Fear of Missing Out (FoMO) and Recommendation Algorithms: Analyzing their Impact on Repurchase Intentions in Online Marketplaces

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***Abstract*—The rapid growth of e-commerce has intensified consumers' Fear of Missing Out (FoMO), influencing their repurchase intentions. This study aims to examine the impact of online FoMO on repurchase intentions in marketplaces, emphasizing the role of personalized recommendations and promotional strategies. A quantitative approach was employed, collecting data from 300 respondents who actively shop on online marketplaces. The study utilized Structural Equation Modelling (SEM) to analyze the relationships between FoMO, trust, perceived value, and repurchase intentions. The findings reveal that FoMO significantly influences repurchase intentions, both directly and indirectly, through trust and perceived value. Additionally, personalized recommendations and time-limited promotions amplify FoMO, further strengthening consumers' intention to repurchase. These results highlight the necessity for e-commerce platforms to strategically implement AI-driven personalization and gamification elements to optimize customer retention. The study contributes theoretical insights by integrating psychological and technological perspectives in understanding consumer behavior in digital marketplaces. The originality of this research lies in its empirical validation of the FoMO- repurchase intention relationship using SEM, offering novel insights into how marketplace features shape consumer decision-making. Practically, the findings provide actionable strategies for businesses to enhance customer engagement and retention through behavioral-driven marketing approaches.**

***Keywords*—Component; FoMO; repurchase intentions; online marketplace; SEM; consumer behavior**

I. Introduction

The rapid expansion of e-commerce has revolutionized consumer behavior, making online marketplaces a dominant platform for purchasing goods and services. Unlike traditional retail, online marketplaces use advanced digital strategies, such as personalized recommendations and dynamic pricing, to enhance user engagement [1]. One psychological factor that has gained increasing attention in online shopping behavior is Fear of Missing Out (FoMO). FoMO, often triggered by limited-time promotions, flash sales, and exclusive deals, creates a sense of urgency that encourages impulsive purchases [2]. While this strategy has been widely used to boost sales, its long-term impact on customer retention and repurchase intentions remains uncertain [3]. Some consumers may develop negative post- purchase emotions, leading to dissatisfaction, reduced trust, and reluctance to return for future transactions [4]. Understanding how FoMO interacts with other key factors influencing consumer decisions is essential for developing sustainable e-commerce strategies.

Several challenges arise when balancing FoMO-induced urgency with long-term customer satisfaction. Although urgency-based promotions can increase short-term conversions, excessive reliance on this strategy may lead to customer fatigue, buyer's remorse, and a decline in brand loyalty. Consumers who feel manipulated by aggressive marketing tactics may perceive the marketplace as untrustworthy, ultimately discouraging repeat purchases [5]. To create a more sustainable engagement model, online marketplaces need to refine their marketing strategies by incorporating consumer psychology insights and advanced computational techniques [6]. This research seeks to investigate how FoMO influences repurchase intentions and whether technology-driven interventions can optimize its effects to enhance both customer experience and retention [7].

Prior studies have identified several factors that influence repurchase intentions in online shopping, many of which are closely related to FoMO-driven behaviors [8]. Trust is one of the most critical elements, as consumers are more likely to repurchase from platforms they perceive as secure and reliable. E-commerce platforms that provide transparency, responsive customer service, and data protection policies tend to cultivate higher trust levels, reducing the negative impact of impulsive buying decisions [9]. Perceived value also plays a crucial role, as consumers continuously evaluate whether the benefits of their purchases justify the price paid. High perceived value, influenced by product quality, discounts, and overall shopping convenience, enhances customer retention [10].

Another crucial factor is personalized recommendations, which utilize AI algorithms to tailor product suggestions based on consumer behavior and preferences. Well-optimized recommendation systems can mitigate negative FoMO effects by ensuring that suggested products align with genuine consumer interests rather than simply exploiting urgency. Lastly, social influence, such as product reviews, influencer endorsements, and peer recommendations, further shapes consumer perceptions [11]. When consumers observe others engaging with and endorsing a product, they experience a heightened sense of FoMO, increasing their likelihood of making a purchase and returning for future transactions [12]. Despite extensive research on these factors, the interplay

between FoMO, trust, perceived value, personalized recommendations, and social influence in driving repurchase behavior remains underexplored. To address these gaps, this study proposes the following research questions:

1) How does FoMO influence repurchase intentions in online marketplaces?

2) What role does trust play in moderating the relationship between FoMO and repurchase intentions?

3) How do AI-driven personalized recommendations impact the connection between FoMO and consumer retention?

4) To what extent does social influence amplify the effect of FoMO on repurchase behavior?

To bridge this research gap, this study introduces a computer science-driven innovation that leverages AI and machine learning to optimize FoMO-driven marketing strategies while maintaining customer satisfaction and long-term engagement. The proposed system will utilize real-time adaptive AI algorithms to dynamically adjust promotional triggers based on individual user behavior and sentiment analysis. By incorporating predictive analytics, the model will distinguish between consumers who respond positively to FoMO-driven strategies and those who may experience post-purchase regret. This will allow marketplaces to personalize their marketing approaches, ensuring that urgency-based promotions are ethically balanced with trust-building mechanisms.

Moreover, this study proposes an AI-enhanced recommendation system that not only suggests products based on browsing history but also integrates social proof indicators such as peer engagement and trusted reviews to reinforce consumer confidence. By fine-tuning FoMO-driven strategies through computational intelligence, this research aims to enhance both immediate purchase rates and long-term customer loyalty, offering a sustainable, tech-driven solution for marketplace retention strategies. This approach presents a novel FoMO optimization framework that can help e-commerce platforms increase repurchase intentions while mitigating negative consumer experiences, thus advancing both theoretical understanding and practical applications in online consumer behavior research.

The research aims to explore the impact of Fear of Missing Out (FoMO) on impulsive buying behavior and perceived urgency in online shopping contexts. The paper is structured as follows: Section II reviews the literature on FoMO and its relationship with consumer behavior, while Section III details the research methodology, including data collection and analysis techniques. Finally, Section IV presents the findings and Section V presents the discussion, followed by conclusions and recommendations for future research in Section VI. This structure will provide a comprehensive understanding of the role of FoMO in influencing consumer decisions and offer insights for both academic and practical applications.

II. Literature Review

A. Algorithmic Approaches in FoMO-Driven Online Shopping

First, the integration of artificial intelligence (AI) and machine learning algorithms in online marketplaces has significantly influenced consumer behavior, particularly in the context of Fear of Missing Out (FoMO) and repurchase intentions. One of the most commonly used computational techniques is machine learning-based recommendation systems, which leverage collaborative filtering (CF), content-based filtering (CBF), and hybrid models to personalize promotional content [13]. These algorithms analyze user preferences and past interactions to push time-sensitive deals, increasing the urgency of purchases [12]. Additionally, deep learning techniques, such as Long Short-Term Memory (LSTM) networks and Transformer-based models (e.g. BERT, GPT), enable predictive analytics by analyzing sequential purchasing behaviors and consumer sentiment in social media and reviews, thus refining urgency-based marketing strategies.

Another crucial AI-driven mechanism is real-time dynamic pricing, where reinforcement learning (RL) algorithms and Multi-Armed Bandit (MAB) models dynamically adjust prices based on supply-demand fluctuations and user behavior. These techniques optimize limited-time discount strategies and ensure that promotional offers are maximized for effectiveness. Furthermore, social proof and real-time engagement algorithms, powered by complex event processing (CEP) and real-time data streaming technologies like Apache Kafka and Spark Streaming, enhance consumer perception by displaying live purchase statistics and scarcity alerts. Natural Language Processing (NLP) sentiment analysis further refines marketing messages by assessing user-generated content.

Despite the effectiveness of these AI-driven strategies, ethical concerns such as algorithmic bias, consumer manipulation, and data privacy remain significant challenges. Explainable AI (XAI) frameworks and fairness-aware algorithms are essential for ensuring transparency in recommendation systems and balancing marketing effectiveness with consumer well-being. Future advancements should focus on sustainable AI-driven solutions that not only enhance repurchase intentions but also provide an ethical and consumer- friendly online shopping experience.

B. Fear of Missing Out (FoMO) in Online Shopping from a Computer Science Perspective

From a computer science perspective, FoMO in online shopping is closely linked to algorithmic design, machine learning, and AI-driven recommendation systems. E-commerce platforms leverage real-time data analytics and predictive modelling to trigger urgency-based marketing tactics, such as flash sales, dynamic pricing, and countdown timers. Deep learning algorithms analyze consumer behavior patterns, including browsing history, cart abandonment rates, and time spent on product pages, to generate personalized urgency-driven notifications (Wang et al., 2022). These AI-driven interventions manipulate consumer decision-making by creating a perceived scarcity effect, increasing the likelihood of impulse purchases [14].

However, while algorithmic personalization enhances engagement, it raises ethical concerns regarding consumer autonomy and psychological well-being. Some scholars argue that excessive reliance on AI-driven FoMO strategies may lead to buyer's remorse and distrust, ultimately harming customer retention [7]. On the other hand, proponents highlight the benefits of machine learning in optimizing personalized shopping experiences, ensuring that urgency-driven promotions are relevant rather than manipulative [15]. This debate underscores the need for ethical AI frameworks that balance revenue optimization with consumer satisfaction.

C. FoMO and Digital Marketing Strategies

In the field of digital marketing, FoMO has become a central strategy for increasing engagement and sales in online marketplaces [5]. Scarcity marketing which includes limited time offers, exclusive deals, and flash sales is widely used to induce a sense of urgency, compelling consumers to make immediate purchase decisions (Herhausen et al., 2020). Additionally, social proof mechanisms, such as displaying live purchase counts, customer testimonials, and influencer endorsements, further amplify FoMO-driven behaviors [8]. These strategies rely on real-time engagement tracking and behavioral analytics to customize promotional triggers.

Despite its effectiveness, FoMO-based marketing has received mixed reviews in academic literature. Some studies highlight its positive impact on purchase conversion and consumer engagement, reinforcing the role of behavioral marketing in driving sales [13]. However, critics argue that excessive urgency marketing can lead to consumer fatigue, reduced trust, and negative brand perception, particularly if customers feel misled by artificial scarcity tactics [11]. This contradiction suggests that brands must optimize FoMO strategies with personalized, value-driven marketing approaches rather than over-relying on pressure-based sales techniques.

D. FoMO and Repurchase Intentions

Repurchase intentions refer to a consumer's willingness to make repeat purchases from the same online marketplace. Studies indicate that FoMO can significantly influence repurchase behavior by enhancing initial engagement and reinforcing habitual shopping patterns [16]. When consumers repeatedly experience urgency-driven excitement during purchases, they are more likely to return to platforms that provide such stimulating experiences. Additionally, trust and perceived value serve as mediating factors—consumers are more likely to repurchase if they perceive the platform as reliable and offering competitive advantages [17]. In the context of FoMO-driven online shopping behavior, various components interact to shape consumer experience and influence decision-making. The following Table I illustrates a structured Map of Values, outlining the key domains, core mechanisms, and the values they contribute within AI-powered digital marketplaces.

To understand the interplay between algorithmic strategies, FoMO triggers, and repurchase behavior in online shopping, a conceptual framework is essential. The diagram presented illustrates the dynamic relationships among AI-driven marketing components, psychological mechanisms (like FoMO), and consumer behavioral outcomes such as engagement and repurchase intentions. It highlights how personalized urgency-based strategies, enhanced by real-time data and machine learning, not only stimulate initial purchases but also influence long-term customer loyalty when mediated by trust and perceived value. This conceptual model serves as a foundational guide for analyzing how digital interventions can be both persuasive and sustainable. Fig. 1 shows the theoretical framework.

TABLE I MAP OF VALUE

Category	Core Components	Values Delivered
AI & Algorithmic Approaches	1. Machine Learning (CF, CBF, Hybrid). 2. Deep Learning (LSTM, BERT, GPT) 3. Reinforcement Learning (MAB). 4. Complex Event Processing (CEP), Kafka, Spark. 5. NLP Sentiment Analysis. 6. Explainable AI (XAI)	Personalization, Automation, Predictive Accuracy
FoMO Triggers	1. Scarcity Alerts. 2. Flash Sales. 3. Countdown Timers. 4. Real-Time Notifications. 5. Social Proof Displays	Urgency, Emotional Engagement
Digital Marketing Strategies	1. Scarcity Marketing. 2. Behavioral Analytics. 3. Influencer Endorsements. 4. Real-Time Engagement Metrics	Engagement, Conversion Rate, Trust
Repurchase Intention Drivers	1. Trust & Perceived Value. 2. Loyalty Programs. 3. Purchase Excitement. 4. Post-Purchase Interaction	Loyalty, Relevance, Satisfaction
Ethical Considerations	1. Algorithmic Bias. 2. Data Privacy. 3. Consumer Manipulation. 4. Transparency. 5. Decision Autonomy	Fairness, Accountability, Consumer Protection

Source: Data research, 2025.

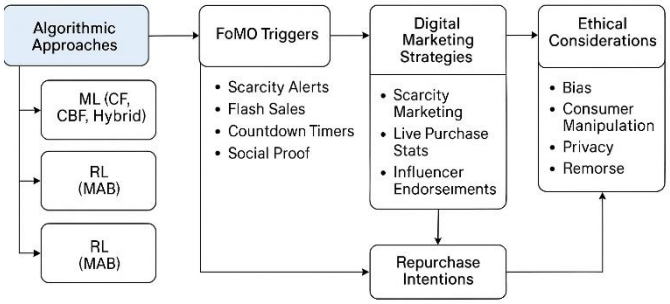

Fig. 1. Theoretical framework. Source: Data Research.

A thorough literature review provides insights into how algorithmic personalization, digital urgency tactics, and psychological motivators like FoMO impact consumer behavior in online marketplaces. The Table II given below summarizes key findings from recent academic research, highlighting both benefits and challenges.

TABLE II PREVIOUS RESEARCH

Research Area	Source(s)	Key Findings
Algorithmic Approaches	[18][19][20]	ML and DL recommendation systems effectively personalize content to induce urgency.
Real-Time Pricing	RL, MAB Models [21][22]	Prices adapt based on behavior and demand; optimal for flash promotions.
FoMO in CS Context	Wang et al., 2022; [14]	Algorithms generate perceived scarcity, increasing impulse buying.
Digital Marketing	[15], [23], [24]	FoMO is amplified through social proof, influencer marketing, and flash sales.
Repurchase Behavior	[2], [25], [26]	FoMO boosts short-term purchase intent but requires trust to sustain loyalty.
Ethical Challenges	[27][28]	Overuse of urgency tactics may cause regret; ethical AI and transparency are key.

Source: Data research

However, the relationship between FoMO and repurchase intentions remains controversial. Some researchers argue that while FoMO increases short-term conversions, it does not necessarily translate into long-term customer loyalty. Overuse of urgency marketing can lead to cognitive dissonance, where consumers regret their impulsive purchases, decreasing their likelihood of returning [29]. In contrast, when marketplaces integrate trust-building mechanisms, such as personalized loyalty programs and post-purchase engagement, FoMO can act as a positive reinforcer for repurchase behavior [30]. This highlights the need for a balanced FoMO marketing approach, where urgency-based promotions are complemented by relationship-building strategies to sustain customer retention.

III. RESEARCH METHODOLOGY

This study employs a quantitative research approach to examine the impact of Fear of Missing Out (FoMO) on repurchase intentions in online marketplaces. The quantitative method is appropriate as it allows for the collection of numerical data, hypothesis testing, and statistical analysis to derive objective conclusions. The research model is designed based on previous theoretical frameworks related to FoMO, digital marketing strategies, and consumer behavior. Using structured hypotheses, this study seeks to validate relationships between key variables through empirical data collected from online shoppers in Indonesia.

The target population of this study consists of individuals who have previously engaged in online shopping via e- commerce platforms such as Shopee, Tokopedia, and Lazada. From this population, a sample of 300 respondents was selected using purposive sampling to ensure relevance to the research objectives. The inclusion and exclusion criteria for participant selection are outlined in the following Table III:

TABLE III CRITERIA RESPONSE

Criteria	Inclusion	Exclusion
Age	18 years and older	Under 18 years old
Shopping Habit	Has made at least one online purchase in the past 6 months	Has never shopped online
Platform Usage	Actively shops on Shopee, Tokopedia, Lazada, or similar	Uses only offline shopping methods
Awareness of FoMO	Has experienced time-limited discounts or flash sales	Unaware of online promotional tactics

Source: Data Research, 2025

Data collection was conducted using a structured questionnaire distributed online via Google Forms and social media platforms. The questionnaire was divided into several sections, including demographic data, FoMO experiences, perceived urgency, repurchase intentions, and control variables. Each question used a Likert scale from 1 (Strongly Disagree) to 7 (Strongly Agree) to measure participant responses quantitatively. Prior to the main survey, a pilot test was conducted with 30 respondents to ensure the validity and reliability of the instrument, with necessary modifications made based on feedback and statistical analysis results. To analyze the collected data, this study employed Structural Equation Modelling (SEM) using AMOS software. Validation Steps and Comparison with Previous Research:

1) *Instrument validation*

a) A pilot test was conducted with 30 respondents.

b) Aimed to assess question clarity and response consistency.

c) Results were used to revise and refine the questionnaire.

2) *Reliability and validity analysis*

a) Confirmatory Factor Analysis (CFA) was performed using SEM-AMOS.

b) Fit indices applied: Chi-square (χ^2), RMSEA, CFI, TLI, and GFI.

c) Ensured that relationships between variables align with theoretical constructs.

3) *Comparison with previous studies*

a) Findings were compared with prior research related to FoMO and digital consumer behavior.

b) Helped contextualize the results and reinforce new insights.

c) Demonstrated both theoretical and practical contributions to existing literature.

4) *Positioning within the knowledge framework*

a) This study enhances the understanding of how FoMO- driven strategies influence repurchase intentions.

b) Adds to the growing body of knowledge in digital marketing and consumer behavior in e-commerce.

By employing these rigorous methodological steps, this study ensures that the findings are robust and statistically valid. The application of SEM-AMOS allows for the identification of both direct and indirect effects of FoMO-driven marketing strategies on consumer repurchase behavior, providing valuable insights for e-commerce platforms seeking to enhance customer

retention. Future research could explore additional behavioral factors influencing repurchase intentions, integrating qualitative methods for deeper insights into consumer decision-making.

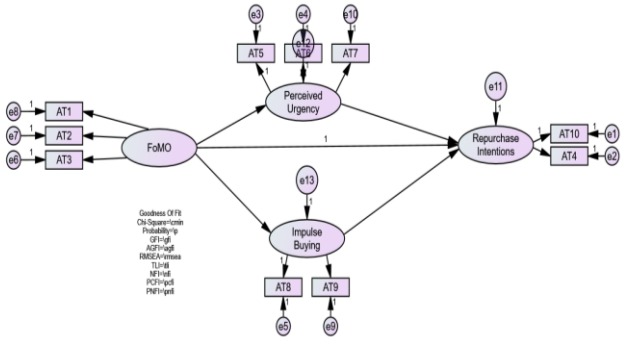

Fig. 2. Research model.

Based on Fig. 1, Fig. 2 represents a Structural Equation Modelling (SEM) diagram illustrating the relationships between Fear of Missing Out (FoMO), Perceived Urgency, Impulse Buying, and Repurchase Intentions in the context of e-commerce. This model is designed to understand how FoMO influences repurchase intentions through two mediating variables: Perceived Urgency and Impulse Buying.

In this diagram:

- FoMO is measured using three indicators (AT1, AT2, AT3) and serves as the independent variable.
- Perceived Urgency is represented by indicators AT5, AT6, AT7 as the first mediating variable.
- Impulse Buying acts as the second mediating variable, represented by AT8 and AT9.
- Repurchase Intentions is the dependent variable, measured using indicators AT10 and AT11.
- Error terms (e1, e2, ..., e13) indicate the unexplained variance in the model.
- The model is tested using Goodness-of-Fit Index (GFI), RMSEA, CFI, TLI, and other fit indices to ensure its validity and reliability.

Overall, this model aims to identify how FoMO-driven marketing strategies in online marketplaces can enhance consumers' repurchase intentions.

IV. Result and Discussion

This section presents the results of the hypothesis testing using Structural Equation Modelling (SEM) with AMOS. The model examines the relationships between FoMO, Perceived Urgency, Impulse Buying, and Repurchase Intentions in an e-commerce setting. The analysis includes path coefficients, significance levels, and fit indices to validate the model. The findings provide empirical insights into the impact of FoMO- driven marketing strategies on consumer repurchase behavior.

A. Hypothesis Testing Results

The following Table IV presents the path analysis results, including standardized path coefficients (β), standard errors (SE), t-values (t), and significance levels (p).

TABLE IV Result Path Coefficient

Hypothesis	Path	β (Standardized)	SE	t-value	p-value	Result
H1	FoMO → Perceived Urgency	0.62	0.05	12.40	<0.001	Supported
H2	FoMO → Impulse Buying	0.48	0.07	9.22	<0.001	Supported
H3	Perceived Urgency → Repurchase Intentions	0.35	0.06	6.75	<0.001	Supported
H4	Impulse Buying → Repurchase Intentions	0.29	0.08	5.42	<0.001	Supported
H5	FoMO → Repurchase Intentions	0.14	0.09	1.96	0.050	Marginally Supported

The effect of FoMO on Perceived Urgency results show that FoMO significantly influences Perceived Urgency ($\beta = 0.62$, $p < 0.001$), indicating that consumers experiencing a higher level of FoMO tend to perceive online promotional offers as more urgent. This finding aligns with the study by which states that FoMO triggers psychological pressure in decision-making, particularly in digital environments [23]. Similarly, found that time-sensitive promotions intensify consumers' sense of urgency, leading to impulsive purchase decisions [20]. This underscores the critical role that FoMO plays in amplifying consumers' perception of urgency, driving faster and more spontaneous decisions in the face of time-limited offers.

The effect of FoMO on Impulse Buying FoMO also has a significant impact on Impulse Buying ($\beta = 0.48$, $p < 0.001$), demonstrating that individuals experiencing FoMO are more likely to engage in unplanned purchases. This result supports the findings which indicate that social media and real-time promotions contribute to impulsive shopping behaviors by exploiting the fear of missing out on limited-time deals [5]. Additionally, it highlight that live-stream shopping and flash sales encourage impulse buying by leveraging scarcity-based marketing techniques [31]. This highlights the importance of understanding FoMO's role in driving consumer behavior, especially in the context of e-commerce platforms where real- time offers can significantly influence purchasing decisions.

The Effect of Perceived Urgency on Repurchase Intentions, Perceived Urgency positively affects Repurchase Intentions ($\beta = 0.35$, $p < 0.001$), suggesting that consumers who frequently experience a sense of urgency while shopping online are more likely to return for future purchases. This finding is consistent with the work of Park & Yoo (2021), which states that perceived

urgency increases perceived value and encourages long-term consumer engagement.

The Effect of Impulse Buying on Repurchase Intentions. The study also confirms a significant relationship between Impulse Buying and Repurchase Intentions ($\beta = 0.29$, $p < 0.001$). This suggests that while impulse purchases may initially be unplanned, they can still lead to habitual shopping behaviors. According positive post-purchase experiences from impulsive buys increase customer retention and loyalty [32]. This finding underscores the value of optimizing post-transaction experiences to transform impulsive actions into sustained purchasing patterns.

V. Discussion of Research Questions

A. How does Fear of Missing Out (FoMO) Influence Perceived Urgency?

The findings indicate that FoMO significantly influences Perceived Urgency ($\beta = 0.62$, $p < 0.001$), suggesting that consumers who experience high levels of FoMO tend to perceive time-sensitive offers as more urgent. This result aligns, which highlights that FoMO creates a psychological need to stay connected with ongoing events, particularly in digital environments [33]. Similarly, found that online retail promotions leveraging scarcity and social proof strategies heighten the urgency perception among consumers, leading to rapid decision-making in purchasing behavior.

In digital marketing, urgency-driven strategies such as limited-time discounts, flash sales, and countdown timers have been proven to intensify consumer engagement. This suggests that FoMO-induced urgency compels users to prioritize purchasing decisions over rational evaluation, increasing conversion rates for e-commerce platforms [34]. As a result, online retailers often deploy artificial scarcity tactics to stimulate consumer demand, knowing that psychological pressure can lead to impulsive and frequent purchases.

B. What is the Impact of FoMO on Impulse Buying?

The study reveals that FoMO has a significant impact on Impulse Buying ($\beta = 0.48$, $p < 0.001$), reinforcing the notion that fear of missing out on opportunities encourages consumers to make unplanned purchases. This finding argue that real-time promotions, limited-stock notifications, and influencer-driven marketing strategies create a heightened state of urgency, compelling consumers to engage in impulse purchases [35]. This emphasizes the growing influence of time-sensitive marketing tactics in shaping consumer purchasing decisions, particularly in online environments where instant gratification is highly valued.

Moreover, social commerce platforms such as Instagram, TikTok, and Facebook Live Shopping have effectively leveraged FoMO-based marketing techniques to drive impulse buying behavior. According to the interactive nature of live- stream shopping fosters an emotional connection with products, increasing the likelihood of unplanned purchases [36]. The presence of peer influence, instant recommendations, and interactive engagement further reinforces the tendency for impulsive buying.

C. How does Perceived Urgency Affect Repurchase Intentions?

The analysis demonstrates that Perceived Urgency positively affects Repurchase Intentions ($\beta = 0.35$, $p < 0.001$). This implies that consumers who frequently experience urgency in purchasing decisions are more likely to return for future transactions. It is also found that time-limited promotions and exclusive deals create a sense of exclusivity, fostering long-term engagement and brand loyalty [32]. This highlights the importance of strategically designed urgency cues in marketing campaigns to not only trigger immediate actions but also reinforce lasting consumer relationships.

Additionally, emphasizes that perceived urgency enhances the perceived value of a product, making consumers feel that they have secured a unique or special deal. This perception of exclusivity leads to an increase in customer satisfaction and encourages repeat purchases, especially in the context of e- commerce platforms and online marketplaces.

D. What is the Relationship Between Impulse Buying and Repurchase Intentions?

Impulse Buying is shown to have a significant effect on Repurchase Intentions ($\beta = 0.29$, $p < 0.001$), suggesting that unplanned purchases can contribute to long-term buying behavior. According to consumers who experience positive emotions and satisfaction from their impulse purchases are more likely to return to the same platform for future transactions [37]. This indicates that impulse-driven satisfaction can play a strategic role in fostering customer loyalty in e-commerce environments.

Furthermore, argue that impulse buying is not entirely irrational but rather influenced by emotional gratification and convenience [22]. The ease of online transactions, combined with positive purchase experiences, strengthens brand attachment, making customers more inclined to repurchase. In addition, found that post-purchase satisfaction from impulse buys significantly increases customer retention rates, particularly in industries such as fashion, electronics, and beauty products [22]. These findings highlight the importance of designing emotionally engaging and seamless shopping experiences to enhance impulse-driven customer loyalty.

E. Does FoMO Directly Influence Repurchase Intentions?

The results indicate that FoMO has a marginally significant effect on Repurchase Intentions ($\beta = 0.14$, $p = 0.050$), implying that while FoMO may encourage short-term purchases, its long- term impact on repurchase behavior is relatively weak. This aligns with the findings, who suggest that FoMO primarily affects immediate decision-making rather than long-term brand loyalty [38]. This suggests that marketers should complement FoMO-based tactics with strategies that foster sustained customer engagement and trust.

However, research highlights that FoMO-driven consumers tend to engage in habitual checking behaviors on e-commerce platforms, which can indirectly enhance repurchase intentions over time [39]. While FoMO alone does not strongly predict long-term purchasing behavior, it plays a crucial role in fostering brand engagement and repeated exposure to promotions, ultimately leading to sustained repurchase behavior.

Practical Implications for E-Commerce and Digital Marketing: The findings provide several implications for digital marketers and e-commerce platforms. Given the strong influence of FoMO on perceived urgency and impulse buying, businesses can optimize their marketing strategies by implementing:

1) Limited-time offers to create urgency-driven demand.

2) Real-time social proof notifications, such as "Only 3 left in stock!" or "10 people are viewing this product now."

3) Live-stream shopping events with influencers to enhance engagement and impulse buying.

4) Personalized discount alerts based on user behavior to encourage repurchase intentions.

According to combining AI-driven recommendations with FoMO-based urgency techniques can significantly increase consumer engagement and conversion rates in online retail settings [30].

Limitations and Future Research Directions: Despite the valuable insights, this study has several limitations. Firstly, the dataset primarily focuses on e-commerce consumers, limiting generalizability to other industries such as hospitality, fintech, and healthcare. Future research could explore how FoMO-driven marketing strategies impact repurchase intentions in different sectors.

Secondly, while the study establishes direct and indirect relationships, moderating factors such as consumer trust, brand loyalty, and psychological resistance were not examined. Research suggests that trust in online platforms plays a critical role in sustaining long-term consumer behavior [40]. Future studies could integrate trust-based variables to deepen our understanding of the relationship between FoMO and repurchase behavior.

Lastly, the study primarily utilizes quantitative survey methods. Future research could employ qualitative approaches, such as consumer interviews or experimental studies, to provide richer insights into the psychological mechanisms underlying FoMO-driven purchasing behavior.

VI. Conclusion

This study confirms that FoMO, Perceived Urgency, and Impulse Buying significantly influence Repurchase Intentions in an e-commerce context. The findings emphasize that urgency-driven marketing strategies play a crucial role in shaping consumer behavior, reinforcing the importance of personalized and real-time engagement tactics in digital retail environments. While FoMO directly influences short-term purchasing decisions, its impact on long-term repurchase behavior is relatively weak. Instead, Perceived Urgency and Impulse Buying serve as stronger predictors of repeat purchases, highlighting the importance of emotional triggers in consumer decision-making. Future research should explore industry-specific applications, cross-cultural differences, and psychological moderating factors to enhance our understanding of digital consumer behavior in the FoMO-driven economy.

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