

The Role of Flash Sales and Joy of Missing Out (JOMO) in Shaping Impulsive Buying Behavior of E-Commerce Consumers in Cirebon City

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Abstract

Customers are now more exposed to time-based advertising tactics due to the rapid development of e-commerce and digital payment systems, which can exacerbate impulsive buying. This study uses the Stimulus-Response (S-R) theoretical framework to investigate how flash sales and the Joy of Missing Out (JOMO) influence impulsive buying among e-commerce customers in Cirebon City. While JOMO is an internal psychological stimulus that influences consumer reactions, flash sales are considered an external advertising stimulus. This study uses a quantitative methodology, collecting data through an online survey of 180 participants. The data was analyzed using Structural Equation Modeling with Partial Least Squares (SEMPLS). The results show that limited-time promotions increase emotional arousal and purchase urgency, as flash sales have a beneficial and significant impact on impulsive purchases. Conversely, impulsive purchase is negatively impacted by JOMO (Joy of Missing Out), suggesting that increased psychological awareness and self-control reduce the propensity for impulsive purchasing. Concurrently, impulsive purchasing is strongly influenced by flash sales and JOMO, underscoring the interaction between internal psychological control and external advertising pressure. The significance of digital marketing strategies that consider both customer psychological control and promotion intensity. In the context of a cashless digital economy, this study advances the use of stimulus-response theory to explain impulsive purchasing behavior.

INTRODUCTION

Advances in digital technology have influenced the consumption patterns of the general public, including in Indonesia. The development of internet access has facilitated a shift from traditional payment methods to digital transactions through e-commerce platforms. Based on Central Statistics Agency (2023), 73.09% of households in Cirebon have internet access and actively use digital platforms, including e-commerce. This situation shows that digital consumption has become part of people's lifestyles, especially among the younger generation who are more open to digital marketing and trends. When it comes to contemporary marketing, e-commerce not only functions as a distribution channel but also as a strategic medium for fostering customer loyalty and emotional stability. Therefore, the city of Cirebon is considered a relevant and strategic location for studying digital consumer behavior.

Along with these developments, understanding how digital marketing strategies influence consumer purchasing decisions from a psychological perspective has become increasingly important. One common strategy used in e-commerce is flash sales, which are short-term promotions aimed at creating a feeling of enthusiasm and urgency (Rachmania et

al., 2025). This strategy is effective in increasing spending and transaction volume, but in other situations, it can lead to impulsive purchases due to a fear of missing out or FOMO (Ghaniyah, 2024).

Interestingly, in the ever-evolving digital world, a new paradigm known as “Joy of Missing Out (JOMO)” has emerged, which highlights people's ability to enjoy moments without the need to constantly participate in risky social activities (Arfan Maulana Hafizh et al., 2024). According to Eitan & Gazit (2024), JOMO has a positive impact on an individual's psychological health because it helps reduce the negative effects of social media. From a consumer perspective, JOMO also encourages more conscious and controlled consumption (Lu & Sinha, 2024). Therefore, it is essential to comprehend the connection between flash sales, JOMO, and impulsive buying tactics in order to comprehend Indonesian digital customers' behavior, particularly in the city of Cirebon.

In light of this, the purpose of this research is to examine the effects of flash sale and joy of missing out (JOMO) strategies on impulsive buying on Indonesian e-commerce platforms. The focus of this study is important because flash sales create external stimuli that increase consumer urgency, while JOMO emphasizes internal factors such as self-esteem and emotional intelligence during the purchasing process. By linking these two variables, it is believed that this study will offer a thorough understanding of the interaction between internal psychological factors and urgent marketing strategies in creating impulsive purchases. This study is unique because it combines internal elements like JOMO and external elements like flash sale tactics into a single conceptual model. Theoretically, this study aims to analyze digital sales management by integrating three main aspects: a) promotional strategies (flash sales), b) psychological factors (JOMO), and c) consumer behavior (impulsive buying), all of which are studied simultaneously. Previously, many studies focused more on impulsive buying promotions without considering internal psychological factors such as JOMO. By focusing on the impact of flash sales and JOMO on impulsive purchasing, the combination of memorable external factors and reflective internal factors becomes a topic of research worth exploring.

This study is unique because it combines internal elements like JOMO and external elements like flash sale tactics into a single conceptual model. Theoretically, this study aims to analyze digital sales management by integrating three main aspects: a) promotional strategies (flash sales), b) psychological factors (JOMO), and c) consumer behavior (impulsive buying), all of which are studied simultaneously (Adis Rizki Pratama et al., 2025). Previously, many studies focused more on impulsive buying promotions without considering internal psychological factors such as JOMO.

By focusing on the impact of flash sales and JOMO on impulsive purchasing, the combination of memorable external factors and reflective internal factors becomes a topic of research worth exploring. Customers are prompted to make impulsive purchases due to the impression of urgency and scarcity created by flash sale (Azhari Utami & Thaib, 2025). Conversely, JOMO aims to increase individual awareness of digital technology so that purchasing decisions are not only influenced by promotions but also by consumers' ability to manage their emotions. This situation shows that there is a need for new research in the study of digital consumer behavior.

Therefore, it is hoped that this study can make a significant theoretical and practical contribution through the integration of external factors such as flash sales and internal factors

such as JOMO. According to the findings of Salsabila et al. (2025), the use of time in digital marketing encourages impulsive purchases through consumer utility and hedonistic motivation. It is hoped that the findings of this study can help digital business owners develop effective, timely, and sustainable marketing strategies, especially in local contexts such as Cirebon, where digital consumption is an important aspect of people's daily lives, especially for the younger generation.

This study uses Stimulus-Response (S-R) theory to explain impulsive buying in the context of e-commerce. According to S-R theory, individual reactions are natural responses to many stimuli, both external and internal. In digital consumption, purchasing behavior does not always involve a fully rational and deliberate cognitive evaluation, but is often driven by dominant stimuli that shape consumers' spontaneous reactions.

In this study, flash sales and Joy of Missing Out (JOMO) are considered stimuli, while impulsive buying is considered a consumer reaction. Flash sales are used as external stimuli generated from time-based promotional strategies and efforts that create emotional responses and a sense of urgency in the purchasing decision-making process. On the other hand, JOMO is understood as an internal stimulus that originates from an individual's psychological state, such as their level of self-esteem, emotional state, and attitude toward digital technology, which ultimately influences how consumers respond to promotional stimuli.

Therefore, the application of S-R theory in this study shows that impulsive buying arises as a direct result of the interaction between external stimuli (flash sales) and internal stimuli (JOMO), without considering JOMO as a mediating variable. As the number of promotional stimuli received increases and internal stimuli decrease, impulsive buying becomes more intense. This is consistent with the study's goal, which is to examine how flash sales and JOMO affect consumers' impulsive purchases.

FLASH SALE

A flash sale is a promotional strategy that offers products at discounted prices for a short period of time in an effort to increase consumer demand and urgency. This method is included in time-based pricing strategies, where the duration of the promotion is used to increase consumer emotions so that purchases can be made quickly (Suvin V Suvarna & Dr Anupama K Malagi, 2025). Flash sales are one of the most popular marketing strategies in Indonesian e-commerce because they can increase transaction volume in a short period of time.

In this case, the effectiveness of flash sales in promoting consumer behavior is greatly influenced by consumer perceptions of scarcity. Time scarcity and product quantity scarcity increase consumer psychology, making the decision-making process more emotional and less rational (Zamfir, 2024). This condition is reinforced by the findings of Jacobs. (2023), which show that consumers are encouraged to pay more attention to short-term use rather than assessing current needs.

However, the impact of flash sales on impulsive buying is not always consistent. According to Ramadhan & Wardi. (2025), frequent flash sales or those without variation can reduce customers' positive emotional responses. When consumers begin to like promotional items, the urgency and exclusivity that make flash sales so appealing tend to decline, thereby reducing their effectiveness in encouraging impulsive buying. Therefore, conceptually, flash sales can be understood as external stimuli that influence consumer behavior through increased

product perception, time management, and emotional pressure.

Joy of Missing Out (JOMO)

As the intensity of digital advertising and social strategies in the e-commerce industry increases, a psychological phenomenon called Joy of Missing Out (JOMO) has developed. When people choose not to engage in digitally driven activities that can cause pressure or emotional reactions, such as aggressive and time-sensitive promotions, they can maintain emotional comfort (JOMO) (Ulyanova & Tsymbal, 2025). This trend has emerged as a reaction to the prevalence of FOMO in digital consumption, where consumers are often pressured to make quick decisions based on urgency rather than actual need.

In this context, greater self-awareness and emotional regulation in consumption behavior are reflected in JOMO. According to Caesarina et al. (2023), those with high JOMO tend to make more logical purchasing decisions and are less motivated by momentary emotional satisfaction. Customers with strong JOMO characteristics are typically less susceptible to promotional pressure in digital marketing environments because they prioritize long-term value and current needs over the immediate satisfaction generated by promotional stimuli.

It has also been determined that JOMO is a psychological mechanism that enhances digital well-being. According to Kantar et al. (2025), JOMO promotes emotional control and wise decision-making, which helps people reduce the adverse effects of excessive social media exposure on consumption behavior. Customers are better able to resist impulsive reactions to strong digital promotions, such as flash deals, because of this mechanism. However, Khalid (2026) show that in some situations, excessive levels of JOMO can lead to compensatory spending patterns. However, this effect is temporary and does not reflect the dominant influence of JOMO on customer behavior.

Therefore, JOMO is directly related to self-awareness, introspection, and emotional awareness during the purchasing process in the context of digital marketing (Zhong, 2023). Consumers with higher JOMO are better able to assess promotional stimuli objectively, which reduces the impact of urgency-based tactics such as flash deals. JOMO is positioned as an internal stimulus that reduces impulsive reactions to external advertising stimuli, ultimately resulting in more orderly and logical purchasing behavior, in line with the Stimulus-Response (S-R) framework used in this study.

Impulsive Buying

According to Hamza & Elsantil (2023), impulsive buying is defined as spontaneous purchases made without prior planning or consideration. This is usually caused by strong emotional reactions to external factors such as promotions, discounts, or attractive product displays. In the context of e-commerce, this risk increases digital payment strategies based on the urgency of ease of transaction and minimal psychological challenges in digital payment systems (Ghaith et al., 2024).

Impulsive buying is influenced not only by situational factors but also by internal factors such as stress, self-control, and product perception (Hanifah et al., 2024). The interaction between external stimuli and related internal psychological states results in rapid and frequent evaluations of rational needs.

Thus, impulsive buying can be understood as a reaction to external stimuli such as flash sales, which are then influenced by internal stimuli, such as consumer psychology, for example

JOMO. Unlike rational considerations, purchasing decisions are more influenced by emotions when promotional techniques are combined with emotional control. Conversely, high levels of JOMO have the potential to reinforce impulsive responses in a competitive e-commerce environment.

The Relationship between Flash Sales (X1) and Impulsive Buying (Y)

Flash sales are used in digital marketing to create strong stimuli through time constraints and price adjustments. These stimuli encourage consumers to make spontaneous purchases by stimulating their sense of urgency and emotional tendencies. According to Rachmania et al., (2025), flash sales significantly increase impulsive buying because consumers are tempted to make purchases without careful consideration. This is in line with Suvin V Suvarna & Dr Anupama K Malagi (2025), who state that time-limited promotions trigger quick and unplanned emotional responses.

According to the Stimulus-Response theory, the more often consumers are exposed to flash sales, the more likely they are to make impulsive purchases.

H1: Flash Sales (X1) have a positive effect on Impulsive Buying (Y) among e-commerce users in Cirebon City.

The Relationship between Joy of Missing Out (JOMO) (X2) and Impulsive Buying (Y)

Unlike external flash sales, JOMO is an internal stimulant that influences how consumers respond to digital promotional tactics. JOMO increases an individual's ability to fulfill their own needs without the burden of constant consumption. According to Amelisastris et al., (2024), people with high JOMO levels have better self-control and tend not to act impulsively. According to Indra Cahaya Tresna (2025), there is a negative correlation between JOMO and impulsive buying because consumers are more likely to make rational purchases than emotional ones.

From the SR perspective, JOMO functions as an internal stimulus that inhibits impulsive responses to promotional stimuli.

H2: Joy of Missing Out (JOMO) (X2) has a negative effect on Impulsive Buying (Y) among e-commerce users in Cirebon City.

The Relationship between Flash Sales (X1) and JOMO (X2) on Impulsive Buying (Y)

The interaction between flash sales and JOMO allows external and internal stimuli to influence consumer behavior. Flash sales are known as stimuli that encourage impulsive buying, while JOMO functions as an internal stimulus that can trigger such reactions. According to Latief et al., (2024), consumer digital behavior is influenced by the conflict between promotional strategies and self-interest. According to Che's research (2024), psychological factors can also reduce the negative influence of aggressive promotions on impulsive behavior.

Therefore, impulsive buying arises as a result of psychological interactions and consumer promotions in the e-commerce environment.

H3: Flash Sale (X1) and Joy of Missing Out (JOMO) (X2) simultaneously influence Impulsive Buying (Y) among e-commerce users in Cirebon City.

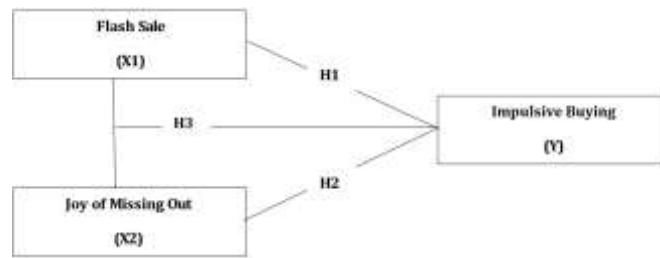


Figure 1. Conceptual Framework

METHODS

In order to objectively and thoroughly examine the link and influence of variables, this study used a quantitative method using an associative causal research design. The quantitative approach was chosen because this study focuses on testing hypotheses based on numerical data to produce empirical and unbiased results. As explained by Wahyuni & Vania (2023), the independent variables Flash Sale and Joy of Missing Out (JOMO) have an impact on the dependent variable Impulsive Buying, both in parallel and simultaneously.

The research data came from 180 e-commerce users living in the city of Cirebon and were chosen using purposive sampling methods in accordance with the requirements that they be at least 17 years old, have prior online buying experience, and use digital payments. Primary data were collected through a simple survey using Google Forms. The variables were measured using a 5-point Likert scale, where 1 indicates strongly disagree and 5 indicates strongly agree. With the use of SmartPLS 4.0 software, Structural Equation Model-Partial Least Square (SEM-PLS) was used to analyze the data. The SEM-PLS method was chosen because it can analyze complex causal relationships without using normal data distribution and is suitable for prediction models with a relatively moderate sample size (Hair Jr et al., 2021). The research was conducted from January to February 2026 in the city of Cirebon.

RESULT AND DISCUSSION

This section presents the results of data analysis obtained from 180 e-commerce users in Cirebon City. The discussion is conducted using respondent characteristics intended to provide an overview of the demographic profile of the research participants. To understand the context of impulsive buying in the e-commerce environment, respondent characteristics include status, age, and gender. It is hoped that the collection of data on these respondent characteristics will improve the interpretation of the subsequent analysis results regarding the relationship between the variables studied. Details of the respondent demographics are presented in Table 1.

Table 1: Respondent Demographics

Category	Possible Answer	F	%
Gender	Women	95	51,8%
	Men	85	48,2%
Age	17-20 Years Old	20	14,6%
	21-25 Years Old	110	55,0%
	26-35 Years Old	50	30,4%
Status	Student	9	4,9%
	College Students	92	51,1%

Worker	79	44,0%
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With roughly 95 responses (51.8%), it is evident from the characteristics of the respondents that women made up the majority of the study's respondents, compared to approximately 85 respondents (48.2%). The dominance of female respondents can be understood because women tend to have a higher level of engagement in risky activities, especially on e-commerce platforms that offer various promotions such as flash sales. In addition, women are generally more receptive to discounts, product variety, and the convenience of digital transactions, so they are more involved in participating in surveys related to online consumption. When it came to age, the majority of responders were between the ages of 21 and 25, or around 110 people (55.0%), followed by the 26-35 age range, or around 50 people (30.4%), and the 17-20 age range, or around 20 people (14.6%). The dominance of the 21–25 age group shows that this study is highly dependent on the younger generation who are in their productive phase, are tech-savvy, and use e-commerce and digital payment methods on a daily basis.

Based on the status of respondents, the student group was dominated by 92 individuals (51.1%), followed by 79 individuals (44.0%) who were working, and 9 individuals (4.9%) who were studying. The number of student respondents with the dominant age characteristic in this study was 21–25 years old, and they were often still in higher education. Students are known as a group that actively uses digital platforms, is sensitive to price promotions, and has the ability to try various e-commerce features, such as flash sales. Conversely, respondents with employment status also showed a very large proportion, which allowed for an increase in the number of impulsive purchases made by those who have their own income and use e-commerce as a practical and efficient way to make purchases. Thus, the composition of responses in this study is considered relevant and representative to describe impulsive purchases made by ecommerce users in Cirebon.

Measurement Model

The measurement model was evaluated to ensure that each indicator could accurately and reliably represent the latent construct. Testing was conducted using SEM-PLS analysis of outer loading, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. When an indicator has a minimum outer loading of 0.70, it is said to have convergent validity, while a construct is said to be valid when the AVE is less than 0.50. In addition, construct reliability is considered good if the Cronbach's Alpha and Composite Reliability values are greater than 0.70 (Hair Jr et al., 2021).

Based on the analysis results presented in the table, all indicators for the Flash Sale, Joy of Missing Out (JOMO), and Impulsive Buying variables show a minimum outer loading of 0.70, indicating that each indicator has a significant contribution to the overall construct. The AVE values for the Flash Sale (0.749), JOMO (0.767), and Impulsive Buying (0.764) variables are all above the minimum value set. These three variables also have Cronbach's Alpha and Composite Reliability values above 0.90, which suggests a high degree of internal consistency and dependability. Therefore, it can be said that every construct employed in this study has satisfied the validity and reliability requirements, allowing it to be used for the next stage of structural model analysis and hypothesis testing. According to Table 2.

Table 2: Measurement Model

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
	X1.1	0,858	0,749	0,932	0,933
	X1.2	0,914			
Flash Sale	X1.3	0,889			
	X1.4	0,854			
	X1.5	0,835			
	X1.6	0,893			
	X2.1	0,857			
	X2.2	0,879			
JOMO	X2.3	0,886	0,767	0,939	0,940
	X2.4	0,896			
	X2.5	0,876			
	X2.6	0,862			
	Y1	0,874			
	Y2	0,888			
Impulsive	Y3	0,909	0,764	0,938	0,940
Buying	Y4	0,798			
	Y5	0,874			
	Y6	0,843			

Table 3: R Square and Adjusted R Square Output

Model	R Square	Adjusted R Square
Impulsive Buying	0,751	0,748

An R Square value of 0.751 indicates that the variables Flash Sale and Joy of Missing Out (JOMO) can simultaneously explain 75.1% of the variation in impulsive purchases among e-commerce users in Cirebon. This shows that the combination of promotional stimuli, such as flash sales, and the psychological condition of consumers in JOMO plays a significant role in creating impulsive purchases. Conversely, 24.9% of the variation in impulsive buying is influenced by factors outside the research model, such as individual characteristics, personal preferences, or other situational factors that were not studied. The Adjusted R Square value of 0.748, which is slightly lower than the R Square value, indicates that the model is stable when compared to the number of independent variables and sample size, and does not experience overfitting. As a result, the structural model used in this study has a high level of clarity and is useful for analyzing the causal relationship between Flash Sales, JOMO, and Impulsive Purchases. In this study, F Square can be seen in Table 4.

Table 4: F² Square Output

Variable	Purchase Intention
JOMO	0,020
Impulsive Buying	0,549

The contribution of each independent variable to the dependent variable, impulsive buying, is evaluated using the f^2 value, which is based on the findings of the effect size (f^2) test

in the structural model. According to Hair et al. (2017), a modest influence is indicated by a f^2 value of 0.02, a moderate effect by 0.15, and a big effect by 0.35. The test results show that the Flash Sale variable has an f^2 value in the large effect category, indicating that flash sales make a dominant contribution in explaining changes in Impulsive Buying behavior among e-commerce users in Cirebon City. This finding confirms that urgency-based and limited-time discount promotion strategies can trigger consumers' emotional impulses, thereby encouraging spontaneous purchases. Meanwhile, the Joy of Missing Out (JOMO) variable has an f^2 value in the small effect category, indicating that JOMO still plays a role in influencing Impulsive Buying, but its contribution is relatively weaker than that of flash sales. This indicates that although consumers' self-awareness and emotional control can suppress impulsive behavior, the influence of external promotional stimuli is still more dominant in shaping impulsive purchasing decisions in the e-commerce environment.

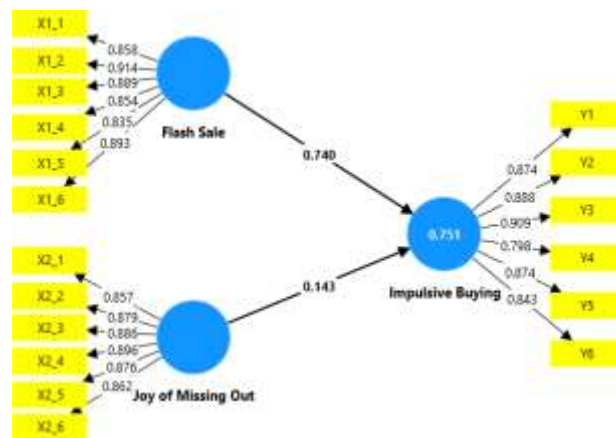


Figure 2. Path Analysis Output

Table 5: Summary of Hypothesis Testing

Hypothesis	Variable Independent	Path Analysis	t value	p value
H1	Flash Sale – Impulsive Buying	0,107	6,932	0,000
H2	Joy of Missing Out – Impulsive Buying	0,112	1,274	0,203
H3	Flash Sale – Joy of Missing Out – Impulsive Buying	0,751	-	-

Data: Processed, 2026

The association between the Flash Sale and Joy of Missing Out (JOMO) factors and Impulsive Buying was investigated based on the findings of the structural model analysis. The path coefficient supports the first hypothesis (H1) by demonstrating that Flash Sales have a positive and significant impact on Impulsive Buying, with a statistic of 6.932, a p-value of 0.000, and a path coefficient of 0.107. On the other hand, Joy of Missing Out has a t-statistic of 1.274, a p-value of 0.203, and a path coefficient of roughly 0.112. This indicates that the effect of JOMO on Impulsive Buying is not significant, thus rejecting the second hypothesis (H2). Furthermore, the simultaneous analysis results show that Flash Sale and Joy of Missing Out can jointly explain the variation in Impulsive Buying with an R Square value of 0.751, indicating that approximately 75.1% of the change in impulsive buying can be explained by these two variables, while also being influenced by other factors outside the research model. Based on this, the third hypothesis (H3) is proposed, which states that flash sale promotion strategies and consumer psychological factors are very important in encouraging impulsive

buying, even though flash sales have a dominant influence.

The first hypothesis is supported by the findings of the analysis, which show that flash sales significantly and positively influence impulse purchases. These results indicate that time based marketing tactics are successful in encouraging impulse purchases among e-commerce consumers in Cirebon. Flash sales function as an external stimulus that triggers emotional excitement and urgency, resulting in spontaneous responses in the form of unexpected purchases, in line with the Stimulus-Response (S-R) hypothesis. These results are consistent with research by Suvin V Suvarna & Dr Anupama K Malagi (2025), which states that limited-time special offers strengthen customers' emotional responses and increase the likelihood of impulsive purchases.

In addition, these findings show that JOMO negatively affects impulsive buying, but the effect is not statistically significant, so H2 is rejected. This inverse relationship indicates that when reacting to digital marketing cues, people with higher JOMO tend to exhibit greater self-control, mindfulness, and awareness. JOMO is an internal psychological stimulus that reduces impulsive reactions to external promotional pressures, according to the S-R framework. Because they are more likely to evaluate purchases logically rather than emotionally, consumers with high JOMO are less susceptible to flash sales. Sa'id & Cessia Sukma Dewi (2022), who linked JOMO to higher levels of self-awareness and more prudent consumption, and Alemdar et al. (2025), who showed that people with superior digital skills tend to make fewer impulsive and emotionally motivated purchases, both support these findings.

The third hypothesis is supported by the findings of simultaneous analysis, which shows that JOMO and flash sales simultaneously and significantly influence impulsive buying. By demonstrating that the interaction between internal psychological factors and external promotional cues shapes impulsive buying behavior, this conclusion clearly fulfills the research objective. While JOMO functions as a psychological control mechanism that moderates consumers' impulsive tendencies, flash sales increase emotional desire and enthusiasm for purchasing. This exchange confirms Walia's (2024) opinion that the conflict between selfinterest and marketing pressure shapes digital consumer behavior and emphasizes the importance of psychological self-regulation in dealing with aggressive digital promotions. Furthermore, Parsad et al. (2021) emphasize that aggressive advertising methods may be less successful in encouraging impulsive consumption due to internal psychological considerations.

Overall, the results of this study indicate that impulsive purchasing among e-commerce users is greatly influenced by an individual's ability to control and regulate their psychological reactions, in addition to motivations that stem solely from advertising stimuli. By combining internal and external inputs without using JOMO as a mediating variable, this enhances the application of stimulus-response theory in describing digital consumer behavior. Consequently, this study offers empirical evidence that, in a cashless e-commerce environment, internal self-regulation mechanisms such as JOMO are crucial in reducing excessive impulsive behavior, even when flash sale promotions exacerbate impulsive purchasing tendencies.

CONCLUSION

The purpose of this study is to examine how flash sales and Joy of Missing Out (JOMO) influence impulsive purchases made by e-commerce customers in Cirebon City. This study concludes that flash sales significantly and positively influence impulsive buying based on the

results of data analysis. This study shows that time-based marketing tactics are successful in generating a sense of urgency and emotional excitement that motivates customers to make impulsive purchases. On the other hand, impulsive buying was found to be negatively and tended to influence by Joy of Missing Out (JOMO). These findings imply that even amid aggressive promotional cues, consumers with higher levels of self-control, emotional awareness, and attention to digital consumption are better able to resist impulsive purchasing behavior. JOMO functions as an internal psychological stimulus that reduces impulsive reactions to external promotional pressures within the Stimulus-Response (S-R) paradigm. Additionally, simultaneous research shows that JOMO and flash sales work together to encourage impulsive purchases. This study shows that the interaction between internal psychological factors and external marketing cues shapes impulsive purchases in e-commerce. JOMO functions as a psychological control system that moderates impulsive behavior, while flash sales reinforce emotional purchasing tendencies. These findings support the use of stimulus-response theory to describe consumer behavior in the era of digital and cashless societies, especially in terms of e-commerce promotions. Despite its contributions, this study has a number of limitations that need to be considered. First, because this study only observed e-commerce consumers in the city of Cirebon, its conclusions may not apply to other regions with different socio-cultural and economic characteristics. Second, subjectivity bias related to respondents' perceptions and self-reported actions may arise due to the use of self-administered surveys. Third, this study only observed flash sales and JOMO as independent variables; the research model did not take into account other possible aspects such as financial literacy, hedonistic purchase incentives, the influence of social media, or individual financial circumstances.

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