

ABSTRACT

This study examines the influence of Fear of Missing Out (FOMO) on consumptive behavior mediated by hedonic style in the Skena and Starboy fashion trends among Generation Z. The FOMO phenomenon that is increasingly widespread on social media such as TikTok encourages young consumers to follow fashion trends impulsively without considering their needs. The purpose of the study was to determine the relationship between FOMO, hedonic style, and consumptive behavior in the two trends. The method used was quantitative with data collection through online questionnaires from 200 respondents. The analysis was conducted with Structural Equation Modeling (SEM) using Partial Least Squares (PLS). The results show that FOMO has a significant positive effect on hedonic style and consumptive behavior in both trends, but the mediation of hedonic style is only significant in the Starboy trend. Consumptive behavior in the Skena trend is more directly influenced by FOMO. In conclusion, FOMO is the main factor in triggering excessive consumption in Generation Z, with hedonic style as an important mediator in the Starboy trend. This research is useful for fashion industry players in designing marketing strategies that suit the characteristics of young consumers in the digital era.

Keywords: FOMO, consumptive behavior, hedonic style, fashion trends, Generation Z