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Decoding Fear of Missing Out in Social Commerce: A Novel Integration of TAM and TRA for Online Purchasing Behavior

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Abstract. This study investigated the determinants of online purchasing intention under the psychological influence of Fear of Missing Out (FoMO) by integrating the Technology Acceptance Model (TAM) and the Theory of Reasoned Action (TRA). The research aimed to address gaps in existing frameworks by replacing TRA's Subjective Norms with Imitating Others (IMO) to better capture mimicry behaviors prevalent in social commerce. Data were collected from 327 Generation Z consumers using a structured questionnaire, and the proposed model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings revealed that Perceived Usefulness (PU) and Perceived Ease of Use (PEU) significantly influenced Attitude (ATP), which, in turn, impacted Online Purchasing Intention (OPI). FoMO was shown to have a strong influence on Imitating Others, which also mediated the relationship between FoMO and OPI. The results confirmed the validity of the integrated TAM-TRA framework in explaining online purchasing behaviors under FoMO pressure. This study contributes to the theoretical understanding of social commerce and provides actionable insights for marketers to design FoMO-induced strategies that enhance consumer engagement.

Keywords: Fear of Missing Out (FoMO); Online Purchasing Intention; Technology Acceptance Model (TAM); Theory of Reasoned Action (TRA); Social Commerce.

1. Introduction

The exponential rise of e-commerce has profoundly reshaped consumer behaviors, embedding online purchasing as a dominant mode of consumption across the globe. This transformation is particularly pronounced within Generation Z, a demographic characterized by high digital literacy, frequent social media usage, and an inclination toward technology-mediated consumption (Khoa & Huynh, 2025; Syamsudin *et al.*, 2025). As digitized shopping experiences evolve, social commerce—a hybrid of e-commerce and social networking—has emerged as a critical channel for consumer engagement (Khanh *et al.*, 2025; Sarker *et al.*, 2025). Within this dynamic landscape, Fear of Missing Out (FoMO) has gained traction as a pivotal psychological construct influencing consumer behavior. Defined as the anxiety stemming from the perception of being excluded from rewarding experiences (Phuong *et al.*, 2025; Przybylski *et al.*, 2013), FoMO is particularly potent in social commerce settings where peer influence and social validation significantly shape purchasing decisions.

Marketers have increasingly leveraged FoMO-driven strategies, such as limited-time offers, trending product highlights, and real-time purchase notifications, to stimulate consumer urgency and engagement (Nurmalasari *et al.*, 2024). These approaches align with Generation Z's behavioral tendencies, as this cohort frequently seeks social validation through consumption behaviors (Priporas *et al.*, 2024). However, while FoMO holds immense potential for driving online purchasing intention, it also introduces complexities, as consumers are prompted to make decisions under heightened psychological pressure. This underscores the need for a deeper understanding of how FoMO interacts with technological, psychological, and social factors to shape consumer decision-making.

The Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA) have been widely utilized to examine consumer behavior in digital environments. TAM posits that Perceived Usefulness (PU) and Perceived Ease of Use (PEU) influence consumers' Attitudes (ATP) toward technology adoption, which subsequently impacts behavioral intentions (Davis, 1989; Khoa & Huynh, 2024). TRA emphasizes the role of Attitude and Subjective Norms (SN) in shaping behavioral intentions, with Subjective Norms reflecting perceived social pressure to engage in a behavior (Fishbein & Ajzen, 1977). Despite their robust explanatory power, these models have limitations when applied to socially embedded commerce settings. Specifically, TRA's Subjective Norms fail to account for the observational learning and mimicry behaviors prevalent in social commerce, particularly under FoMO pressures (Dat *et al.*, 2025; Rahmawati & Raharja, 2024). Similarly, TAM's focus on utilitarian and technological factors often overlooks the emotional and social dimensions of consumer decision-making in FoMO-induced contexts.

In light of these limitations, integrating FoMO into the TAM-TRA framework offers a promising approach for advancing the understanding of online purchasing intention. By replacing TRA's Subjective Norms with Imitating Others (IMO)—a construct that captures peer-influenced mimicry—and examining the interplay between FoMO, PU, PEU, ATP, and IMO, this study aims to address the gaps in existing models and provide a comprehensive perspective on online purchasing under FoMO pressure.

Extensive research has explored the determinants of online purchasing intention through the lenses of TAM and TRA. TAM identifies Perceived Usefulness and Perceived Ease of Use as critical antecedents of Attitude, which, in turn, influences behavioral intentions. Several studies have validated TAM in the context of e-commerce, highlighting the importance of usability and functional benefits in shaping consumer attitudes (Kumar *et al.*, 2023; Meilatinova, 2021). However, TAM's emphasis on technological factors often neglects the psychological constructs that influence consumer behavior in socially embedded commerce settings.

TRA underscores the role of social influence, conceptualized as Subjective Norms, in shaping behavioral intentions (Fishbein & Ajzen, 1975). While SN adequately captures normative pressures, it fails to account for the observational learning and mimicry behaviors that characterize online

purchasing in social commerce (Chen *et al.*, 2021; Tran & Khoa, 2025). Recent studies have proposed replacing SN with Imitating Others to reflect the influence of peer behavior on consumer decision-making (Rahmawati & Raharja, 2024). IMO is particularly relevant in FoMO-induced contexts, where consumers are driven to emulate others' purchasing behaviors to avoid missing out on trending products or experiences (Gupta & Shrivastava, 2022).

FoMO, as a psychological construct, has been extensively studied in social commerce settings. Przybylski *et al.* (2013) identified FoMO as a significant driver of anxiety and urgency in decision-making, while Kang *et al.* (2018) demonstrated its role in amplifying mimicry behaviors. Recent research has highlighted the interplay between FoMO and social influence, showing that FoMO-induced anxiety enhances consumers' susceptibility to peer behaviors and social validation (. Despite these advancements, the integration of FoMO into established behavioral models like TAM and TRA remains underexplored, presenting a critical gap in the literature. The primary objective of this study is to address the above research gaps by integrating FoMO into the TAM-TRA framework to develop a comprehensive model of online purchasing intention. By addressing this objective, the study seeks to advance theoretical understanding and provide practical insights for marketers and platform developers aiming to optimize online purchasing experiences under FoMO pressure.

This paper is structured as follows: Section 2 reviews the relevant literature and develops the research hypotheses. Section 3 outlines the research methodology, including sampling, data collection, and measurement scales. Section 4 presents the results of the measurement and structural model analyses. Section 5 discusses the findings, contributions, and limitations of the study. Finally, Section 6 concludes with implications for theory and practice, as well as recommendations for future research.

2. Literature review

2.1. Theoretical framework

The Technology Acceptance Model and Theory of Reasoned Action are prominent frameworks in understanding consumer behavior, particularly in technology adoption and online purchasing contexts. TAM, developed by Davis (1989), posits that two primary factors—Perceived Usefulness and Perceived Ease of Use—shape an individual's Attitude toward adopting a technology, which subsequently determines Behavioral Intention (BI) and actual usage behavior. Perceived Usefulness refers to the degree to which individuals believe that using a system enhances their performance, whereas Perceived Ease of Use reflects the effort expected to operate the system (Venkatesh *et al.*, 2003). The simplicity and predictive power of TAM have made it a foundational model in studying online purchasing intentions.

The Theory of Reasoned Action, proposed by Fishbein and Ajzen (1977), emphasizes the role of Attitude and Subjective Norms as key determinants of Behavioral Intention. Attitude reflects an individual's positive or negative evaluation of the behavior, while Subjective Norms represent perceived social pressure to perform or avoid a behavior. TRA's inclusion of social influence aligns well with the dynamics of online purchasing, where peer recommendations, opinions, and trends significantly impact decision-making (Gunawan *et al.*, 2023).

In this study, Subjective Norms in TRA are replaced with Imitating Others, reflecting the observational learning and mimicry behaviors prevalent in online purchasing, particularly under Fear of Missing Out pressures. This modification aligns with research suggesting that Imitating Others often mediates the relationship between FoMO and purchasing behaviors (Rahmawati & Raharja, 2024; Gupta & Shrivastava, 2022). At the same time, TAM's Attitude is posited to be influenced by Perceived Usefulness and Perceived Ease of Use, consistent with prior studies (Meilatinova, 2021). Integrating FoMO into this framework offers deeper insights into the psychological and social dynamics driving online purchasing intentions. Hence, this study proposed the research framework as Figure 1.

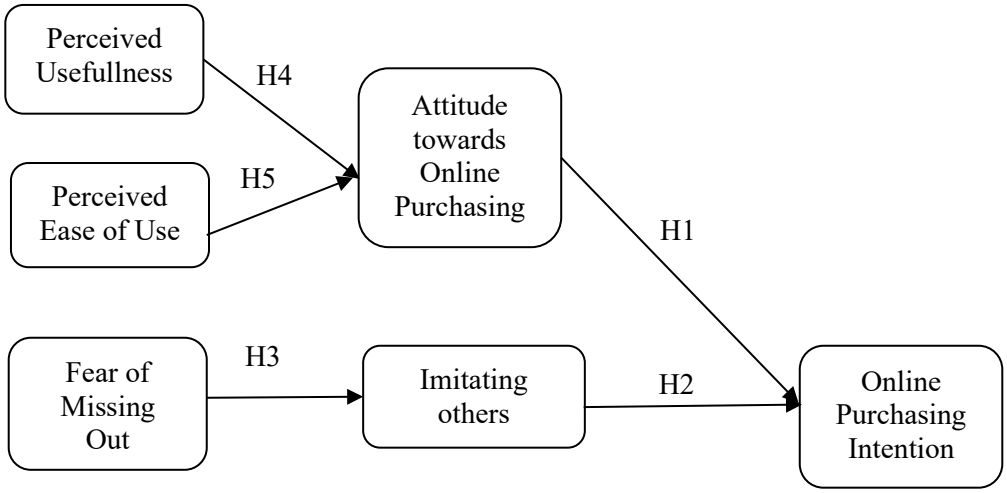

Fig.1: Research Framework

2.2. Hypotheses development

The influence of Attitude (ATT) on Online Purchasing Intention (OPI) has been well-documented in consumer behavior literature. Attitude reflects an individual's evaluative disposition toward online purchasing, which integrates cognitive and affective dimensions (Venkatesh et al., 2003). Research has consistently demonstrated that a positive attitude enhances consumers' tendency to engage in online transactions. For instance, Meilatinova (2021) found that Attitude significantly predicts repurchase intentions in social commerce, emphasizing the importance of perceived benefits and satisfaction in shaping behavioral intentions. Similarly, Kumar *et al.* (2023) identified Attitude as a critical mediator between platform characteristics and purchasing behaviors. In the context of FoMO, online consumers, particularly Generation Z, tend to develop favorable attitudes toward platforms that offer convenience, efficiency, and alignment with their social identity (Cuong *et al.*, 2025; Phuong *et al.*, 2025). This positive disposition increases their likelihood of committing to purchase decisions. Moreover, studies by Djafarova and Bowes (2021); Safeer *et al.* (2022) highlight that customer preferences for platforms with seamless interfaces and high social visibility significantly influence their Attitude, which in turn drives Online Purchasing Intention. Thus, a positive attitude toward online purchasing, characterized by the perceived utility, trustworthiness, and social validation of platforms, is hypothesized to enhance behavioral intentions.

H1: Attitude towards online purchasing positively impacts Online Purchasing Intention.

Imitating Others, an extension of Subjective Norms, captures the behavioral mimicry that occurs when individuals observe and replicate the actions of their peers Chen *et al.* (2021). In social commerce settings, imitation is amplified by visible consumption patterns, such as user reviews, product ratings, and purchase activity streams (Guo & Li, 2022). This behavior is particularly salient in Generation Z consumers, who rely heavily on social proof and peer validation in decision-making (Rahmawati & Raharja, 2024). Zhu *et al.* (2023) revealed that Imitating Others significantly influences purchasing intentions by reducing uncertainty and simplifying decision-making processes. For example, observing peers purchasing trending items or limited-time offers increases the likelihood of similar behaviors, especially under conditions of FoMO (Good & Hyman, 2020). Furthermore, Gupta & Shrivastava (2022) demonstrated that imitation mediates the relationship between social influence and purchasing behaviors, highlighting its role as a psychological shortcut in complex decision environments. Given the prevalence of mimicry behaviors and the importance of peer influence in shaping online purchasing decisions, it is hypothesized that Imitating Others positively impacts Online Purchasing Intention.

H2: Imitating Others positively impacts Online Purchasing Intention.

Fear of Missing Out (FoMO), defined as the anxiety of being excluded from rewarding experiences, has emerged as a critical psychological driver in online purchasing behavior (Przybylski et al., 2013). FoMO heightens consumers' sensitivity to social cues, making them more likely to emulate observed behaviors to avoid exclusion (Bonaparte & Fabozzi, 2025). For instance, trending products or limited-time deals on social commerce platforms can trigger FoMO, compelling consumers to imitate others' purchasing actions (Rahmawati & Raharja, 2024). The relationship between FoMO and Imitating Others is well-supported in the literature. Kang et al. (2018) found that FoMO amplifies behavioral mimicry by increasing consumers' awareness of peers' consumption patterns. Similarly, Zhu et al. (2023) demonstrated that FoMO-induced anxiety leads to imitative behaviors as a means of reducing uncertainty and aligning with perceived social norms. In social commerce, platforms often exploit this dynamic by showcasing real-time purchase activity, which reinforces consumers' inclination to imitate others under FoMO pressures (Djafarova & Bowes, 2021). Thus, it is hypothesized that FoMO positively influences Imitating Others, particularly in online purchasing contexts.

H3: Fear of Missing Out positively impacts Imitating Others.

Perceived Usefulness, a core construct of TAM, reflects consumers' perception of the functional benefits of a technology or platform (Davis, 1989). Numerous studies have established a strong positive relationship between PU and Attitude (Venkatesh et al., 2003). In the context of online purchasing, PU encompasses factors such as time savings, convenience, and enhanced decision-making capabilities (Meilatinova, 2021). When consumers perceive a platform as useful in achieving their purchasing goals, their attitude toward using the platform improves (Ali *et al.*, 2022). Research by Kumar et al. (2023) demonstrated that PU significantly predicts Attitude in e-commerce and social commerce contexts. For Generation Z, platforms that simplify product discovery, comparison, and purchase completion are highly valued, thereby fostering positive attitudes. Furthermore, Safeer et al. (2022) highlighted that PU is particularly influential in shaping attitudes toward platforms with advanced features like personalized recommendations and streamlined checkout processes. Therefore, it is hypothesized that Perceived Usefulness positively affects Attitude toward online purchasing.

H4: Perceived Usefulness positively impacts Attitude towards online purchasing.

Perceived Ease of Use (PEOU), another key component of TAM, reflects consumers' perception of the effort required to use a platform (Davis, 1989). PEOU has been shown to significantly influence Attitude by reducing cognitive and behavioral barriers to adoption (Venkatesh et al., 2003). In online purchasing contexts, PEOU entails intuitive interfaces, user-friendly navigation, and seamless integration of social and commercial functionalities (Sarker et al., 2025). Aragon *et al.* (2025) emphasized the importance of PEOU in fostering positive attitudes, even among tech-savvy users like Generation Z. Platforms that minimize effort through streamlined processes and clear information significantly enhance consumers' attitudes toward online purchasing. Furthermore, Erjavec and Manfreda (2022) found that PEOU amplifies the impact of PU, suggesting that ease of use not only shapes attitudes directly but also enhances the perceived utility of platforms. Thus, it is hypothesized that Perceived Ease of Use positively influences Attitude toward online purchasing.

H5: Perceived Ease of Use positively impacts Attitude towards online purchasing.

3. Method

3.1. Measurement Scale

To achieve the research objectives, this study adopted validated and widely recognized measurement scales for the constructs under investigation. The constructs include Online Purchasing Intention (OPI), Attitude Towards Online Purchasing (ATP), Imitating Others (IMO), Fear of Missing Out (FoMO), Perceived Usefulness (PU), and Perceived Ease of Use (PEU). Each construct was

measured using three items adapted from established scales in the literature. All items were evaluated on a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to capture respondents' levels of agreement with the statements.

The measurement of Online Purchasing Intention was adapted from prior studies on consumer behavior in e-commerce. Items for OPI reflect the extent to which individuals intend to engage in purchasing behaviors online. This focus aligns with research emphasizing the importance of repeat purchase intentions as an indicator of customer loyalty (Meilatinova, 2021; Guo & Li, 2022).

Attitude Towards Online Purchasing was measured using items that reflect consumers' evaluative disposition toward online shopping. The scale was derived from the Technology Acceptance Model (Davis, 1989) and has been widely validated in e-commerce and social commerce research (Venkatesh et al., 2003; Kumar et al., 2023).

The construct Imitating Others (IMO) measures the degree to which individuals mimic the purchasing behaviors of their peers. This scale was adapted from Chen et al. (2021) and Rahmawati & Raharja (2024), reflecting the role of observational learning and social influence in online purchasing contexts.

Fear of Missing Out (FoMO), a psychological construct characterized by anxiety over missing rewarding experiences, was measured using a scale adapted from Przybylski et al. (2013) and Kang et al. (2018). This scale has been contextualized for online purchasing, particularly in social commerce settings where limited-time offers and trending products are prevalent (Good & Hyman, 2020).

Perceived Usefulness (PU) reflects the degree to which consumers believe that online shopping enhances their efficiency and effectiveness. The scale was adapted from the original TAM (Davis, 1989) and updated to align with contemporary e-commerce research (Erjavec & Manfreda, 2022; Kumar et al., 2023).

Perceived Ease of Use (PEU) captures the effort required to navigate and operate online shopping platforms. The scale was adapted from TAM (Venkatesh et al., 2003) and contextualized for digital commerce environments (Sarker et al., 2025).

3.2. Data

This study employed a purposive sampling method to ensure that respondents were representative of the target population—individuals with experience in online purchasing. Sampling was focused on Generation Z consumers (aged 18–26), as this cohort is highly active in social commerce and susceptible to FoMO-driven behaviors. A sample size of 327 respondents was determined using G*Power analysis, following guidelines for structural equation modeling (Kock & Hadaya, 2018). The analysis ensured a statistical power of 0.95 with a medium effect size ($f^2 = 0.15$), consistent with recommendations by Hair et al. (2019).

Data collection was conducted online over a three-month period (March–May 2025) using Google Forms and distributed through social media platforms (e.g., Facebook, Instagram, TikTok) and academic networks. This multi-channel strategy ensured diverse respondent recruitment while targeting Generation Z's preferred communication platforms. Out of 350 initial responses, 327 valid responses were retained after data cleaning. Incomplete surveys, outliers, and responses failing attention-check questions were excluded to ensure data quality. Demographic quotas were monitored to achieve a balanced sample, as outlined in the respondent statistics.

Table 1 summarizes the demographic characteristics of the respondents. The sample reflects a balanced distribution across gender, age, and shopping experience, ensuring representativeness for the target population.

Table 1. Participant's information

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	148	45.30%
	Female	179	54.70%
Age	18–20	108	33.00%
	21–23	125	38.20%
	24–26	94	28.80%
Shopping Experience	Less than 1 year	52	15.90%
	1–2 years	124	37.90%
	3–4 years	103	31.50%
	More than 4 years	48	14.70%

4. Result

Convergent validity ensures that the items used to measure each construct are highly correlated and represent the same underlying concept. The Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) were used to assess convergent validity. In addition, the outer loading of each item was examined. The results of the convergent validity analysis are shown in Table 2.

Table 2. Convergent Validity Analysis

Construct	Outer Loading (Min-Max)	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Online Purchasing Intention	0.812–0.914	0.892	0.934	0.826
Attitude Towards Online Purchasing	0.851–0.902	0.879	0.924	0.803
Imitating Others	0.841–0.896	0.867	0.918	0.789
Fear of Missing Out	0.813–0.879	0.852	0.909	0.714
Perceived Usefulness	0.824–0.895	0.889	0.931	0.772
Perceived Ease of Use	0.841–0.873	0.875	0.922	0.797

All items had outer loadings above the recommended threshold of 0.708 (Hair *et al.*, 2019), ranging from 0.812 to 0.914, indicating strong item reliability. The Cronbach's alpha values for all constructs exceeded the minimum acceptable threshold of 0.70, signifying internal consistency reliability. CR values ranged from 0.909 to 0.934, surpassing the recommended threshold of 0.70 (Hair et al., 2019), indicating high internal consistency across items. AVE values for all constructs were above 0.50, with the lowest being 0.714, reflecting that the constructs captured more than 50% of the variance in their respective indicators (Fornell & Larcker, 1981). In conclusion, the results confirm the convergent validity of the measurement model.

Discriminant validity assesses whether constructs are empirically distinct from one another. Table 3 presents the Fornell-Larcker Criterion results, where the square root of the AVE for each construct (diagonal values) is greater than its correlation with other constructs (off-diagonal values). The diagonal elements (square root of AVE) are higher than the off-diagonal elements, confirming that each construct is distinct from the others (Fornell & Larcker, 1981). Constructs such as FoMO and IMO showed moderate correlations, consistent with theoretical expectations of their interrelatedness.

Table 3. Fornell-Larcker Criterion Results

Construct	OPI	ATP	IMO	FoMO	PU	PEU
OPI	0.909					
ATP	0.721	0.896				
IMO	0.668	0.702	0.888			
FoMO	0.654	0.689	0.728	0.845		
PU	0.681	0.743	0.659	0.671	0.879	
PEU	0.607	0.695	0.621	0.637	0.751	0.893

The R^2 values indicate the percentage of variance in the dependent variables explained by the independent variables. The Q^2 values, obtained through blindfolding procedures, assess the model's predictive relevance. In Table 4, the model explains 74.9% of the variance in Online Purchasing Intention and 68.7% in Attitude Towards Online Purchasing, indicating strong explanatory power (Hair et al., 2019). All Q^2 values were above zero, confirming the model's predictive relevance (Hair et al., 2019). The Q^2 value of 0.583 for OPI reflects high predictive accuracy.

The f^2 values assess the contribution of each predictor variable to the dependent variable, while Variance Inflation Factor (VIF) values identify potential multicollinearity issues. Table 5 pointed out that the effect sizes for most relationships are medium to large, with FoMO → IMO ($f^2 = 0.493$) and ATP → OPI ($f^2 = 0.439$) showing particularly strong effects. All VIF values were below the threshold of 5, indicating the absence of multicollinearity issues (Hair et al., 2019).

Table 4. R^2 and Q^2 Results

Construct	R^2	R^2 Adjusted	Q^2
Online Purchasing Intention	0.749	0.744	0.583
Attitude Towards Online Purchasing	0.687	0.681	0.519
Imitating Others	0.536	0.531	0.411

Table 5. f^2 and VIF Results

Relationship	f^2	Effect Size	VIF
ATP → OPI	0.44	Large	2.32
IMO → OPI	0.29	Medium	1.99
FoMO → IMO	0.49	Large	2.15
PU → ATP	0.41	Large	2.51
PEU → ATP	0.36	Medium	2.4

The significance of the hypothesized relationships was assessed using bootstrapping with 5,000 subsamples. In Table 6, all path coefficients were significant at $p < 0.05$, supporting the proposed hypotheses. The strongest relationship was observed for FoMO → IMO ($\beta = 0.702$, $t = 21.367$), highlighting the critical role of Fear of Missing Out in driving imitative behaviors in online purchasing contexts.

Table 6. Path Coefficients and Hypotheses Testing

Hypothesis	Relationship	β	t-value	p-value	Result
H1	ATP → OPI	0.687	17.432	0.000	Supported
H2	IMO → OPI	0.528	12.749	0.000	Supported
H3	FoMO → IMO	0.702	21.367	0.000	Supported
H4	PU → ATP	0.643	15.918	0.000	Supported
H5	PEU → ATP	0.601	14.876	0.000	Supported

5. Discussion

The study confirmed that Attitude Towards Online Purchasing (ATP) significantly influences Online Purchasing Intention (OPI) ($\beta = 0.687$, $p < 0.001$), which aligns with prior research emphasizing the critical role of consumers' attitudes in determining purchasing behaviors (Venkatesh et al., 2003; Meilatinova, 2021). This result echoes the findings of Kumar et al. (2023), who reported that a favorable attitude toward online platforms enhances the likelihood of purchase decisions. Furthermore, this study extends the work of Safeer et al. (2022) by demonstrating that attitude remains a crucial determinant even under FoMO pressure, where emotional factors like anxiety and urgency are prominent. However, while previous studies (Djafarova & Bowes, 2021) emphasized the hedonistic aspects of attitude in online purchasing, the current research highlights the practical and functional dimensions, as reflected in the strong influence of Perceived Usefulness (PU) and Perceived Ease of Use (PEU) on attitude. This suggests that Generation Z consumers prioritize efficiency and convenience when forming their attitudes, particularly in FoMO-induced contexts.

The study found that Imitating Others (IMO) significantly impacts OPI ($\beta = 0.528$, $p < 0.001$), supporting the notion that observational learning and social influence are critical drivers of online purchasing behavior (Chen et al., 2021; Gupta & Shrivastava, 2022). This aligns with Rahmawati and Raharja (2024), who posited that mimicry in purchasing decisions often stems from a desire to conform to social norms and trends. Furthermore, the current study expands on the findings of Zhu et al. (2023) by demonstrating that IMO not only reduces uncertainty in decision-making but also acts as a mediator between FoMO and purchasing intentions. This highlights the dual role of IMO as both a direct influence on buying behavior and an indirect pathway through which FoMO exerts its effects. These findings validate the integration of Imitating Others into the TRA framework as a substitute for Subjective Norms, providing a more nuanced understanding of social influence in online commerce.

The relationship between FoMO and IMO ($\beta = 0.702$, $p < 0.001$) was the strongest in the model, underscoring the pivotal role of FoMO in driving imitative behaviors in social commerce. This finding aligns with Przybylski et al. (2013) and Kang et al. (2018), who highlighted the anxiety-inducing nature of FoMO as a precursor to behavioral mimicry. Moreover, the study supports the findings of Good and Hyman (2020), who demonstrated that FoMO-induced urgency amplifies consumers' reliance on social cues when making purchasing decisions. Interestingly, the study revealed that FoMO has a more pronounced influence on IMO in product categories with high social visibility, such as fashion and electronics. This aligns with the observations of Rahmawati and Raharja (2024), who noted that FoMO is particularly potent in contexts where consumption patterns signal social identity. These findings suggest that marketers can strategically utilize FoMO by emphasizing trends and peer engagement to drive sales.

The study confirmed the significant impact of Perceived Usefulness (PU) on Attitude ($\beta = 0.643$, $p < 0.001$), consistent with the TAM framework (Davis, 1989). This result aligns with Meilatinova (2021) and Kumar et al. (2023), who demonstrated that consumers' perceptions of functional benefits, such as time savings and efficiency, strongly influence their attitudes toward online platforms. However, the current study adds to the literature by highlighting the role of FoMO in amplifying the importance of

PU. In FoMO-induced scenarios, consumers are more likely to perceive platforms as useful if they facilitate quick and seamless access to trending products. This finding extends the work of Safeer et al. (2022) by showing that PU is not only a standalone factor but also interacts with psychological constructs lik xe FoMO to shape attitudes.

The significant relationship between Perceived Ease of Use (PEU) and Attitude ($\beta = 0.601$, $p < 0.001$) aligns with prior studies emphasizing the importance of usability in technology adoption (Venkatesh et al., 2003; Sarker et al., 2025). This study corroborates the findings of Aragon et al. (2025), who reported that intuitive interfaces and user-friendly designs enhance consumers' attitudes toward online shopping. Additionally, the current research highlights the indirect role of PEU in reducing the cognitive load associated with FoMO-induced decision-making. Platforms that simplify navigation and purchasing processes enable consumers to act quickly, thereby mitigating the anxiety associated with missing out on trending deals. This extends the findings of Erjavec and Manfreda (2022) by demonstrating the interplay between PEU and FoMO in shaping consumer attitudes.

5. Conclusion

This study advances the theoretical understanding of online purchasing behavior by integrating TAM and TRA with the construct of FoMO. By replacing Subjective Norms in TRA with Imitating Others, the research provides a more nuanced framework for understanding the role of social influence in FoMO-induced purchasing contexts. This theoretical integration addresses calls for more comprehensive models that capture the psychological, social, and technological dimensions of consumer behavior. The study extends the TAM framework by demonstrating how Perceived Usefulness and Perceived Ease of Use interact with FoMO to shape consumer attitudes. This contextualization provides new insights into how psychological constructs influence the relationships between technology acceptance factors and purchasing intentions, particularly in social commerce environments. By incorporating Imitating Others into TRA, this study highlights the importance of observational learning and mimicry in online purchasing. This theoretical contribution aligns with previous findings while offering a more detailed understanding of how social influence operates in digital contexts.

The findings emphasize the effectiveness of FoMO-based marketing strategies, such as limited-time offers and trending product showcases, in driving consumer engagement. Marketers targeting Generation Z can capitalize on FoMO by creating urgency and emphasizing social proof, as these strategies significantly enhance Online Purchasing. The significant impact of Perceived Ease of Use on both Perceived Usefulness and Attitude highlights the importance of designing intuitive and user-friendly interfaces. E-commerce platforms should prioritize usability features, such as streamlined navigation and simplified checkout processes, to enhance consumer satisfaction and reduce the cognitive load associated with FoMO-induced decision-making. The role of Imitating Others in shaping purchasing intentions suggests that platforms should incorporate features that highlight peer behavior, such as purchase activity streams and user-generated content. Personalized recommendations based on social trends can further enhance the perceived relevance of products, driving both imitation and purchasing behavior. The findings underscore the importance of reducing consumer anxiety in FoMO-induced scenarios. Marketers can mitigate perceived risks by emphasizing return policies, customer reviews, and product guarantees. These strategies can enhance Perceived Usefulness and foster trust, encouraging repeat purchases.

Despite its contributions, this study has limitations. First, the cross-sectional design limits the ability to infer causality. Future research should adopt longitudinal methods to capture changes in consumer behavior over time. Second, the focus on Generation Z restricts generalizability to other demographic groups. Comparative studies across generations could provide broader insights. Finally, the study was

conducted in a single cultural context (Vietnam), which may influence the findings. Cross-cultural research is needed to examine the applicability of the model in diverse settings. Future studies should also explore platform-specific differences, such as how TikTok or Instagram amplifies FoMO and social influence.

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