

ABSTRACT

This study examines the role of Fear of Missing Out (FOMO) and Hedonic Shopping on unplanned purchase decisions. Using a quantitative approach with purposive sampling of 213 participants, data were collected through a five-point Likert scale and analyzed using the SEM-PLS (Structural Equation Modeling–Partial Least Squares) method. The findings reveal that both FOMO and hedonic shopping behavior have a significant influence on unplanned purchases, where the urge to avoid missing out on trends drives consumers to make immediate purchases, while the motivation to seek pleasure from shopping increases impulsive tendencies. The combination of these factors weakens self-control, leading to spontaneous purchase decisions. This study offers an original contribution by highlighting the crucial role of FOMO and hedonic shopping impulses in driving unplanned purchasing behavior, and it provides valuable insights for business practitioners, particularly in the food industry such as Don Bakeshop Artisan Bakery, to design promotional strategies emphasizing urgency and emotional experiences to trigger spontaneous purchases.

Keywords: *FOMO; Hedonic Shopping; Unplanned Purchase Decisions*