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Turning Hype into Intention: FoMO Mediated Effects of TikTok Influence on Sustainable Buying

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Abstract: This study explores how TikTok influences turn social-media buzz into intentions to buy sustainable products among Indonesian Generation Z consumers. It investigates both the direct and indirect impacts of TikTok influence on sustainable purchase intention, with Fear of Missing Out (FoMO) and sustainable attitudes acting as mediators. The research involved an online survey of 250 active TikTok users aged 17 to 25 who had previously bought eco-friendly products. Data were analyzed using structural equation modelling with partial least squares (SEM-PLS). The findings show that TikTok positively and significantly affects sustainable purchase intentions. Furthermore, TikTok influence boosts FoMO and strengthens positive attitudes toward eco-friendly products, and these factors further encourage sustainable purchasing intentions. The results indicate that social pressure to keep up with TikTok trends, alongside positive perceptions of sustainable products, plays a key role in turning social media excitement into actual sustainable purchase decisions. This study offers practical insights for marketers and policymakers on creating responsible TikTok content to support sustainable consumption.

Keywords: TikTok influence, Fear of Missing Out, Sustainable attitude, Sustainable Buying, Eco-Friendly product.

INTRODUCTION

Unsustainable consumption is widely acknowledged as a major contributor to climate change, resource depletion, and environmental harm. As a result, encouraging sustainable consumer behavior has become a key focus in both marketing and public policy (White et al., 2019). Generation Z (Gen Z) is considered a crucial group in this shift due to their digital skills, large numbers, and greater exposure to environmental issues through education and online media (Diponegoro & Fatmasari, 2024). Studies from Europe show that Gen Z generally has positive attitudes toward eco-friendly products and a relatively high awareness of sustainability features (Nikoli, 2022). Segment-specific analyses highlight unique patterns of sustainable food consumption among Gen Z university students, indicating that while their sustainable behaviors are promising, they are not consistent across all groups (Kamenidou et al., 2019). Comparative studies also find that Gen Z reports sustainable food-related behaviors more often than

Generation Y, though their actions tend to focus on a limited set of behaviors (Doan et al., 2025). Further generational research shows that Gen Z engages in sustainable consumer behaviors more frequently than Generations Y, X, and Baby Boomers, highlighting their importance for advancing sustainability initiatives (Makowska & Boguszewski, 2024). From a behavioral perspective, Intention formation can be explained through both cognitive evaluation and motivation. The Theory of Planned Behavior (TPB) proposes that intention is shaped by attitudes, subjective norms, and perceived behavioral control, making sustainable attitude a relevant cognitive pathway to sustainable purchase intention (Ajzen, 1991). In addition, Self-Determination Theory (SDT) suggests that psychological needs, especially relatedness, can strongly influence motivation, which becomes particularly salient in highly social digital environments where individuals seek connection and validation (Deci & Ryan, 2000).

Digital platforms, especially social media, now serve as vital channels for Gen Z to access information and participate in sustainable consumption (White et al., 2019). Sharing information on social media has been found to boost green purchase intentions by increasing perceived green value and concern for the environment in relation to green products (Sun & Xing, 2022). Additional research shows that green advertising on social media, perceived credibility, and online word-of-mouth all shape consumers' intentions to buy green products, positioning social media as a powerful channel for green marketing (Naz et al., 2022). Posts that emphasize sustainability can also foster advocacy and inspire Gen Z users to adopt more environmentally responsible habits (Confetto et al., 2023). In Indonesia, TikTok-based educational programs about eco-friendly products and sustainable living have improved Gen Z's understanding of green products and sustainable practices (Pangestu et al., 2024). Besides educational content, empirical evidence shows that TikTok influencers' credibility, attractiveness, expertise, and advocacy meaningfully raise Gen Z consumers' intentions to buy cosmetics, illustrating the persuasive impact of short-form video content (Nguyen et al., 2024). Still, most of these studies examine purchase intentions in broad terms, with only limited attention to sustainable or eco-friendly product categories specifically featured on TikTok. Additionally, TikTok's features like its recommendation system, quick trend changes, and easy-to-see social actions (such as likes, comments, and shares) might help people form their intentions more quickly. These features can influence both a thoughtful way of thinking (forming opinions) and a quick emotional reaction (feeling the need to join a trend), something that isn't often discussed in general studies about social media.

Researchers have increasingly studied the Fear of Missing Out (FoMO), which is the ongoing feeling that others are enjoying rewarding experiences without you (Abel, 2016). FoMO is seen as both a generational trait and a personal difference, with evidence showing that younger groups like Gen Z are especially at risk because they use social media often (Barry & Wong, 2020). Studies regularly link FoMO to higher rates of social media addiction and problematic use, as people check updates to avoid feeling left out (Casale et al., 2018). FoMO is also tied to stress, negative emotions, and compulsive digital habits, making it an important psychological factor in heavy social media use (Fabris et al., 2020). At work, FoMO can hurt employee well-being and motivation by encouraging people to stay online and making it hard to disconnect from work messages (Budnick et al., 2020). Research in Indonesia finds that FoMO increases social media use among teenagers, which raises the risk of addiction (Media et al., 2018). Studies with college students also show that FoMO is linked to distraction and disengagement in class (Al-furaih & Al-awidi, n.d.). Research on digital literacy shows that FoMO, along with digital skills and academic achievement, predicts how much people use social media (Gong & Guo, 2025). FoMO is also connected to higher media engagement and quick reactions to digital content, which suggests that people with high FoMO respond more to time-sensitive or limited offers often found in social commerce (Alt, 2015). In the TikTok context, FoMO may be intensified by short-video virality, trend hashtags, and influencer-driven

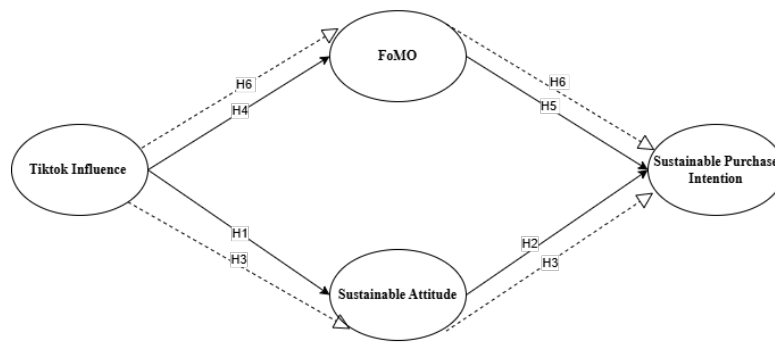
“must-try” narratives. These affordances can create immediate affective pressure to keep up, potentially making FoMO a stronger mechanism in translating TikTok exposure into intention compared with slower, more deliberative cognitive evaluations.

While many studies have looked at FoMO, most focus on its effects on mental health, academic results, or general social media addiction, not on how it relates to sustainable buying behavior. Research on Gen Z and sustainability rarely considers FoMO as an emotional factor or looks at the unique, hype driven short video style of TikTok (Barry & Wong, 2020; Nikoli, 2022). To address this, the current study creates and tests a model where TikTok influence affects Indonesian Gen Z’s intention to buy eco-friendly and sustainable products, both directly and through FoMO. In addition, this study also incorporates Sustainable Attitude as a cognitive “organism” pathway, consistent with TPB, and positions FoMO as an affective “organism” pathway, consistent with SDT’s emphasis on relatedness needs in social environments. This dual path perspective allows the study to compare whether intention is driven more strongly by emotional urgency (FoMO) or by stable pro-environmental evaluations (Sustainable Attitude). The novelty of this research lies in examining FoMO and Sustainable Attitude as parallel mediators within an SOR framework to explain how TikTok driven sustainability content and influencer engagement are converted into sustainable purchase intention among Indonesian Gen Z. By testing both mediation routes simultaneously, this study goes beyond prior work that typically emphasizes either attitude-based explanations or general purchase intention on social media, and it clarifies the psychological mechanism through which TikTok “hype” becomes intention in an emerging-market context. This research broadens the discussion of FoMO from digital use issues to sustainable consumer behavior, focuses on TikTok instead of social media in general, and examines an emerging market where eco-friendly products are still becoming popular. The study aims to: (1) measure how TikTok influence affects Gen Z’s intention to buy eco-friendly and sustainable products; (2) look at the direct effect of FoMO on sustainable purchase intention; and (3) assess whether FoMO mediates the link between TikTok influence and sustainable buying intention among Indonesian Gen Z consumers. In line with the expanded model, this study also evaluates the role of Sustainable Attitude as a mediator between TikTok Influence and Sustainable Purchase Intention, enabling a more complete assessment of both affective and cognitive mechanisms underlying sustainable intention formation on TikTok.

METHOD

Research Operational Model

Drawing from earlier research on TikTok influence and sustainable purchase intention (Zhong et al., 2025), the effects of TikTok and FoMO on purchase intention (Nugroho & Sutisna, 2025), and how TikTok use impacts FoMO in adolescents (Out et al., 2024). This study creates an operational model using the stimulus organism response (SOR) framework. In this model, TikTok Influence acts as the external stimulus (S), which triggers two internal states (O) FoMO and Sustainable Attitudes. These states then shape the behavioral response (R), which is Sustainable Purchase Intention for eco-friendly products. The model suggests that TikTok Influence increases both FoMO and Sustainable Attitudes, and both of these factors boost Sustainable Purchase Intention. It also proposes that FoMO and Sustainable Attitudes mediate the link between TikTok Influence and Sustainable Purchase Intention (H1–H6), so both direct and indirect effects can be tested at the same time, as shown in Figure 1.



Source: Research Results
Figure 1. Conceptual Framework.

This model hypothesizes that TikTok Influence (TI) including exposure to sustainability-related content, perceived credibility of creators, and interactive engagement has direct and indirect effects on Sustainable Purchase Intention (SPI) through FoMO and Sustainable Attitude (SA). FoMO reflects the anxiety of missing out on popular sustainable products and trends on TikTok, while Sustainable Attitude represents favourable evaluations and personal commitment toward eco-friendly consumption. In this framework, FoMO and Sustainable Attitude act as mediating variables that strengthen the relationship between the independent variable (TikTok Influence) and the dependent variable (Sustainable Purchase Intention). Generation Z consumers who are more intensively influenced by TikTok, experience stronger FoMO about sustainable trends, and hold more positive sustainable attitudes are therefore expected to show higher intentions to purchase eco-friendly products.

This study adopted a quantitative, explanatory approach using a cross-sectional survey. The research targeted Indonesian Generation Z consumers who actively use TikTok and have purchased eco-friendly or sustainable products. The sampling frame included TikTok users aged 17–25 living in Indonesia and accessible through online networks. A total of 250 participants were recruited through non-probability purposive sampling combined with a snowball method, as the exact population size was unknown and specific inclusion criteria were needed. To qualify, respondents had to be active TikTok users, follow at least one TikTok account related to sustainability and have purchased at least one eco-friendly or sustainable product in the past six months. Screening questions at the start of the Google Form confirmed eligibility, allowing only qualified individuals to proceed to the full questionnaire. A sample size of 250 is usually enough for PLS-SEM, especially when using models with mediation paths, as it provides stable parameter estimates and sufficient statistical power to test hypotheses in studies focused on prediction (Hair et al., 2014; Hair, 2018). However, because purposive and snowball sampling are non-probability methods, the results apply only to this context and may not be generalizable to all Indonesian Generation Z TikTok users.

Data were collected online in 2025 using a self-administered questionnaire distributed via Google Form. The survey link was distributed online to reach participants from various cities across Indonesia, with a particular emphasis on urban centers such as Surabaya and Jakarta. Because the survey was conducted online, the research setting reflected respondents' locations throughout Indonesia rather than a single physical site. Before analysis, responses were screened for completeness and consistency, and only valid questionnaires were retained for further statistical testing.

The survey instrument was a structured questionnaire organized into four main sections, aligned with the Google Form layout. The first section included screening questions and demographic information such as gender, age, domicile and TikTok usage frequency. The second section asked respondents to identify the eco-friendly product they purchased most frequently, including the brand and product category (such as skincare, personal care,

household cleaners, reusable items, fashion or accessories made from organic or recycled materials, food and beverages with eco-friendly packaging or certifications, and other relevant options). The third section assessed TikTok influence, operationalised through dimensions like trendiness, entertainment, interaction and electronic word of mouth. Items for this construct were adapted from previous TikTok and social media marketing studies and adjusted to fit sustainable product contexts. The fourth section measured Fear of Missing Out (FoMO), sustainable attitudes, and sustainable buying intentions using items from established FoMO scales and prior research on sustainable consumption. All constructs were measured with a five-point Likert scale, ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). To ensure measurement quality, the study evaluated construct reliability and validity following PLS-SEM guidelines. Reliability was assessed using Cronbach’s alpha and Composite Reliability (CR), with values ≥ 0.70 indicating satisfactory internal consistency. Convergent validity was assessed using Average Variance Extracted (AVE), with $AVE \geq 0.50$ indicating that a construct explains more than half of the variance of its indicators. Discriminant validity was examined using the Fornell Larcker criterion and cross-loadings to confirm that each construct is empirically distinct (Hair, 2018).

Before the main data collection, the questionnaire was reviewed by two marketing academics and a practitioner to ensure content validity, clear language, and appropriateness for Generation Z respondents. A pilot test with about thirty active TikTok users aged 17–25 was conducted to check for reliability and unclear wording. Minor adjustments were made based on their feedback. Participation was voluntary and anonymous. At the start of the Google Form, participants were informed of the study’s purpose and gave electronic consent. Respondents could withdraw from the survey at any time by closing the form, without any consequences. All procedures were designed to minimize respondent burden and maintain confidentiality of responses.

Table 1. Operationalization of TikTok Influence, FoMO, Sustainable Attitudes, and Sustainable Purchase Intention Variables.

Variable	Item Number	Indicator
Tiktok Influence	TI 1	I frequently watch videos on TikTok.
	TI 2	I regularly follow trends and challenges on TikTok.
	TI 3	I frequently interact (like/comment/share) with TikTok influencer content.
	TI 4	I use TikTok more than once a day.
	TI 5	TikTok is one of my main sources of entertainment and information.
Sustainable Attitudes	SA 1	I believe it's important to consider the environmental impact of every purchase.
	SA 2	I have a positive view of brands that implement environmentally friendly practices.
	SA 3	I care about product sustainability and strive to make environmentally friendly decisions.
	SA 4	I support products promoted as sustainable/eco-friendly.
Sustainable Purchase Intention	SPI 1	I make purchasing decisions with sustainability in mind.
	SPI 2	I intend to purchase environmentally friendly products.
	SPI 3	I plan to purchase products from brands that promote sustainable practices.
	SPI 4	I tend to choose sustainable products over products that pay less attention to sustainability.
FoMO	FM 1	When I see influencers/others on TikTok buying sustainable products, I compare myself and am compelled to buy them too.
	FM 2	When there's a limited-time promotion for sustainable products on TikTok, I immediately want to check out.

FM 3	Trying out trending sustainable products on TikTok makes me feel like I'm not missing out and more connected.
FM 4	I feel the need to try sustainable products that go viral on TikTok right away to stay on top.

Research Hypothesis

Effect of TikTok Influence on Sustainable Attitude

TikTok has become a key place for young people to find messages, tutorials, and endorsements about sustainability. Zhong et al., (2025) found that when users see more sustainability content on TikTok, they are more likely to care about the environment and have positive attitudes toward sustainability. Nugroho & Sutisna, (2025) Also found that frequent interaction with TikTok marketing content leads to more positive views of the brands being promoted. These findings suggest that TikTok Influence can help Generation Z develop more positive attitudes toward eco-friendly and sustainable products.

H1: There is a positive influence of TikTok Influence on Sustainable Attitude toward eco-friendly products among Generation Z consumers.

Effect of Sustainable Attitude on Sustainable Purchase Intention

A sustainable attitude is when a consumer cares about and has a positive view of environmentally friendly products and actions. Research shows that people with positive sustainable attitudes are more likely to want to buy green products, because those who care about the environment are more willing to support eco-friendly brands (Zhong et al., 2025). If consumers see eco-friendly products as useful, reliable, and in line with their values, they are more likely to choose to buy them.

H2: There is a positive influence of Sustainable Attitude on Sustainable Purchase Intention toward eco-friendly products.

Mediating Effect of Sustainable Attitude on the Relationship between TikTok Influence and Sustainable Purchase Intention

Within the stimulus organism response (SOR) framework, TikTok Influence can be viewed as an outside factor that first shapes how people think before it affects their behavior. Zhong et al., (2025) showed that TikTok's effect on sustainable purchase intentions mostly happens through changes in sustainable attitudes. When Generation Z often sees engaging, credible, and informative sustainability content on TikTok, they develop more positive sustainable attitudes, which then increase their intention to buy eco-friendly products. This means that sustainable attitude acts as a link between TikTok Influence and Sustainable Purchase Intention.

H3: Sustainable Attitude mediates the relationship between TikTok Influence and Sustainable Purchase Intention toward eco-friendly products.

Effect of TikTok Influence on FoMO

TikTok's algorithm, viral trends, and short videos are designed to keep users interested and aware of what others are doing. Out et al., (2024) found that using TikTok more often increases fear of missing out (FoMO) among high school students, showing that the platform's social features can make people feel anxious about being left out. Nugroho & Sutisna, (2025) also found that TikTok campaigns with limited time offers, viral challenges, and influencer endorsements can make FoMO stronger, especially for beauty and skincare products. These findings suggest that more TikTok Influence is likely to increase FoMO among Generation Z.

H4: There is a positive influence of TikTok Influence on FoMO among Generation Z consumers.

Effect of FoMO on Sustainable Purchase Intention

FoMO is when people worry that others are having good experiences or getting valuable products that they are missing. In digital marketing, FoMO can lead to quick and impulsive buying, especially when people are afraid of missing out on popular or limited products (Nugroho & Sutisna, 2025). When sustainable products go viral on TikTok, people with higher FoMO may feel pressure to join in so they are not left out of eco-friendly groups. Because of this, FoMO is expected to increase the intention to buy eco-friendly products that are seen as must-haves on social media.

H5: There is a positive influence of FoMO on Sustainable Purchase Intention toward eco-friendly products.

Mediating Effect of FoMO on the Relationship between TikTok Influence and Sustainable Purchase Intention

In the SOR framework, TikTok Influence not only shapes how people think but also causes emotional reactions like FoMO. Nugroho & Sutisna, (2025) found that TikTok marketing and FoMO together increase the intention to buy, showing that FoMO can connect social media influence and consumer behavior. When Generation Z sees lots of sustainability content, limited time offers, and viral endorsements on TikTok, they may feel more FoMO about missing eco-friendly trends, which then makes them more likely to want to buy sustainable products. Therefore, FoMO is expected to link TikTok Influence and Sustainable Purchase Intention.

H6: FoMO mediates the relationship between TikTok Influence and Sustainable Purchase Intention toward eco-friendly products.

Research Instrument Test (Validity and Reliability Test)

Before analyzing the structural relationships, the measurement instrument was checked for quality. The questionnaire was tested to make sure each item measured what it was supposed to (validity) and gave consistent results (reliability). Following Sürücü and Maslakci (2020) and Kamis et al., (2021), indicator reliability was first checked by looking at the outer loading of each item on its related latent variable. Items with loading values below 0.60 were considered weak and removed, while those with loadings of 0.60 or higher were kept because they showed acceptable reliability.

Next, construct reliability was checked using Cronbach's alpha and composite reliability (CR). Values of at least 0.70 for both showed good internal consistency. Convergent validity was measured by the average variance extracted (AVE), with values of 0.50 or higher meaning the construct explained more than half the variance in its indicators. Discriminant validity was checked using the Fornell–Larcker criterion and cross-loadings to make sure each construct was different from the others in the model. These steps follow the guidelines for validity and reliability in PLS-SEM measurement models (Hair, 2018).

Research Hypothesis Testing

The data analysis followed several steps. First, incomplete or inconsistent responses were removed, leaving 250 valid questionnaires. Descriptive statistics were used to summarize the respondents' demographics, TikTok usage, types of eco-friendly products bought, and the main trends in all latent variables. Then, the research hypotheses (H1–H6) were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was chosen because it works well for exploratory and theory-building research, does not require strict multivariate normality, can handle complex models with several latent variables and mediation paths even with smaller sample sizes, and focuses on prediction by maximizing the explained variance (R^2) of endogenous constructs (Hair, 2018; Hair J et al., 2014; Rožman et al., 2020).

The structural model was evaluated after confirming that the measurement model met the validity and reliability criteria. The significance of each path coefficient was tested using a bootstrapping procedure with 5,000 sub samples. According to Hair et al. (2018), a hypothesis was considered supported if the t-value of the standardized path coefficient was at least 1.65 for a one-tailed test and the significance level (p-value) was ≤ 0.05 . Besides statistical significance, the size of the path coefficients and the coefficient of determination (R^2) were reviewed to assess the strength and predictive power of the model. This approach provides a thorough test of the direct and indirect effects of TikTok Influence, FoMO, and Sustainable Attitude on Sustainable Purchase Intention among Indonesian Generation Z consumers.

RESULTS AND DISCUSSION

The final sample included 250 Indonesian Generation Z TikTok users. Most participants were aged 21–25 (157 respondents; 62.8%), with the remaining 93 (37.2%) aged 17–20. In terms of gender, there were 171 females (68.4%) and 79 males (31.6%). Regarding TikTok usage over the previous six months, 97 respondents (38.8%) spent 3–4 hours daily on the platform, 87 (34.8%) spent more than 5 hours per day, 62 (24.8%) used TikTok for 1–2 hours per day, and 4 participants (1.6%) reported using it for more than 1 hour but less than 2 hours per day. These findings indicate that the sample mainly comprised intensive TikTok users, supporting their suitability for evaluating the platform’s influence on FoMO, sustainable attitudes, and intentions to buy sustainably. At the construct level (see Table 3), mean scores for all variables were moderate on a 1–5 Likert scale: TikTok Influence (M = 3.30, SD = 1.04), FoMO (M = 3.38, SD = 1.14), Sustainable Attitudes (M = 3.42, SD = 1.13), and Sustainable Purchase Intention (M = 3.38, SD = 1.08). On average, respondents tended to somewhat agree with statements about TikTok engagement, FoMO, sustainable attitudes, and sustainable purchasing, providing enough variability for further structural modeling.

Table 2. Descriptive Statistics of Latent Variables

Variable	Mean	Standard deviation	Minimum	Maximum
TI	3.30	1.04	1.40	4.80
FM	3.38	1.14	1.00	4.75
SA	3.42	1.13	1.00	4.75
SPI	3.38	1.08	1.00	4.75

Source: Google Form responses, data processed by the author (2025)

Convergent Validity: Average Variance Extracted

Table 3. Average Variance Extracted (AVE) Results

Variable	Average Variance Extracted (AVE)	Validity
TI	0.806	Valid
FM	0.763	Valid
SA	0.810	Valid
SPI	0.811	Valid

Source: SmartPLS output, data processed by the author (2025)

The average variance extracted (AVE) values for all variables exceed the recommended threshold of 0.50: TikTok Influence (0.806), FoMO (0.763), Sustainable Attitudes (0.810), and Sustainable Purchase Intention (0.811). These findings demonstrate that each construction satisfies the convergent validity criterion and is suitable for further analysis.

Reliability Test Results

Table 4. Composite Reliability and Cronbach's Alpha Results

Variable	Composite Reliability (ρ_c)	Cronbach's Alpha	Description
TI	0.954	0.939	Reliable
FM	0.928	0.895	Reliable
SA	0.945	0.921	Reliable
SPI	0.945	0.922	Reliable

Source: SmartPLS output, data processed by the author (2025)

The reliability test results indicate that all constructs possess composite reliability values exceeding 0.70 and Cronbach's alpha values above 0.70. TikTok Influence ($\rho_c = 0.954$; $\alpha = 0.939$), FoMO ($\rho_c = 0.928$; $\alpha = 0.895$), Sustainable Attitudes ($\rho_c = 0.945$; $\alpha = 0.921$), and Sustainable Purchase Intention ($\rho_c = 0.945$; $\alpha = 0.922$) are therefore considered reliable and appropriate for further analysis. In addition, AVE values above 0.50 support the conclusion that the measurement model demonstrates strong convergent validity and internal consistency.

Coefficient of Determination (R-Square)

Table 5. R-Square Results

Endogenous Variable	R-square	R-square Adjusted
FM	0.477	0.475
SA	0.395	0.393
SPI	0.546	0.543

Source: SmartPLS output, data processed by the author (2025)

The R-square results indicate that TikTok Influence accounts for 47.7% of the variance in FoMO and 39.5% of the variance in Sustainable Attitudes. Collectively, TikTok Influence, FoMO, and Sustainable Attitudes account for 54.6% of the variance in Sustainable Purchase Intention. According to established PLS-SEM guidelines, these values represent moderate explanatory power for FoMO and Sustainable Attitudes, and moderate to substantial explanatory power for Sustainable Purchase Intention. These findings suggest that the proposed model effectively captures a significant proportion of the factors influencing Generation Z's intention to purchase sustainable products.

Path Coefficients (Direct Effects)

Table 6. Path Coefficients Results

Hypothesis	Path	Path Coefficient (β)	t-Statistic	p-Value	Decision
H1	TI \rightarrow FM (TikTok Influence \rightarrow FoMO)	0.691	29.723	0.000	Accepted
H2	TI \rightarrow SA (TikTok Influence \rightarrow Sustainable Attitudes)	0.629	22.524	0.000	Accepted
H3	FM \rightarrow SPI (FoMO \rightarrow Sustainable Purchase Intention)	0.497	10.717	0.000	Accepted
H4	SA \rightarrow SPI (Sustainable Attitudes \rightarrow Sustainable Purchase Intention)	0.310	6.215	0.000	Accepted

Source: SmartPLS output, data processed by the author (2025)

The path coefficient results in Table 6 indicate that all direct relationships in the model are positive and statistically significant (t -statistic > 1.96 ; $p < 0.05$). TikTok Influence has a strong positive effect on FoMO and Sustainable Attitudes, while both FoMO and Sustainable Attitudes positively influence Sustainable Purchase Intention. These findings confirm that higher TikTok Influence strengthens emotional pressure (FoMO) and pro-sustainability evaluations, which in turn increase Generation Z consumers' intention to purchase sustainable products.

Specific Indirect Effects (Mediation)

Table 7. Specific Indirect Effects Results

Hypothesis	Indirect Path	Indirect Effect (β)	t-Statistic	p-Value	Decision
H5	TI \rightarrow SA \rightarrow SPI (TikTok Influence \rightarrow Sustainable Attitudes \rightarrow Sustainable Purchase Intention)	0.195	6.097	0.000	Accepted
H6	TI \rightarrow FM \rightarrow SPI (TikTok Influence \rightarrow FoMO \rightarrow Sustainable Purchase Intention)	0.343	10.725	0.000	Accepted

Source: SmartPLS output, data processed by the author (2025)

As shown in Table 7, both indirect paths from TikTok Influence to Sustainable Purchase Intention through Sustainable Attitudes and FoMO are significant (t -statistic > 1.96 ; $p < 0.05$). This means that TikTok Influence not only affects Sustainable Purchase Intention directly, but also indirectly through changes in Sustainable Attitudes and FoMO. The larger indirect effect via FoMO suggests that feeling “left behind” by sustainability related TikTok content is a particularly strong mechanism that converts TikTok engagement into intentions to buy eco-friendly products.

Discussion

The results of this study affirm that TikTok acts as a powerful stimulus shaping sustainable purchase intentions among Indonesian Generation Z, channeling both emotional and cognitive processes. In the stimulus organism response (SOR) framework, TikTok Influence serves as the initial spark that activates FoMO and Sustainable Attitudes, which in turn drive intentions to purchase eco-friendly products. The structural model reveals that TikTok Influence accounts for a significant portion of the variance in FoMO and Sustainable Attitudes; collectively, these factors explain an important share of the variance in Sustainable Purchase Intention. This suggests that short form video platforms go beyond entertainment, functioning as influential environments where sustainability-related meanings and intentions are formed.

The strong positive relationship between TikTok Influence and FoMO indicates that frequent exposure to trends, influences, and viral content heightens the perceived need to stay current with what others are buying and endorsing. TikTok’s endless scroll, tailored recommendations, and fast-moving trends make it easy for users to repeatedly encounter sustainability content, limited-time promotions, and “must-try” suggestions. For many Gen Z users, this environment intensifies the sense that not engaging in certain sustainable products or campaigns means being left behind socially. Thus, FoMO extends beyond missing out on social experiences to include missing chances to express identity and values through consumption.

TikTok Influence is also closely linked to stronger Sustainable Attitudes, showing that the platform’s impact goes beyond mere hype. Educational content, authentic product reviews, and compelling stories about environmental issues and solutions help foster more favorable opinions of sustainable brands and practices. When sustainability messages are delivered

creatively and in a relatable, non-preachy style, they can make green consumption appear modern, aspirational, and relevant to everyday life. This supports the broader view that social media plays a crucial role in shaping pro-environmental beliefs and enhancing the perceived value of eco-friendly products.

Both FoMO and Sustainable Attitudes positively impact Sustainable Purchase Intention, indicating that emotional and cognitive processes jointly influence Gen Z's propensity to buy sustainable products. Sustainable Attitudes capture thoughtful judgments such as seeing eco-friendly products as important and consistent with personal values while FoMO represents a more immediate emotional reaction to social and time-sensitive cues like urgency, scarcity, or popularity. The relatively strong impact of FoMO in this sample suggests that emotional pressure from not wanting to miss out on trends or viral products is a particularly strong motivator. This supports the idea that social media-driven decisions are often shaped by emotional triggers, not just rational evaluations.

Mediation analysis offers deeper understanding of how TikTok Influence leads to Sustainable Purchase Intention. The platform impacts intention not just directly, but also indirectly through FoMO and Sustainable Attitudes. The more substantial indirect path via FoMO underscores the importance of hype-driven elements, such as countdown deals, exclusive product launches, or participation in viral sustainability challenges. Meanwhile, significant mediation by Sustainable Attitudes shows that repeated exposure to sustainability content gradually builds more stable pro-environmental beliefs. These findings suggest that effective sustainability messaging on TikTok should target both the "heart" (emotional and social pressure) and the "head" (cognitive evaluations and values).

Descriptive statistics reinforce these conclusions. Average scores for TikTok Influence, FoMO, Sustainable Attitudes, and Sustainable Purchase Intention are all just above the midpoint, indicating moderate engagement, some FoMO, and generally positive attitudes and intentions toward sustainability. However, relatively high standard deviations point to significant diversity within the sample. Not all Gen Z TikTok users react the same way to sustainability content: some are more influenced by FoMO driven cues, while others prioritize information quality, values, or price. This variability suggests opportunities for more targeted segmentation in future research and marketing.

Together, the measurement and structural results provide several theoretical contributions. First, by combining TikTok Influence, FoMO, Sustainable Attitudes, and Sustainable Purchase Intention within the SOR framework, this study offers a more complete account of how social media shapes sustainable consumption among digital natives. Second, the findings broaden FoMO research beyond its typical links to problematic media use, revealing its role as an emotional bridge connecting social media influence to sustainability oriented intentions. Third, the results add to sustainability marketing literature in emerging markets by showing that social media hype if framed constructively can help promote greener everyday products in areas like skincare, personal care, household cleaning, and fashion.

From a managerial standpoint, the findings indicate that brands marketing sustainable products on TikTok should balance emotional urgency with credibility and transparency. FoMO triggering strategies such as time limited offers, exclusive bundles, or interactive challenges can effectively encourage Gen Z to consider sustainable options. To avoid perceptions of manipulation or "green washing," these tactics should be paired with clear information about environmental benefits, certifications, ingredients, and long-term value. Partnering with influencers seen as authentic and consistent in their sustainability messaging is likely to further boost both FoMO and Sustainable Attitudes in a positive way.

For policymakers, educators, and advocates, these findings spotlight TikTok's potential as a strategic tool for encouraging responsible consumption, while also pointing to the need for safeguards. On one hand, engaging short form content can make sustainability more appealing and accessible to young audiences, promote local sustainable brands, and help establish new

social norms around responsible consumption. On the other hand, the strong influence of FoMO raises concerns that campaigns could unintentionally drive over consumption, performative environmentalism, or susceptibility to misleading claims. Clear guidelines, monitoring of environmental messaging, and educational efforts to build critical media literacy are essential to ensure that TikTok driven interest in sustainability translates to real environmental gains, not just trend-based behaviors.

Several limitations of this study should be noted. Its cross sectional design and dependence on self reported data limit the ability to draw strong causal conclusions and do not measure actual purchasing behavior. The focus on Indonesian Gen Z TikTok users already familiar with sustainable products also narrows the generalizability of results to other age groups, countries, or less sustainability aware consumers. Future research could use longitudinal or experimental methods, track actual purchase behavior, or compare effects across platforms and content formats. Incorporating variables such as environmental identity, skepticism toward green claims, perceived behavioral control, or social norms would further enrich understanding of how social media influences individual choices related to sustainable consumption.

CONCLUSION

This study finds that TikTok Influence, FoMO, and Sustainable Attitudes together play a key role in shaping sustainable purchase intentions for eco-friendly products among Indonesian Generation Z. TikTok serves as more than just an entertainment platform it acts as a powerful stimulus that triggers both emotional and cognitive responses linked to sustainability. The findings reveal that TikTok Influence boosts both FoMO and Sustainable Attitudes, and these factors collectively account for a significant portion of the variance in Sustainable Purchase Intention. This means that when social hype and sustainability messages come together on a short-form video platform, they can effectively encourage young people to consider greener product choices.

Both FoMO and Sustainable Attitudes significantly predict Sustainable Purchase Intention, with FoMO showing a relatively stronger effect. This suggests that the emotional pressure of not wanting to miss out on sustainability-related trends or viral products is a particularly strong motivator for Gen Z even beyond rational assessment alone. At the same time, the impact of Sustainable Attitudes highlights the ongoing importance of stable pro-environmental beliefs in supporting intentions to purchase sustainable products over the long term. Mediation analysis further confirms that TikTok's influence on intention operates through a blend of hype-driven emotional reactions and more thoughtful attitude formation.

Theoretically, this research enriches SOR based studies of social media, deepens understanding of FoMO as a driver of positive sustainability intentions, and contributes to sustainability marketing knowledge in emerging markets. On a practical level, the findings suggest that brands, policymakers, and sustainability advocates should design TikTok campaigns that leverage the motivational power of FoMO without sacrificing credibility and transparency. FoMO based strategies like limited time offers or viral challenges can be effective when paired with clear, honest information about environmental benefits and product features.

Although the study is limited by its cross-sectional design, reliance on self-reported data, and a specific sample, it provides a valuable starting point for understanding how TikTok influence, FoMO, and sustainability values can be aligned to foster more responsible consumption among digitally savvy youth. Future research should investigate actual purchasing behavior, broaden demographic and cultural coverage, and examine additional psychological and social factors that could strengthen or weaken the link between social media hype and sustainable consumption.

In quantitative terms, the model indicates that TikTok Influence explains a substantial proportion of the variance in Sustainable Purchase Intention ($R^2 = 54.6\%$), underlining

TikTok's strategic role in shaping Generation Z's sustainable buying decisions in the digital consumption context.

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