

The Effect of Hedonic Shopping Value, Lifestyle, and Fear of Missing Out (FOMO) on Consumer Behavior of Fashion Products on Shopee

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ABSTRACT

The development of e-commerce drives changes in consumer behavior, especially increased consumption when purchasing fashion products online. This study aims to analyze the influence of Hedonic Shopping Value, Lifestyle, and Fear of Missing Out (FoMo) on Consumptive Behavior on Fashion Products on the Shopee E-commerce Platform. This study uses a quantitative, correlational method. Data were collected through questionnaires distributed to Shopee users who had purchased fashion products. The sampling technique used was purposive sampling, with a total of 140 respondents from Bojonegoro Regency selected to meet the research criteria. The data were analyzed using correlation analysis to test the influence of each independent variable on Consumptive Behavior. The test results indicate that the Hedonic Shopping Value variable has a positive and significant effect on Consumptive Behavior (p -value = 0.000), supporting the hypothesis. The Lifestyle variable also has a positive and significant effect on Consumptive Behavior (p -value = 0.024), supporting the second hypothesis. Furthermore, Fear of Missing Out (FoMO) was found to have a positive and significant influence on Consumer Behavior (p = 0.000), thereby accepting the third hypothesis. Based on these research results, it can be concluded that psychological and lifestyle factors play a significant role in driving Consumer Behavior on e-commerce platforms. These findings are expected to serve as a reference for business actors in designing more effective marketing strategies and for future researchers in developing studies related to Consumer Behavior.

Keywords: Hedonic Shopping Value, Lifestyle, Fear of Missing Out (FoMO), Consumptive Behavior, Shopee.

I. Introduction

Digital technology is developing so rapidly that it has led to a lifestyle that predominantly uses online media. This technology can simplify various aspects of life, including online shopping. Consumers are currently adapting to a new shopping environment (Tetep et al., 2024). Digital technology has significantly impacted the business world, particularly in the development of e-business or e-commerce, which now encompasses various categories. E-commerce encompasses buying and selling transactions supported by digital technology, where easy access to information and efficient purchasing processes are key factors in attracting consumers (Alamin et al., 2023). E-commerce platforms still account for the majority of web traffic. E-commerce purchases have also increased dramatically compared to purchases in brick-and-mortar stores

(Isnawati et al., 2022). Influencing factors include payment methods and marketing strategies that are more relevant to local culture (Natasya Sirait, 2022).

Katadata's databox states that Shopee is the most frequently visited e-commerce platform by Indonesians, with 53.22% of respondents choosing it, up from 41.65% the previous year. Shopee is an online shopping site that offers a fun, free, and reliable mobile buying and selling experience. Customers can register their products and choose from a variety of products at the best prices with free shipping throughout Indonesia (Nurmalia et al., 2024). While Shopee's use has positive impacts, excessive use can have negative consequences. While its positive impact facilitates purchasing when retail stores are far from consumers, its negative impact fosters consumer behavior, such as people currently tending to purchase items in large quantities to avoid frequent trips to the house (Timpanaro & Cascone, 2022). According to Zhang et al. (2022), excessive shopping can strengthen consumers' emotional and consumptive attachments to products.

Consumptive behavior is the excessive and unplanned consumption of services and goods that are either insufficient or unnecessary (Paujiah & Ariani, 2024). A person's consumer behavior is not only driven by functional needs but also by socio-psychological factors, such as the need to follow current trends. This shopping activity is often considered a form of social validation. The more frequently a person follows trends and shares their shopping experiences, the greater their sense of acceptance and recognition within their social circle. Consumer behavior can impact people's lives, especially for Generation Z, which often consumes unnecessary items. The overwhelming urge to own things without considering their utility or benefits is driven by pure pleasure. Consumer behavior is gender-neutral, as men and women fundamentally share similar behavioral patterns. Consumer behavior also occurs across all aspects, including the purchase of fashion products.

Data from the 2024 Katadata databox for Generation Z, by shopping category, shows that necessities top the list at 51%, indicating that this type of spending remains a top priority for respondents. Fashion is second, at 48%, indicating a very high level of demand and interest in fashion products. This indicates that beyond basic needs, Generation Z also places significant importance on appearance and lifestyle. Fashion is a style and trend popular within a culture that reflects the distinctive characteristics of a group or individual. Fashion is not just about clothing, but also encompasses body image, including accessories, hairstyles, and other elements that enhance a wearer's appearance (Ramadhan et al., 2024). Shopee makes it easier for people to purchase fashion products, especially those in rural areas and among minorities. This fosters a desire to shop online and raises questions about consumer behavior.

One factor influencing consumer behavior is Hedonic Shopping Value. Hedonic shopping value is the value of shopping that is oriented towards the experience, entertainment, and feelings of pleasure that arise when shopping. According to Paramita et al. (2024), hedonic value is a factor influencing buyer behavior, often relying heavily on emotions and experiences during shopping. Many consumers spend money on items not on their planned shopping list (Ameen et al., 2022). Another factor that influences a consumer's purchasing is shopping lifestyle, which emphasizes that it reflects an individual's lifestyle. Activities, interests, and People's attitudes and opinions about products and brands shape social identity and current trends; these contexts reflect personal choices. Research by Azarah et al. (2024) on contemporary society demonstrates a shift in consumption patterns, in which individuals' activities, interests, and opinions about products and brands are closely linked to their social identities.

Consumer behavior on e-commerce platforms can also be driven by the Fear of Missing Out (FoMO). FoMO is a psychological state characterized by anxiety or fear of missing out on experiences, opportunities, and information being experienced or enjoyed by others (Sahabuddin et al., 2025). Someone who actively uses social media accounts will experience increased FoMO due to consistently receiving information from all their connections, leading to information overload (Sampurno et al., 2024). Many studies have discussed hedonistic behavior and the shopping lifestyle. However, some differences distinguish this study from previous research, namely the use of unified variables, the research objects and subjects, and the study's location.

The urgency of this research stems from the fact that changing consumer behavior can negatively impact the financial condition and purchasing decisions of Generation Z. The results of this study are expected to provide theoretical insights and advance science, particularly in marketing and consumer behavior. In practice, this research can serve as a consideration for e-commerce players in developing marketing strategies, increasing consumer awareness for wiser shopping, and as a reference for academics and policymakers on consumer behavior in the digital era.

The research problem formulation focuses on the influence of Hedonic Shopping Value, lifestyle, and Fear of Missing Out (FoMO) on consumer behavior when purchasing fashion products on the Shopee platform. Based on these problems, the purpose of this study is to analyze and determine the influence of each independent variable on consumer behavior, particularly among Generation Z. The results are expected to provide a more comprehensive understanding of the factors that drive consumer behavior in the context of online fashion shopping.

II. Literature Review and Hypothesis Development

2.1. Consumptive Behavior

Consumptive behavior refers to the purchase and use of goods or services that prioritize the fulfillment of desires over basic needs. In conventional economic theory, consumption behavior is influenced by the level of income allocated to obtain satisfaction or utility, where consumer decisions are often driven by the value of pleasure or Hedonic Shopping Value, which varies among individuals (Satria et al., 2022). However, consumptive behavior that is not supported by adequate financial conditions can lead to psychological impacts such as anxiety and insecurity due to the inability to fulfill these desires. One factor driving consumptive behavior is lifestyle, where individuals are encouraged to follow specific social trends and standards (Anjani & Anindra Guspa, 2024). Thus, consumptive behavior can be defined as the act of excessively purchasing goods solely to satisfy momentary desires, even though the individual realizes that the goods do not meet immediate needs (Khoirunnisa, 2021).

According to Sumartono in Sofiana & Indrawati (2020), indicators of consumer behavior include an individual's tendency to purchase products due to the lure of prizes, attraction to attractive product packaging, and purchases aimed at maintaining personal appearance and social prestige. Consumers with a consumer behavior tendency are easily persuaded by visual and symbolic promotional strategies that build a confident self-image in their social environment. Furthermore, consumer behavior is influenced by various interrelated factors, including cultural, social, and personal factors (Kesadaran et al., 2024). Cultural factors include values, norms, subcultures, and social class that shape individual consumption patterns. Social factors include the influence of reference groups, family, and social roles and status, which encourage individuals to adjust their consumption behavior. Meanwhile, personal factors include age, life cycle stage, occupation, economic conditions, lifestyle, and personality and self-concept, which directly influence purchasing decisions. The combination of these factors makes consumer behavior a complex phenomenon influenced by both functional needs and the individual's psychological and social factors.

2.2. Hedonic Shopping Value

Hedonic Shopping Value is a concept that describes shopping activities oriented toward the emotional experiences and pleasures consumers feel, rather than solely toward fulfilling functional needs. This value arises from consumers' personal motivations to seek satisfaction, comfort, and pleasure during the shopping process (Pujiyanto & Marwati, 2024). An engaging shopping experience, supported by visual displays, a pleasant atmosphere, and ease of interaction in an e-commerce environment, can create an emotional bond between consumers and the brand or store (Badu-Baiden et al., 2024). High hedonic value has been shown to increase consumer emotional engagement and encourage impulsive buying behavior, particularly in the

context of online shopping that offers interactive experiences and diverse promotions (Noviasari et al., 2023). Indicators of Hedonic Shopping Value, according to Ozen & Engizek (2014), include adventure/exploration shopping, value shopping, idea shopping, social shopping, and relaxation shopping. These dimensions reflect consumers' enjoyment of exploring new products, finding attractive offers, seeking inspiration through digital information and promotions, fostering social interactions while shopping, and using shopping as a means of relaxation and stress relief. Individuals with high Hedonic Shopping Value generally have an instant lifestyle, tend to fulfill spontaneous desires, and exhibit higher consumption levels due to their orientation toward seeking pleasure (Waspiah et al., 2022). This condition makes Hedonic Shopping Value a crucial factor influencing consumer consumptive behavior and unplanned purchases.

2.3. Lifestyle

Lifestyle is a person's pattern of living, reflected through activities, interests, and opinions that shape how individuals interact with themselves and their environment. Lifestyle can be seen in daily habits, perspectives on various issues, and the consumption choices individuals make (Jumiati et al., 2024). Globalization has also brought significant changes in people's lifestyles, including clothing, diet, and consumption preferences (Nurfaitma, 2022). Lifestyle plays a crucial role in influencing individual purchasing decisions and financial behavior, as certain lifestyles encourage individuals to express their identity through the consumption of goods and services (Immawati, 2022). Especially among the younger generation, lifestyle is heavily influenced by trends, technology, and social media self-image, which then shape new dynamics in consumer behavior and social interactions. According to Puranda and Madiawati (2017) in Nainggolan et al. (2023), lifestyle indicators include activities, interests, and opinions, which describe an individual's activities, life interests and priorities, and views on social, economic, and environmental issues. Lifestyle is influenced by internal and external factors (Jumiati et al., 2024). Internal factors, such as attitudes, experiences, personality, self-concept, motives, and perceptions, shape how individuals make consumption decisions. Meanwhile, external factors include the influence of reference groups, family, social class, and culture, which shape an individual's values, interests, and behavioral patterns. The combination of these factors makes lifestyle an important variable in explaining consumption behavior and individual tendencies in making purchasing decisions.

2.4. Fear of Missing Out (FOMO)

Fear of Missing Out (FoMO) is a psychological condition characterized by anxiety over the risk of missing out on valuable experiences, information, or moments shared by others, particularly those shared on social media. This phenomenon is becoming increasingly prevalent with the rapid development of information technology and the increased use of social media among adolescents and young people (Szawłoga et al., 2024). Individuals with high levels of FoMO tend to check their phones more frequently, feel stressed when unable to keep up with the latest activities or information, and experience a decreased ability to self-regulate their social media use (Manzoor & Akhtar, 2024). In addition to impacting behavior, FoMO is also closely linked to mental health, where high levels of stress can exacerbate FoMO and trigger addictive behavior on social media (Yin & Xuan, 2023). In a marketing context, FoMO is utilized as a strategy to encourage purchasing decisions by creating a sense of urgency and exclusivity, such as limited-time promotions or limited-quantity offers that trigger the urge to act immediately (Muhamad et al., 2025).

According to Przybylski et al. (2013), FoMO has several main aspects: the feeling of discomfort from missing precious moments, whether one's own or others', and a strong desire to stay connected to others' activities through cyberspace. Unfulfilled psychological needs, including autonomy, competence, and social attachment, influence the emergence of FoMO. When these needs are not met, individuals tend to seek recognition and connection through social media, thus increasing vulnerability to FoMO. Indicators of FoMO are reflected in the emergence of feelings of fear, worry, and anxiety when individuals feel left out of ongoing

social experiences or interactions. This condition makes FoMO an important psychological variable that shapes consumption behavior, especially in impulsive, unplanned decision-making.

III. Research Method

This research uses a quantitative, correlational approach. This approach was chosen because this study aims to examine the relationships and influences between variables through numerical data analysis. This study analyzes the influence of Hedonic Shopping Value, lifestyle, and Fear of Missing Out (FoMO) on consumer behavior. The research location is Bojonegoro Regency, East Java. The population in this study was the people of Bojonegoro Regency. The sampling technique used was purposive, with respondents selected from those who regularly shop for fashion products. The sample size was determined based on the adequacy of the Partial Least Squares analysis. The data used in this study consists of both primary and secondary data. Primary data were collected via an online questionnaire distributed via Google Forms. In contrast, secondary data were obtained from the literature, including scientific articles, books, and online sources relevant to the research topic. The research instrument was constructed using a five-point Likert scale to measure each indicator of the research variables. The data analysis technique used was Partial Least Squares–Structural Equation Modeling (PLS-SEM), supported by statistical software. The analysis was conducted in two stages: measurement model evaluation to test construct validity and reliability, and structural model evaluation to examine the relationships and influences between latent variables. The PLS-SEM method was chosen because it can simultaneously analyze relationships among variables and does not require the assumption of normality.

IV. Results and Discussion

4.1. Respondent Characteristics

This study identifies respondent characteristics by age, gender, domicile, and Shopee app usage level to provide a comprehensive overview of respondents' backgrounds. Of the 140 Shopee user respondents in Bojonegoro Regency, all were in the 12–28 age range and belonged to Generation Z, with the majority being 22 years old, indicating a high interest in online shopping among the productive, digitally literate age group. In contrast, older age groups were relatively less likely due to different shopping preferences. By gender, female respondents dominated at 63.6%, indicating higher participation and interest in fashion products and online shopping among women than among men. In terms of domicile, the majority of respondents came from Padangan District, followed by Kasiman and Bojonegoro, which was likely influenced by factors such as regional proximity, access to information, and population size. In addition, the majority of respondents (94.5%) were active Shopee users, reflecting the platform's high popularity and trust as a practical, comprehensive, and attractive online shopping tool for the younger generation.

4.2. Data Analysis

This discussion explains the analysis of research data processing results. This data analysis is divided into three parts: outer model analysis (measurement model), inner model analysis (structural model), and hypothesis analysis. Further explanations regarding these analyses are as follows.

1) Analysis Outer Model (Measurement Model)

Convergent validity can be seen from the correlation between item or indicator scores and their constructs. An indicator is considered valid if its correlation value is above 0.7. However, in the scale

development stage of research, factor loadings of 0.5-0.6 are still acceptable. The results of the PLS data analysis in this study showed the following outer loading values:

Table 1. Convergent Validity

Variables	Indicator	Outer Loading	Description
Hedonic Shpping Value	X1.1	0,791	Valid
	X1.2	0,829	Valid
	X1.3	0,866	Valid
	X1.4	0,745	Valid
	X1.5	0,886	Valid
Lifestyle	X2.1	0,838	Valid
	X2.2	0,785	Valid
	X2.3	0,809	Valid
Fear of Missing Out	X3.1	0,906	Valid
	X3.2	0,894	Valid
	X3.3	0,909	Valid
Perilaku Konsumtif	Y1.1	0,913	Valid
	Y1.2	0,917	Valid
	Y1.3	0,927	Valid

Table 1 shows that the loading factor values for several variables in this study are all above 0.70. This value indicates that all indicators in this study's variables are valid.

2) Discriminant Validity

This value is the cross-factor loading, which helps determine whether a construct has adequate discriminant power. This is done by comparing the loading value for the target construct to those of the other constructs; the target construct must have a higher loading value than the others. Based on the data analysis conducted in this study, the SmartPLS output for discriminant validity is as follows:

Table 2. Cross Loading

Indicator	Hedonic Shopping Value	Lifestyle	Fear of Missing Out	Consumptive Behavior
X1.1	0,791	0,073	0,098	0,332
X1.2	0,829	0,085	0,182	0,381
X1.3	0,866	0,050	0,105	0,320
X1.4	0,745	0,018	0,140	0,283
X1.5	0,886	0,073	0,085	0,298
X2.1	0,077	0,838	-0,066	0,230
X2.2	0,069	0,785	0,047	0,182
X2.3	0,023	0,809	-0,106	0,134
X3.1	0,126	0,001	0,906	0,339
X3.2	0,129	-0,092	0,894	0,330
X3.3	0,151	-0,038	0,909	0,384
Y1.1	0,305	0,187	0,410	0,913
Y1.2	0,399	0,251	0,321	0,917
Y1.3	0,387	0,206	0,348	0,927

Table 2 shows that all indicators have higher factor loadings for their respective constructs than for the other constructs. Overall, the indicators have high discriminant validity.

3) Reliability

Validity and reliability can be evaluated using the reliability of each construct and its average variance extracted (AVE). A construct is considered to have high reliability if the composite reliability value is greater than 0.70 and the Cronbach's alpha value is greater than 0.70, indicating its acceptability.

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Hedonic Shopping Value	0,882	0,888	0,914	0,681
Lifestyle	0,748	0,775	0,852	0,658
Fear of Missing Out (FoMO)	0,887	0,893	0,930	0,815
Consumptive Behavior	0,908	0,909	0,942	0,845

From the several validity and reliability analyses conducted above, it can be concluded that all constructs meet the criteria for convergent validity and exhibit high discriminant validity; thus, all indicators are valid and reliable. The following discussion will continue with the inner model analysis.

4) Inner Model Analysis (Structural Model)

Inner model testing is the model development stage based on theoretical concepts, aimed at analyzing the relationships between exogenous and endogenous variables as formulated in the research conceptual framework. Inner model evaluation can be conducted through several specific indicators. Inner model analysis, also known as structural analysis, aims to predict and explain the relationships among latent variables in the research model.

Table 4. R-Square

Variabel	R-Square	R-square adjusted
Consumptive Behavior	0,427	0,414

The R-Square value for consumer behavior is 0.427, indicating that Hedonic Shopping Value, lifestyle, and Fear of Missing Out have an impact of 0.414 (41.4%) on consumer behavior. Other variables outside this study influence the remaining 58.6%.

5) Hypothesis Analysis

Hypothesis testing is conducted to verify the validity of the research or hypothesis. Correlation analysis is performed by examining the path coefficient and its significance level, which are then compared with the research hypothesis. This study uses a significance level of 0.05 to guide decision-making. The PLS data-processing output for analyzing the hypotheses in this study is shown in the following path coefficient table 5.

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Hedonic Shopping Value → Consumptive Behavior (Y)	0,326	0,324	0,075	4,364	0,000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STCEV)	P Values
Lifestyle (X2) → Consumptive Behavior (Y)	0,226	0,242	0,086	2,627	0,024
Fear of Missing Out (X) → Consumptive Behavior (Y)	0,352	0,356	0,079	4,466	0,000

A clear summary of the hypothesis testing results above can be understood in the following explanation:

H1: The Effect of Hedonic Shopping Value on Consumptive Behavior

The test results for the Hedonic Shopping Value variable indicate that hypothesis H1, namely "Hedonic Shopping Value has a significant influence on Consumptive Behavior," is accepted. This is evident from the Original Sample (O) value of 0.326, the T-Statistic of 4.364, and the P-Value of 0.000. These values significantly exceed the threshold ($T > 1.96$ and $P < 0.05$), indicating a positive, statistically significant relationship. Therefore, hypothesis H1, which states that Hedonic Shopping Value has a significant influence on consumptive behavior, is accepted.

H2: The Effect of Lifestyle on Consumptive Behavior

The test results for the lifestyle variable indicate that hypothesis H2, namely "has a significant influence on Consumptive Behavior," is accepted. This is evident from the Original Sample (O) value of 0.226, the T-statistic of 2.627, and the P-value of 0.024. These values significantly exceed the limits ($T > 1.96$ and $P < 0.05$), indicating a positive, statistically significant relationship. Therefore, hypothesis H2, which posits a significant influence on consumer behavior, is accepted.

H3: The Influence of Fear of Missing Out on Consumptive Behavior

The test results for the Fear of Missing Out (FoMO) variable indicate that hypothesis H3, which states that "Fear of Missing Out (FoMO) has a significant influence on Consumptive Behavior," is accepted. This is evident from the Original Sample (O) value of 0.352, the T-Statistic of 4.466, and the P-Value of 0.000. These values significantly exceed the threshold ($T > 1.96$ and $P < 0.05$), indicating a positive, statistically significant relationship. Therefore, hypothesis H3, which states that Fear of Missing Out (FoMO) significantly influences consumptive behavior, is accepted.

4.3. Discussion

This study aims to analyze the influence of Hedonic Shopping Value, Lifestyle, and Fear of Missing Out (FoMO) on Consumer Behavior in purchasing fashion products on the e-commerce platform Shopee. Based on PLS-SEM testing, all independent variables were found to have a positive and significant influence on consumer behavior. These findings indicate that consumer behavior, especially among younger consumers, is driven not only by functional needs but also by psychological and lifestyle factors.

4.3.1. The Influence of Hedonic Shopping Value on Consumer Behavior

The results of this study indicate that Hedonic Shopping Value has a positive and significant effect on consumer behavior. This indicates that the higher the enjoyment, entertainment, and emotional experience consumers have when shopping on Shopee, the greater their tendency to make purchases. In the context of e-commerce, features such as flash sales, visually appealing displays, free shipping, and a wide selection of

fashion products can create a pleasurable shopping experience and prompt impulse purchases. These results also support previous findings that Hedonic Shopping Value plays a dominant role in driving consumer behavior and unplanned purchases, especially among young consumers who tend to seek new sensations and experiences when shopping online. Therefore, Hedonic Shopping Value is a crucial factor to consider in understanding consumer behavior on e-commerce platforms, particularly for fashion products, which are closely linked to self-expression and emotional satisfaction.

4.3.2. The Influence of Lifestyle on Consumptive Behavior

The test results show that lifestyle has a positive and significant effect on consumptive behavior. This means that consumer lifestyle, as reflected in activities, interests, and opinions, plays a role in driving excessive consumption behavior. Modern lifestyles, especially among the younger generation, are heavily influenced by trends, social media, and the need to project identity. Consuming fashion products is not only seen as fulfilling clothing needs but also as a symbol of social status and a means of keeping up with emerging trends. In the Shopee context, ease of access, a wide selection of products, and intensive promotions further encourage consumers with a consumptive lifestyle to shop. Therefore, lifestyle is a crucial variable that explains how individual lifestyles and preferences influence purchasing decisions and consumer behavior in the digital age.

4.3.3. The Influence of Fear of Missing Out (FoMO) on Consumer Behavior

The research also demonstrated that Fear of Missing Out (FoMO) has a positive and significant impact on consumer behavior. This finding suggests that the fear of missing out on trends, promotions, or experiences others have drives consumers to make impulsive, excessive purchases. The FoMO phenomenon is exacerbated by increased social media usage and exposure to time-limited promotional information, such as "flash sales" or "limited stock." This creates a sense of urgency and psychological pressure on consumers to make purchases immediately to avoid missing out. Thus, FoMO is a significant psychological factor in explaining consumer behavior on e-commerce platforms. Overall, the research findings indicate that Hedonic Shopping Value, Lifestyle, and Fear of Missing Out (FoMO) have a positive and significant impact on consumer behavior in purchasing fashion products on the Shopee e-commerce platform. This finding indicates that consumer behavior, particularly among the younger generation, is driven not only by functional needs but also by psychological, emotional, and lifestyle factors. Hedonic shopping creates a pleasurable experience through promotional features, visual displays, and ease of access, thus encouraging impulsive purchases. At the same time, lifestyle reflects modern trends, social media, and the need for self-expression through fashion consumption. On the other hand, FoMO reinforces consumer tendencies by creating a sense of urgency and a fear of missing out on trends or limited promotions, ultimately driving consumers to overbuy. Thus, consumer behavior in e-commerce results from the interaction among shopping pleasure, lifestyle, and psychological stress in the digital era.

V. Conclusion

Based on the research results, it can be concluded that Hedonic Shopping Value, lifestyle, and Fear of Missing Out (FoMO) have a positive and significant influence on consumer behavior when purchasing fashion products on the e-commerce platform Shopee. This indicates that consumer consumption behavior is influenced not only by functional needs but also by emotional, psychological, and lifestyle factors. Therefore, e-commerce players are expected to develop more responsible marketing strategies that balance promotional elements and consumer education. Consumers are advised to increase awareness and self-control when shopping to avoid excessive consumer behavior. Furthermore, future researchers are advised to

expand the research by adding additional variables and by broadening the research objects and methods to obtain more comprehensive results and greater generalizability.

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