Out (FoMO), Product Quality, Impulse Buying, Purchase Decision*

INTRODUCTION

As time goes by, clothing no longer only functions as a primary need to protect the body, but has developed into a symbol of social status, a means of *self-expression* , and a cultural identity that reflects the tastes, preferences, moods, and values held by individuals and community groups (Fitriani et al., 2024; Qorib et al., 2023). In recent years, the consumption of *thrift clothing* has become an increasingly popular *trend* , namely used clothing that is still in good condition and is resold at a more affordable price than new clothing and is obtained from donations or large purchases from abroad, then marketed through physical stores and *online* . Goodstats data (2023) shows that 49.4% of Indonesians admit to having *thrifted* , along with an increase in imports of used clothing from 8 tons in 2021 to 26.22 tons in 2022. Globally, the used clothing market has also experienced significant growth of up to 24% in the past year and is projected to dominate the sustainable *fashion market* by 2030 (McKinsey, 2023). In Indonesia, the phenomenon of *thrift shopping* continues to increase, driven by environmental awareness, affordability, and the influence of social media and online communities. Therefore, consuming *thrift clothing* is no longer seen as a choice for limited economic groups, but has become a lifestyle that is considered economical, fashionable, creative, and unique, especially among young people (Nabilla Dara Kartika et al., 2024).

Based on BPS (Central Statistics Agency) data (2025), the generation classification in Indonesia is divided into several groups, namely Generation Z (born 1997–2012), Millennials or Generation Y (1981–1996), Generation X (1965–1980), Baby Boomer (1946–1964), and Pre-Boomer (before 1946). Generation Z is known as a group that is very active in following *trends* , expressive in style, responsive to fashion changes, and sensitive to prices, making it one of the dominant market segments in *thrift culture* (Pegawai & Kota, 2025). In addition, the high activity of Generation Z on social media also accelerates the spread of *trends* , including *thrift fashion* . In the consumption process, individuals consider not only rational factors, but also emotional aspects in choosing and evaluating products to meet needs and desires (Syahputri *et al* ., 2023). Consumer purchasing behavior is also influenced by psychological factors such as *Fear of Missing Out* (FoMO) which encourages individuals to follow *trends* so as not to be left behind socially, as well as product quality which can provide confidence and satisfaction in making purchasing decisions. *Fear of Missing Out* (*FoMO*) is a form of social anxiety that drives individuals to constantly follow what others are doing to avoid missing out on opportunities they deem important (McGinnis, 2020). Research by Ikhwanda & Giyana (2025) shows that *FoMO* encourages consumers to follow *trends* to avoid feeling left behind socially or in appearance. Generation Z tends to be driven to make purchases due to the influence of social media, online communities, and public

figures who display a *thrift style* , thus strengthening the image of *thrifting* as a contemporary lifestyle. Furthermore, product quality also plays a significant role in purchasing decisions, as quality reflects a product's ability to meet consumer needs and influences customer value and satisfaction (Kotler et al., 2024). Although *thrift clothing* is secondhand, consumers still consider aspects of material, wearability, design, uniqueness, durability, and aesthetic value (Kartika et al., 2024). However, the influence of FoMO and product quality on purchasing decisions is often mediated by *impulse buying* , which is spontaneous, unplanned purchasing behavior triggered by emotional attraction to a product (Soleha & Sagir, 2024). Generation Z, who are active on social media and easily exposed to *trends,* is a group vulnerable to this behavior, so emotional impulses, fear of missing out, and the appeal of product quality play a major role in the decision to purchase *thrift clothing* . In Palu City, the phenomenon *thrifting is* also increasing developing , marked with many clothing stores used Good *offline* and *on line* through social media such as Instagram and TikTok , as well as height interest visit to *thrift* stores (Pikiran Rakyat Sulteng , 2022). Conditions This show that sell buy clothes used No only become activity economy , but also part from style life generation young , where Generation Z is easy influenced by *FoMO* , consideration quality affordable products , as well as trend do *impulse buying* in face dynamics *fashion trends* that continue changed .

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Fear of Missing Out (FoMO)
According to McGinnis (2020), *FoMO* is form anxiety social in the form of fear miss experience , information , or opportunity important that other people experience , so bring up desire For always connect and follow What is occurred . Damayanti et al. (2025) emphasized that *FoMO* reflected through a number of dimensions , namely Afraid left behind *trend* , anxiety social consequence No follow as well as in talks or activity groups , as well as emergence feeling negative like anxious , upset , or envy when see other people more formerly follow current *trend* popular , which in the end can influence behavior consumption and intake decision individual .

Product Quality
According to Kotler et al. (2024), product quality is a key tool in product positioning because it relates to performance, perceived value, and customer satisfaction, and can be defined as a product's defect-free condition. Harjadi & Arraniri (2021) explain that product quality encompasses the totality of features and characteristics that demonstrate a product's ability to meet consumer needs, both physically and emotionally. Pahmi (2024) emphasizes that product quality is dynamic and encompasses efforts to meet and even exceed customer expectations through product, service, process, human resources, and environmental aspects. The dimensions of product quality include *performance* , *features* , *conformance* , *reliability* , *durability* , *aesthetics* , and *perceived quality* (Pahmi, 2024).

Buying decision
A purchase decision is a consumer's final decision to purchase goods or services for personal consumption, resulting from a series of evaluative processes, from need recognition to post-purchase actions (Kotler et al., 2024). This decision involves solving complex problems related to product selection, brand, quantity, place, time, and payment method, and is influenced by internal drives and external factors such as needs, desires, perceived quality, price, promotions, and social recommendations (Rombe & Parinsi, 2023). For young consumers, especially Generation Z, purchasing decisions are not only functional but also loaded with symbolic values related to self-identity, lifestyle, social acceptance, and concern for sustainability, especially in the context of *thrift fashion* (Palomo-Domínguez et al., 2023). Thus, purchasing decisions are seen as the final *output* of a complex interaction of various internal and external factors that go through five main stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler et al., 2024).

Impulse Buying
Impulse buying is behavior purchases that occur in a way spontaneous , no planned , and usually triggered by an impulse emotional , power pull product , or marketing strategy certain factors that influence *impulse buying* divided become internal, such as emotions , atmosphere heart , and personality , as well as external , such as discounts , promotions , displays product , or pressure social (Ningsih, 2021). Firmansyah (2018) added that purchase impulsive nature hedonistic , where consumers look for fun and experience emotional moment shopping , so that more receptive to external stimuli that trigger decision spontaneous . Soleha & Sagir (2024) confirmed that *impulse buying* happen with fast and without planning previously when consumer see interesting product . Yanti et al. (2025) explains dimensions *impulse buying* , namely : (1) *Spontaneity* , decision sudden without strategy and consideration deep ; (2) *Unplanned* , purchase without plan early and without compare other products ; and (3) *Not initially want to buy* ,

purchases that occur even though previously No There is intention , often triggered by promotion or Power pull product .

DEVELOPMENT HYPOTHESIS

Hypothesis is suspicion while the proposed in study based on formulation problem , goal research , study theory and study empirical previously . Based on matter said , research This submit that

H1 : *Fear of Missing Out* (FoMO) influential positive And significant limited ap *impulse buying* .

H2 : Product quality influential positive And significant to *impulse buying* .

H3: *Fear of Missing Out* (FoMO) has a positive and significant effect on purchasing decisions.

H4 : Product quality has an effect positive And significant to buying decision .

H5 : *Impulse buying* influential positive And significant influential on purchasing decisions .

H6 : *Impulse buying* mediates the relationship between *Fear of Missing Out* (FoMO) and purchasing decisions.

H7: *Impulse buying* mediates the relationship between product quality and purchasing decisions.
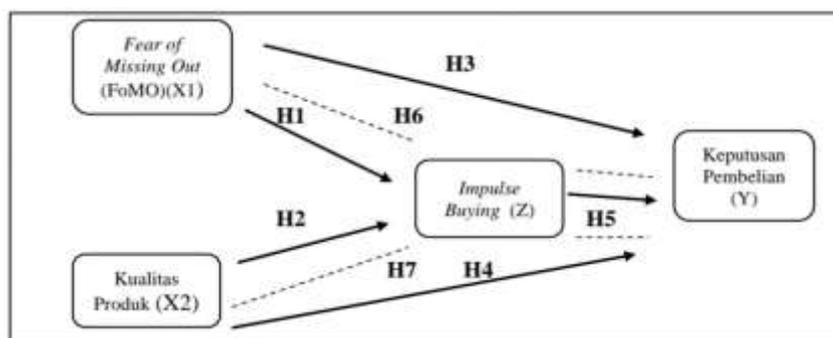
Picture 1: Model Study

METHOD STUDY

Study This use method quantitative with approach causal associative For test The influence *of Fear of Missing Out* (FoMO) and Product Quality on thrift clothing purchasing decisions through *impulse buying* among Generation Z in Palu City. The population in this study was Generation Z who had purchased or worn *thrift clothing* and were or lived in Palu City, Central Sulawesi. The sample determination used a *purposive sampling technique* . The sampling technique used refers to the formula of Hair, et.al. This formula is used because the population size is not yet known for certain, which suggests that the minimum sample size is 5-10 times the indicator variable (Fatma *et al.* , 2021) . In this study, the number of indicators is 28 indicators multiplied by 5 (28 x 5 = 140). So the number of samples to be studied is 140 respondents. The data collection technique used in this study was a questionnaire. According to Sugiyono (2023), a questionnaire is a data collection technique carried out by providing questions or statements to respondents to be answered by the respondents. In this study, the instrument trial was conducted using 30 respondents, namely generation Y or Millennial respondents (29-44 years old) who have similar characteristics to the population of this study. (Muin, 2023) stated that the instrument trial on the sample can be carried out with a total of 30 respondents. The instrument tests used in this study are validity tests, reliability tests. While the data analysis used *Partial Least Square* (PLS) Analysis. The analysis technique used in this study used the PLS technique which was carried out in two stages, namely: *Outer* model and *Inner* model .

RESULTS STUDY

Characteristics And Data Respondents

Table 1 . Characteristics Data Respondents

Ka category Questions	Answer Options	Amount Respondents	Percentage %
Type Sex	Woman	9 8	30 %
	Man	42	70 %
Total		1 40	100%
Age	1 3 – 17 Year	17	12 %
	18 –2 3 Year	85	61 %
	2 4-28 Year	38	27 %
Total		140	100%
Work	Students	81	58 %
	Private employees	28	20 %
	Housewife	9	6 %
	Self-employed	22	16 %
Total		1 40	100%
Purchase frequency in the last 1 month	Never	5	4%
	1 time	43	31%
	2-3 times	55	39%
	4-5 times	24	17%
	> 5 kali	13	9%
Total		140	100%
Where to buy	Thrifting market/center	43	31%
	Offline store	47	33%
	Online shop/marketplace	26	19%
	Social media	24	17%
Total		140	100%

Source: Data Primary (2025).
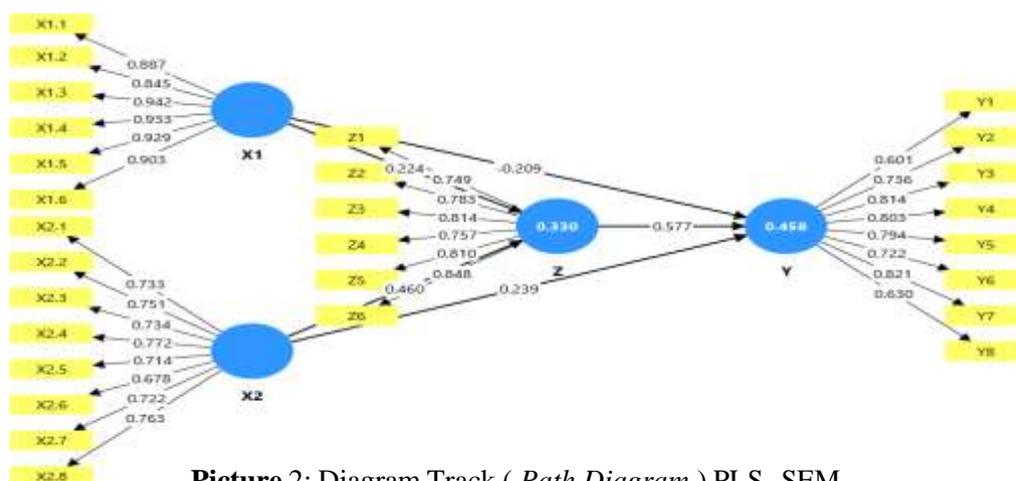
Picture 2: Diagram Track (*Path Diagram*) PLS- SEM

Outer Model

1) Validity Convergence

Table 2. Test Validity Convergence

X1 (FoMO)	X2 (Product Quality)	Y (Buying decision)	Z (*Impulse Buying*)
X1.1 (0.887)	X2.1 (0.733)	Y.1 (0.601)	Z.1 (0.749)
X1.2 (0.845)	X2.2 (0.751)	Y. 2 (0.736)	Z. 2 (0.783)
X1.3 (0.942)	X2.3 (0.734)	Y.3 (0.814)	Z. 3 (0.814)
X1.4 (0.933)	X2.4 (0.772)	Y.4 (0.8 03)	Z. 4 (0.757)
X1.5 (0.929)	X2.5 (0.714)	Y.5 (0.794)	Z. 5 (0, 810)
X1.6 (0.903)	X2.6 (0.678)	Y. 6 (0.722)	Z. 6 (0.848)
	X2.7 (0.722)	Y.7 (0.8 21)	
	X2.8 (0.763)	Y.8 (0.630)	

Based on table 2 above, it is known that all indicators in each variable have an *outer loading value* above 0.60. According to Chin & Wynne (1999) in (Rahadi, 2023) , indicators with an *outer loading value* ≥ 0.70 indicate good convergent validity, but values between 0.50–0.60 are still acceptable if the overall construct reliability still meets the criteria (*Composite Reliability* > 0.70 and AVE> 0.50). Thus, although there are several indicators with values below 0.70 such as X2.6 (0.678), Y. 1 (0.601), and Y. 8 (0.630), these indicators are maintained because they are still within acceptable tolerance limits and do not reduce the overall construct reliability.

2) *Discriminatory Validity*

Table 3. *Average Variance Extracted* (AVE)

Variables	*Average variance extracted (AVE)*
Fear of Missing Out (FoMO) (X1)	0.823
Product Quality (X2)	0.539
Purchase Decision (Y)	0.554
***Impulse Buying* (Z)**	0.631

Based on table 3 above, it shows that the AVE value for all constructs has a value of > 0,5.Based on this, *the discriminant validity* is categorized as good.

Table 4. *Fornell Larcker* Criteria

	Fear of Missing Out (FoMO) (X1)	**Product Quality (X2)**	**Purchase Decision (Y)**	*Impulse Buying* (Z)
***Fear of Missing Out (FoMO)* (X1)**	0.907			
Product Quality (X2)	0.329	0.734		
Purchase Decision (Y)	0.086	0.478	0.744	
***Impulse Buying* (Z)**	0.375	0.534	0.626	0.794

Based on Table 4 above, it shows that each statement indicator has the highest *loading factor value* on the latent construct tested on other latent constructs, meaning that each statement indicator is able to predict well by each latent construct, in other words, discriminant validity is valid. So it can be concluded from the results of tables 4.6 and 4.7 that all constructs meet the criteria of *discriminant validity*.

Table 5 . *Composite Reliability*

	Cronbach's alpha	*Composite reliability*
***Fear of Missing Out (FoMO)* (X1)**	0.957	0.965
Product Quality (X2)	0.878	0.903
Purchase Decision (Y)	0.882	0.908
***Impulse Buying* (Z)**	0.883	0.911

Based on Table 5 above, it can be seen that *the composite reliability* and *Cronbach's alpha values* for all research

variables are >0.7. These results indicate that each variable has met the requirements for *composite reliability* and *Cronbach's alpha* , thus concluding that all variables have a good level of reliability.

Inner Model

Table 6. R - *square* value

Variables	R-square
Impulse Buying **(Z)**	0.330
Purchase Decision (Y)	0.458

Based on the analysis results in Table 6 , the *R-Square* value for *the Impulse Buying variable* was 0.330 (33%) and for the Purchase Decision variable was 0.458 (45.8%). These values indicate that the research model has moderate explanatory power.

Table 7 . Path Coefficient Results

Hypothesis	*Original sample* (O)	*Sample mean* (M)	*Standard deviation* (STDEV)	*T statistics* (O/STDEV)	*P values*
FOMO (X1) -> *Impulse Buying* **(Z)**	0.224	0.222	0.0 62	3,594	0.0 00
FOMO (X1) -> Purchase Decision (Y)	- 0.2 09	- 0.22 1	0.0 90	2,314	0.0 21
Product Quality (X2) -> *Impulse Buying* **(Z)**	0. 460	0. 473	0.0 74	6,182	0.0 00
Product Quality (X2) -> Purchase Decision (Y)	0. 239	0. 254	0.0 99	2,414	0.0 16
Impulse Buying **(Z) -> Purchasing Decision (Y)**	0.577	0.566	0.118	4,897	0.000
FOMO (X1) -> *Impulse Buying* **(Z) -> Purchase Decision (Y)**	0.129	0.128	0.050	2,577	0.010
Product Quality (X2) -> *Impulse Buying* **(Z) -> Purchase Decision (Y)**	0.266	0.265	0.060	4,435	0.000

Based on the analysis results, *Fear of Missing Out* (FoMO) is proven to have a positive and significant effect on *impulse buying* , with an *original sample value of* 0.224, *t-statistic* 3.594 (>1.96), and *p-value* 0.000 (<0.05). Product quality also has a positive and significant effect on *impulse buying* , indicated by *the original sample* 0.460, *t-statistic* 6.182 (>1.96), and *p-value* 0.000 (<0.05). However, the effect of *FoMO* on purchasing decisions is negative but significant, with *an original sample of* -0.209, *t-statistic* 2.314 (>1.96), and *p-value* 0.021 (<0.05), which indicates that the higher FoMO actually decreases purchasing decisions. On the other hand, product quality has a positive and significant effect on purchasing decisions (*original sample* 0.239; *t-statistic* 2.414; *p-value* 0.016), and *impulse buying* also has a positive and significant effect on purchasing decisions with *an original sample of* 0.577, *t-statistic* 4.897, and *p-value* 0.000, which indicates that impulsive purchasing behavior encourages consumers to purchase *thrift clothing* . The analysis results also show that *impulse buying* plays a significant mediator. In Hypothesis 6, *impulse buying* mediates the relationship between *Fear of Missing Out* (*FoMO*) and purchasing decisions, with an *original sample value of* 0.129, *t-statistic* 2.577 (>1.96), and *p-value* 0.010 (<0.05), so that even though the direct influence of FoMO on purchasing decisions is negative, *the impulse buying drive* can change the direction of the influence to positive indirectly. In Hypothesis 7, *impulse buying* also significantly mediates the relationship between product quality and purchasing decisions, indicated by *an original sample of* 0.266, *t-statistic* 4.435 (>1.96), and *p-value* 0.000 (<0.05), which means that the higher the perception of product quality, the greater the tendency of consumers to make *impulse buying* , so that purchasing decisions increase.

DISCUSSION

Based on the results of the analysis using *Partial Least Square (PLS), the Fear of Missing Out* (*FoMO*) variable was proven to have a positive and significant effect on *impulse buying* in Generation Z in Palu City. This shows that the higher the level of FoMO felt by individuals, the greater their tendency to make impulsive purchases of *thrift clothing*. This phenomenon occurs because individuals who feel afraid of being left behind by trends or missing out on popular social experiences experience a psychological urge to act quickly, so that purchasing decisions are made spontaneously without rational consideration. This finding is in line with research by Abdika (2024), which found that FoMO triggers spontaneous purchasing behavior so that consumers immediately obtain products or experiences that are being widely discussed. Furthermore , product quality has been shown to have a positive and significant effect on *impulse buying* among Generation Z in Palu City, indicating that the higher consumers' perception of the quality of *thrift clothing* , the greater their tendency to make impulsive purchases without rational consideration. Although impulsive purchases are usually triggered by emotional impulses, product quality remains a crucial factor that strengthens these impulses. Consumers who assess good quality secondhand clothing in terms of material, unique design, and durability feel they are getting high value for money at an affordable price. so that the emotional urge to buy immediately arises because fear that the product will run out quickly or be difficult to find again. This finding aligns with research by Angela & Paramita (2020), which shows that product quality increases consumer trust and emotional satisfaction, thus encouraging impulse purchases.

Furthermore , *the Fear of Missing Out* (*FoMO) variable has a negative and significant effect on thrift* clothing purchasing decisions among Generation Z in Palu City . This finding indicates that purchasing decisions are more influenced by rational factors, such as affordable prices and product conditions, rather than the desire to follow trends. Although FoMO can drive initial interest or *impulse buying behavior* when finding unique or limited edition products, this drive is not strong enough to influence final purchasing decisions, because Generation Z tends to be careful and selective, placing economic and functional considerations as the main basis. This result is supported by Sabilah's (2025) research, which found that FoMO has a negative and significant effect on purchasing decisions, indicating that high FoMO can cause doubt or emotional stress in decision-making. Furthermore , Product Quality has a positive and significant influence on *thrift* clothing purchasing decisions among Generation Z in Palu City, indicating that the higher consumers' perceptions of product quality, the more likely they are to purchase. This finding confirms that in the context of secondhand clothing, Generation Z still considers quality aspects such as materials, durability, and design, so that purchasing decisions are not only driven by low prices, but also by the belief that the product will meet needs and provide satisfaction. These results are in line with research by Marcelina et al. (2023) and Cicilline & Handoyo (2025) which show a positive influence of product quality on fashion purchasing decisions .

Furthermore , *the Impulse Buying variable has a positive and significant effect on thrift* clothing purchasing decisions among Generation Z in Palu City. This finding confirms that spontaneous purchasing behavior among Generation Z often results in real decisions, especially when the product suits their taste or has a unique design. In the context of *thrift clothing* , impulsive drives are usually triggered by emotional factors, such as attraction to attractive models, fear of missing out on rare items, or the presence of attractive promotions, so consumers tend to buy without long evaluation. This result is in line with research by Junita Nst, Fitri, & Hrp (2025), which shows a positive influence of impulsive buying on purchasing decisions in students, which is triggered by impulse buying. strong emotions even though they are not planned. Next , it was found that *Impulse Buying* play a role as a significant mediator in connection between *Fear of Missing Out* (FoMO) and decisions purchase clothes *thrift* among Generation Z in Palu City. This show that influence FoMO to decision purchase No happen in a way directly , but rather through encouragement purchase impulsiveness that arises during the retrieval process decision consumers .

When Generation Z feels Afraid left behind trend consequence social media exposure or environment social , they pushed do purchase spontaneous . Impulse This Then develop become decision purchase real , so that FoMO create pressure psychological manifestations through behavior impulsive . Findings This in line with study Abdika (2024) and Soleha & Sagir (2024), which shows that consumers who experience FoMO tend do purchase spontaneous as form reaction fast to anxiety social and behavioral impulsive become the bridge that changed encouragement psychological become action real . With thus , it can concluded that *Impulse Buying* in a way significant mediate connection between FoMO and decisions purchase , confirm role important factor emotional in bridge pressure digital social and behavior consumption current Generation Z in Palu City. Furthermore , it was found that *Impulse Buying* significantly mediated the relationship between product quality and *thrift clothing purchasing decisions* among Generation Z in Palu City. This indicates that the influence of product quality on purchasing decisions is not only direct, but also occurs through the impulse buying urges that arise in consumers. Generation Z who assess used clothing as having good quality such as comfortable materials, attractive designs, and wearable condition tend to feel an emotional urge to immediately buy without further consideration. This spontaneous urge then drives the actual purchasing decision. This finding is in line with research by Lukiyana & Simadewa (2023) which confirms that high

quality perceptions trigger emotional satisfaction and a sudden desire to own a product, so that *Impulse Buying* becomes a bridge that transforms positive assessments of the product into actual purchasing actions.

Conclusion

Based on the findings, *Fear of Missing Out* (FoMO) and product quality play a significant role in shaping *thrift clothing purchasing behavior* among Generation Z in Palu City. FoMO positively influences *impulse buying* . Product quality also positively influences *impulse buying because the perception of thrift* clothing as still wearable, attractive, and high-value creates the impression of a rare opportunity. Furthermore, purchasing decisions are positively and significantly influenced by product quality and *impulse buying* , while FoMO has a direct negative effect on purchasing decisions. This indicates that although FoMO triggers the initial impulse, consumers still consider rational aspects in the final stage. *Impulse buying* acts as a mediator connecting the influence of FoMO and product quality on purchasing decisions. These findings confirm that Generation Z's consumption behavior is influenced by a combination of emotional and rational factors in the decision-making process.

Suggestion

Generation Z consumers are expected to be wiser in responding to the FoMO impulse by continuing to consider product quality before making a decision to purchase thrift clothing, while business actors are advised to prioritize product quality to increase consumer trust, and further research is expected to develop this research by adding variables or expanding the research object.

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