

(Research) Article

# The Effect of Fashion FOMO (Fear of Missing Out) on Purchase Decisions of the Fast Fashion Brand Uniqlo in Semarang City with Minimalist Wardrobes as a Moderating Variable

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**Abstract:** The phenomenon of fashion FOMO (fear of missing out) exerts a significant influence on fashion consumption behavior, particularly among the demographic from late adolescence to young adulthood. The fear of missing trends can lead individuals to make impulsive purchases. In contrast, the Minimalist Wardrobe concept promotes a conscious lifestyle that emphasizes functional and sustainable clothing choices. The objective of this study is to examine the influence of Fashion FoMO on purchasing decisions and to assess the role of a Minimalist Wardrobe as a moderating variable. A quantitative approach was employed, utilizing purposive sampling to collect data through surveys administered to respondents residing in Semarang City. The data were analyzed using the Structural Equation Modeling (SEM) method with SmartPLS software. The results show that Fashion FoMO has a significant and positive influence on purchasing decisions for UNIQLO products. Meanwhile, the Minimalist Wardrobe shows an insignificant effect. These findings suggest that purchasing decisions are more strongly driven by emotional pressure from FoMO than by minimalist lifestyle considerations.

**Keywords:** Fashion Consumption Behavior; Fear of Missing Out; Impulsive Purchases; Minimalist Wardrobe; Purchase Decision.

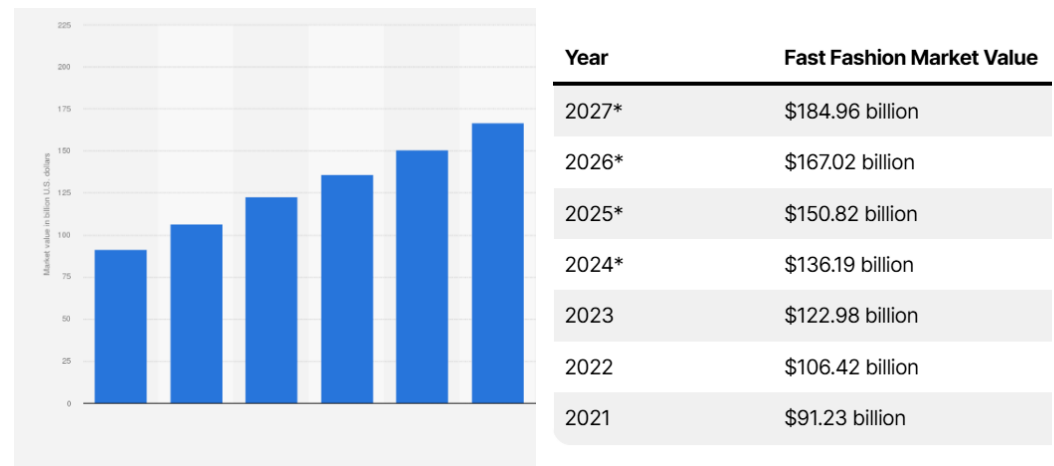
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## 1. Introduction

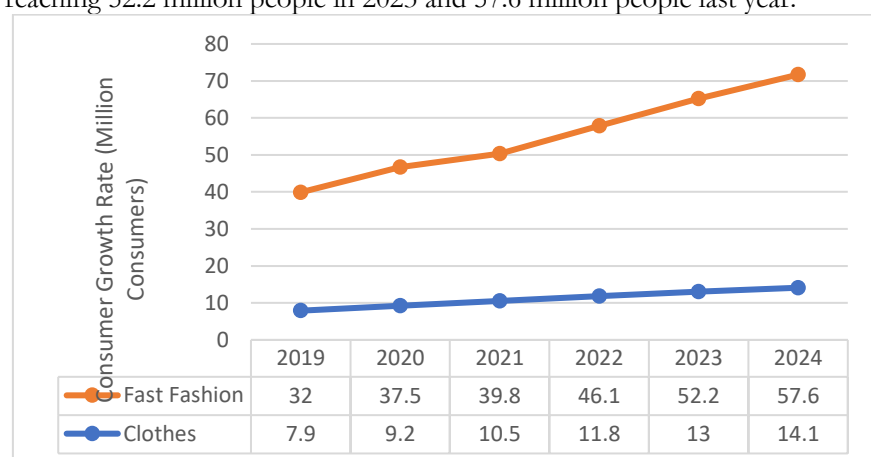
In recent decades, sustainability has involved from a niche concept into a common term in global discourse. Rapid globalization and industrialization, while increased prosperity, they have also triggered a variety of pressing issues (Neumann et al., 2020 in Mathew et al., 2025: 132). The emergence and expansion of the fast fashion industry is one tangible impact of accelerated globalization and industrialization. This segment of the clothing industry emphasizes rapid production and distribution to offer the latest styles at affordable prices. This strategy was developed to meet the ever-changing needs of consumers who desire instant access to fashion trends without the need for seasonal changes. The global fast fashion market is expected to reach \$150.82 billion by 2025, fueled by quick production cycles and high consumer demand. On the other hand, the fast fashion industry is currently a global economic force, with a market value reaching hundreds of billions of U.S. dollars. It is expected to continue growing, which demonstrates that the desire for affordable, fashionable clothing remains dominant among consumers, despite increasing awareness of sustainability issues. According to Statista data, the market value of the global fast fashion industry is expected to increase significantly between 2021 and 2027, from \$91.23 billion to \$184.96 billion.



**Figure 1.** Estimated Total Value of the Global Fast Fashion Market 2021-2027.

Source: Statista, Processed by Legitcheck. Published January 6, 2025

Indonesia, a dynamic market characterized by a substantial young population and pervasive digital connectivity, constitutes a noteworthy component of this global phenomenon. The Indonesian fast fashion industry is undergoing rapid expansion, fueled by its integration with global trends, as evidenced by the pervasive influence of social media and influencers. Leading international fast fashion brands have established extensive networks of physical stores in major shopping centers, complemented by e-commerce platforms. The pervasive influence of digital platforms has precipitated a pronounced inclination among consumers, particularly the younger demographic, to maintain currency with the most recent fashion trends. The relatively brief usage cycle may be attributable to product wear and tear or rapidly evolving fashion trends. In addition to footwear intended for formal occasions, consumers may also possess footwear for sports, walking, or other purposes. In this era of advanced technology, the Internet of Things (IoT), big data, artificial intelligence (AI), and blockchain are being utilized to enhance supply chain efficiency, accelerate production processes, and provide more transparent and accurate data regarding product origins (Erwin et al., 2023 in Cloudia, F., 2025: 533). The ease of access to information and the availability of product visualizations through social media directly contribute to the high demand for fast fashion clothing. In Indonesia, the magnitude of this phenomenon is evident from the consistently rising number of consumers of fast fashion year after year. In 2019, the total number of consumers of fast fashion was recorded at 32 million people. This figure continued to rise, reaching 52.2 million people in 2023 and 57.6 million people last year.

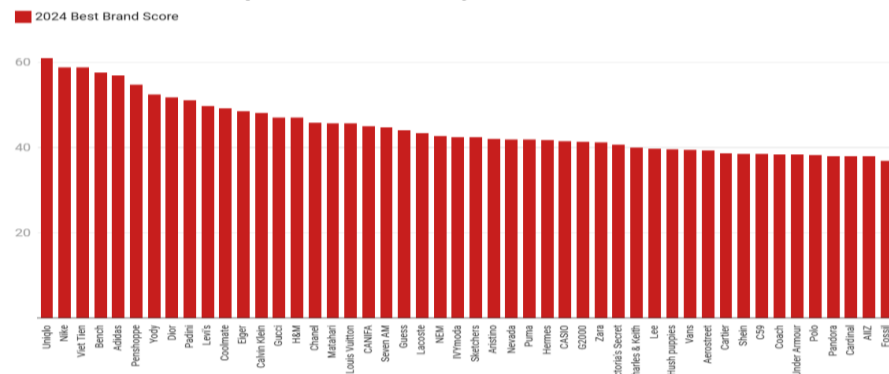


**Figure 2.** Fast Fashion Consumer Growth Rate 2019-2024

Source: Statista, Processed by Kompas Research and Development. Published February 15, 2025

UNIQLO is a Japanese fashion company under the Fast Retailing Co. umbrella. Ltd., founded in 1984 on the pioneering concept of LifeWear. LifeWear refers to simple, functional, high-quality everyday clothing at affordable prices. Implementing this concept involves adhering to the principles of global sustainability, which focus on three main pillars: high-quality, durable products; responsible production; and price accessibility. By adopting

these sustainability principles, UNIQLO hopes to demonstrate how large companies can operate more responsibly without sacrificing the quality or accessibility of their products (Cloudia, F., 2025). UNIQLO is a preeminent global fast fashion brand. In 2024, Fast Retailing, the company's parent, reported annual revenue of ¥3.10 trillion (approximately US\$20.2 billion). This places UNIQLO in third position among the world's fashion companies, following Inditex (Zara) and H&M. Presently, UNIQLO operates a substantial number of stores across 25 countries, including Japan, China, the United States, the United Kingdom, France, and various Southeast Asian nations. UNIQLO has effectively garnered the attention of Southeast Asian consumers by virtue of its notable popularity, cutting-edge product quality, accommodating shopping environment, and competitive pricing. The company's business strategy, which prioritizes functional clothing and cultivates customer trust, has contributed to its emergence as a prominent fashion brand in the region.



**Figure 3.** Best Brand Score 2024.  
Source: Campaignasia. Published October 28, 2024

The number of UNIQLO stores in Indonesia is expected to increase in 2024. From September to November of this year, UNIQLO experienced an expansion of its market network, increasing the number of stores from 72 to 75. This expansion signifies a substantial surge in consumer demand for fast fashion products. This strategic initiative is indicative of the company's capacity to expeditiously and methodically address emergent market demands. UNIQLO has garnered renown for its efficient business model, which features a production cycle that enables rapid turnover from design to retail. While not as extreme as some other fast fashion brands, UNIQLO consistently launches seasonal collections and collaborations, thereby maintaining a sense of freshness and relevance in its offerings. This business model is predicated on a rapid production cycle and substantial volumes, thereby enabling the fashion brand to consistently offer new collections (Cloudia, F., 2025). The company's capacity to produce on a large scale and to regularly introduce new styles is a hallmark of the fast fashion approach it employs. The notable increase in the number of stores in various Indonesian cities is indicative of UNIQLO's strategic initiative aimed at enhancing its market reach and consolidating its position as a prominent entity within the highly competitive global fashion industry.

#### Indonesia: Top 10 fashion brands



**Figure 4.** Indonesia Top 10 Fashion Best Brand Score 2024.  
Source: Campaignasia. Published October 28, 2024

The term Fear of Missing Out (FoMO) has emerged as a psychological phenomenon that has garnered increasing attention within the domain of marketing research (Alfina et al., 2023; Mahmud et al., 2023 in Alfarisi et al., 2024: 2678). In the fully connected digital age, exposure to friends' and influencers' social media posts can trigger and reinforce feelings of FOMO. Those experiencing FoMO tend to constantly check the latest news, promotions, and activities of others, which creates psychological pressure to keep up. Marketers often capitalize on this phenomenon in marketing by creating narratives of exclusivity, limited offers, or viral trends that trigger consumers' desire to make an immediate purchase to avoid feeling left behind by others who already have or have experienced it. The strong emotional drive caused by FoMO can significantly influence consumers' decision-making processes, often leading to impulsive purchases based on fear of missing out rather than rational considerations of needs and budget.

These psychological drives influence purchasing decisions, which are a crucial point. Consumers affected by FOMO may feel compelled to purchase trending products or services immediately, simply because they fear missing out on the euphoria or benefits experienced by others. The evaluation process becomes distorted because the focus shifts from fulfilling real needs and comparing features and prices to avoiding the feeling of being left behind. Consequently, purchasing decisions are often driven by emotions and the desire to maintain one's image or social status among peers. This can ultimately lead to unwise purchases or decisions that do not align with consumers' long-term preferences. According to Ikhwanda et al., 2025, the fear of missing out (FoMO) significantly influences purchasing decisions, driven by the urge to keep up with the latest trends. Another study by Suhartini & Maharani (2023) and DS & El Halidy (2022) in Tianto, Reza et al., 2024: 150, It highlights that FoMO significantly influences mothers, especially Millennials and Gen Z, to quickly decide to purchase promoted items. Furthermore, Alfarisi et al., 2024 found that FoMO had a positive and significant influence on consumer purchasing decisions. However, research by Putri et al., 2024, Research on the influence of fear of missing out (FoMO) on purchasing decisions has proven that FoMO does not significantly affect purchasing decisions.

In the context of the prevailing influence of fast fashion, a minimalist lifestyle movement has emerged. Minimalism, an increasingly prevalent lifestyle movement, entails the deliberate reduction of consumption, with the objective of maintaining a minimal, controlled, and limited number of possessions (Woodhead, 2022). Adopting minimalist principles in dressing by maintaining a minimalist wardrobe that emphasizes owning essential, high-quality, and versatile items has the potential to significantly reduce FOMO related to clothing. By limiting choices and focusing on a timeless personal style, individuals with minimalist wardrobes are less susceptible to the pressure of constantly buying new clothes because of passing trends. Satisfaction from a well-curated, needs-based wardrobe can boost self-confidence and reduce the need for external validation through owning diverse clothing. Woodhead's (2022) The Six-Item Challenge, which involves creating a minimalist-inspired wardrobe, has personal benefits. These include reduced spending on clothing, less stress due to a more organized wardrobe, development of personal style, increased creativity in mixing and matching limited clothing, and reduced anxiety related to appearance and the opinions of others. Consequently, individuals who consciously adopt a minimalist wardrobe develop a wiser mindset when making clothing-related decisions, focusing on quality, real needs, and sustainability instead of being driven by anxiety about falling behind trends. However, psychological aspects notably the fear of missing out (FOMO) that is frequently stimulated by social media and swiftly changing trends, have been shown to play a substantial role in driving impulsive buying behavior within the fast fashion sector, especially among younger consumers. Fast fashion brands like UNIQLO, which employ marketing strategies that integrate trend elements and affordability, occupy a nexus between the allure of fast fashion and the possibility of consumers adopting minimalist values. Consequently, further research is necessary to elucidate the manner in which FOMO interacts with minimalist lifestyle trends, thereby influencing purchasing decisions in the context of fast fashion.

A substantial body of research has employed this theoretical framework to elucidate consumer behavior. The Theory of Planned Behavior (TPB) is a relevant framework to this study, which examines the influence of Fashion FOMO on purchasing decisions for UNIQLO fast fashion products, with minimalist wardrobe as a moderating variable. In

Octavia et al., (2025: 372), Ajzen (2012) defines TPB as a theory that identifies consumer attitudes (attitude), subjective norms (subjective norms), and perceived behavioral control (perceived control over behavior). TPB suggests that a person's behavior is influenced by intentions formed through three main factors: attitudes toward an action (attitude), subjective norms from the social environment (subjective norms), and the individual's perception of their ability to control behavior (perceived behavioral control). In this case, the phenomenon of fashion FOMO (fear of missing out on fashion) can be understood as a combination of positive attitudes toward fast fashion purchases and social pressure that encourages consumers to follow current trends (Magwegwe & Shaik, 2024). The purchasing decisions that emerge from these processes are the culmination of the intentions formed by these two components. Conversely, the minimalist wardrobe lifestyle signifies the degree of personal agency in resisting the impulse to acquire goods, thereby functioning as a variable that can fortify or diminish the impact of FOMO on consumer behavior. Therefore, TPB is deemed an appropriate theoretical foundation for understanding the relationship between fashion FOMO, purchasing decisions, and the role of minimalist lifestyles in the context of consumer behavior.

The phenomenon that forms the basis of this study is FoMO (Fear of Missing Out). A paucity of research has been conducted on the subject of FoMO and fast fashion brands, particularly in the context of clothing. This study explores and analyzes the influence of fashion FoMO on purchasing decisions, with the moderating variable being the minimalist wardrobe. The primary objective of this study is to ascertain whether there is a discrepancy in the impact of fashion FoMO on purchasing decisions for the fast fashion brand UNIQLO among individuals in Semarang City with varying degrees (high and low levels) of minimalist wardrobe adoption. This study offers a novel contribution by integrating the concept of a minimalist wardrobe as a variable that has the potential to suppress the impact of FoMO on fast fashion consumption. Consequently, this study explores the impact of FoMO on consumer purchasing decisions and offers a novel perspective on the potential of a minimalist lifestyle as a means to curtail consumptive behavior, thereby fostering more sustainable consumption patterns.

## **2. Literature Review**

### **Theory of Planned Behavior**

To understand sustainable consumer behavior, this study employs the Theory of Planned Behavior (TPB). Panjaitan and Nur Cahya (2025) emphasize that, within the TPB framework, purchase intention is an important mediator connecting attitudes, subjective norms, and behavioral control to consumer purchasing decisions. According to Setyanta et al. (2024), the TPB provides valuable insights into consumer decisions and necessitates a better understanding of how attitudes influence purchase intentions. According to Baltaci, C. et al. (2024), TPB subdimensions act as mediators in predicting consumer behavior. This confirms that consumer behavior is the result of a conscious process influenced by various factors. Conversely, several researchers suggest further investigating the influence of the FoMO (fear of missing out) lifestyle on purchase intentions (Dinh & Lee, 2022, as cited in Rahma & Kuswati, 2025). Given TPB's effectiveness in predicting sustainable purchase intentions and behavior, as well as the fact that respondents purchased at least two fast fashion items, This study focuses on sustainable purchasing decisions rather than intentions alone.

### **Fast Fashion**

Technological developments and globalization have given rise to a new business model in the fashion industry: fast fashion. Fast fashion is defined as inexpensive clothing collections featuring the latest fashion trends (Mathew et al., 2025). This model is fast-paced, featuring high-volume production, low costs, and efficiency in bringing new products to market. In condition where the market offers a range of products at relatively low prices, consumers may find themselves making impulsive purchases without necessarily evaluating the necessity of the items or whether they merely seek satisfaction through the act of buying. This sustainable pattern allows fast fashion brands to remain at the forefront and continuously offer new products, creating an urgency that drives people to make impulsive purchases (Mathew et al., 2025).

### **FoMO (Fear of Missing Out)**

The characteristic of fast fashion, which always presents new collections quickly, has shaped a unique pattern of behavior. Supported by consumers' fear of missing out on trends, FoMO (Fear of Missing Out) responses arise. The psychological phenomenon of FoMO (Fear of Missing Out) is the fear of losing opportunities or experiences by observing others. In addition, the phenomenon of Fear of Missing Out (FoMO) in the context of fashion is largely triggered by the development of social media that displays the latest outfit trends. Through social media such as Instagram, TikTok, and YouTube, consumers are exposed to the latest fashion trends that are constantly changing. Furthermore, the presence of famous public figures and limited promotional campaigns from well-known brands such as UNIQLO will encourage people to worry about being left behind. This strategy creates the impression of encouraging the audience to buy immediately so as not to miss out on opportunities. The fear of missing out on valuable opportunities makes consumers less able to control themselves, thereby encouraging impulsive buying (Pusenius, 2023 in Deliana et al., 2024: 207).

### **Purchase Decision**

The psychological impact of fast fashion extends beyond consumption behavior and influences the way consumers make purchasing decisions. These decisions are an important matter influenced by this psychological phenomenon. These decisions are a form of consumer behavior related to determining, buying, and using products or services to meet needs and desires. The decision to purchase or reject a product is an action that can clearly be seen and measured by others (Kotler, 2019, as cited in Putri et al., 2024, p. 77). Purchasing decisions are an important process that includes recognizing needs and post-purchase behavior. In the context of fast fashion, these decisions are influenced more by emotional factors, such as the fear of missing out on trends. Consequently, consumers evaluate not only the functionality of clothing, but also its symbolic and social value. Consequently, purchasing decisions for fast fashion tend to be faster and more impulsive than those for classic fashion products.

### **Minimalist Wardrobe**

On the other hand, there's a lifestyle choice that focuses on simplicity and sustainability. Minimalism is a way of life that encourages people to own fewer things, and to tidy up their belongings to free up resources for more important things in life. Woodhead (2022) says that minimalism is a new way of thinking about living simply in Western culture. It's seen as a popular and trendy lifestyle, and it's different from the old idea that minimalism was about being cheap or stingy. In fashion, minimalism is often used to describe a minimalist wardrobe. The idea of a minimalist wardrobe is to have a small collection of clothes that can be mixed and matched easily. This way, you can meet your daily style needs without following trends that are always changing. When you think about it from the point of view of fast fashion, having only a few clothes that you wear is a way of fighting the desire to buy more things because you're afraid of missing out on something. Consumers should make smarter purchasing decisions by focusing on quality, durability, and sustainability. So, having a small number of clothes that you really need can help people not buy things they don't need. Instead, they can focus on things that make them happy, like being calm, being efficient, and feeling like who they are is true.

## **3. Research Method**

In this study, there were 150 respondents, with an age range of 18-29 (late teens to adults) individuals who had purchased clothes from the UNIQLO brand at least 2 times. The data collection stage is of paramount importance, although researchers often encounter obstacles. As asserted by Sugiyono (2017) in Tianto, Reza et al., 2024: 145, a variety of methodologies can be employed for data collection, including observation, interviews, questionnaires, documentation, and combinations of these techniques. In the context of this study, the quantitative method with questionnaires was used as the primary data collection strategy. The FoMO (Fear of Missing Out) variable was measured using the FoMO Scale, which consists of sixteen items grouped into four factors: missed experiences, compulsion, comparison with friends, and being left out. These factors were developed by Przybylski et al. (2013) in Kaloeti et al., 2021: 3. All sixteen items were applied to assess the indicators of the dependent variables (purchase decision and minimalist wardrobe) as well as to test the

moderating role of FoMO. A five-point Likert scale was used to assess responses, ranging from 1 (strongly disagree) to 5 (strongly agree). The detailed indicators and dimensions employed in this study are presented in Table 1.

**Table 1.** Factor Load for FoMO.

Dimension		Indicator
Missed Experience	1.	I feel upset when I miss the opportunity to meet my friends.
	2.	I feel worried when I find out my friends are having fun without me.
	3.	I feel embarrassed if I don't know what my friends are doing.
	4.	I feel annoyed with my friends when they go on vacation, and I see their photos on social media when I'm not invited.
	5.	When I missed the gathering, it bothered me.
Compulsion	6.	When I'm on vacation, I constantly monitor what my friends are doing.
	7.	When I buy something very popular, I upload a photo of it.
	8.	I always check my friends' social media when they're on vacation.
	9.	When I'm having fun, it's important for me to share details of my fun experiences online (e.g., updating my status).
	10.	Sometimes, I wonder if I spend too much time following with what is going on.
Comparison with Friends	11.	I feel anxious about making my friends' lives more meaningful.
	12.	I am afraid that other people have more satisfying experiences than I do.
	13.	I feel anxious when I see others getting more likes on social media.
Being Left Out	14.	I constantly want to informed about the most recent developments that are being discussed on social media.
	15.	Upon receive of notifications from social media applications, i immediate response is typically initiated even during concurrent something with other tasks.
	16.	I become anxious was a triggered by the act of a friend blocks me on social media.

Source: Kaloeti et al., (2021)

The data collection process was executed through the implementation of purposive sampling in five distinct locations within the city of Semarang. According to Sugiyono (2017) in Tianto, Reza et al., 2024: 145, data analysis is a systematic process of compiling data obtained from interviews, field notes, and documentation. This process entails the organization of data into categories, the breakdown of data into units of information, the development of patterns, the synthesis of information, the selection of salient information, and the drawing of conclusions, thereby facilitating the comprehension of the data by both the researcher and others. In this study, data analysis was conducted using the Structural Equation Modeling (SEM) method with the assistance of SmartPLS4 software.

This study aims to test a series of hypotheses formulated to analyze the impact of Fashion FoMO (Fear of Missing Out) on purchasing decisions for the fast fashion brand Uniqlo in Semarang. Furthermore, this study will explore the role of a minimalist wardrobe

lifestyle as a moderating variable in this relationship. Therefore, the researcher proposes the following hypotheses to clarify the relationship between the variables:

H1 = Fashion FoMO has a positive effect on purchasing decisions for the fast fashion brand Uniqlo.

H2 = Minimalist wardrobe has a positive effect on purchasing decisions for the fast fashion brand Uniqlo.

H3 = Minimalist wardrobe moderates the effect of Fashion FoMO on purchasing decisions for the fast fashion brand Uniqlo.

#### 4. Results and Discussion

This study examined late adolescents and young adults (ages 18–29) who had purchased UNIQLO products at least twice and lived in the city of Semarang. Data were collected by distributing an online questionnaire via Google Forms. A total of 151 respondents completed the questionnaire. Among them, 92 were female and 59 were male. In terms of education level, one respondent had a junior high school diploma or the equivalent; 54 had a high school diploma or the equivalent; five had an associate's degree; and 91 had a bachelor's degree.

Initial testing revealed that five variables had outer loading values below 0.500. Therefore, these variables' indicators will be eliminated from the path diagram in the next stage of the analysis. These indicators are C1, KP5, MW2, MW5, and MW7. Based on these values, indicators C1, KP5, MW2, MW5, and MW7 will be removed from the path diagram for further calculations.

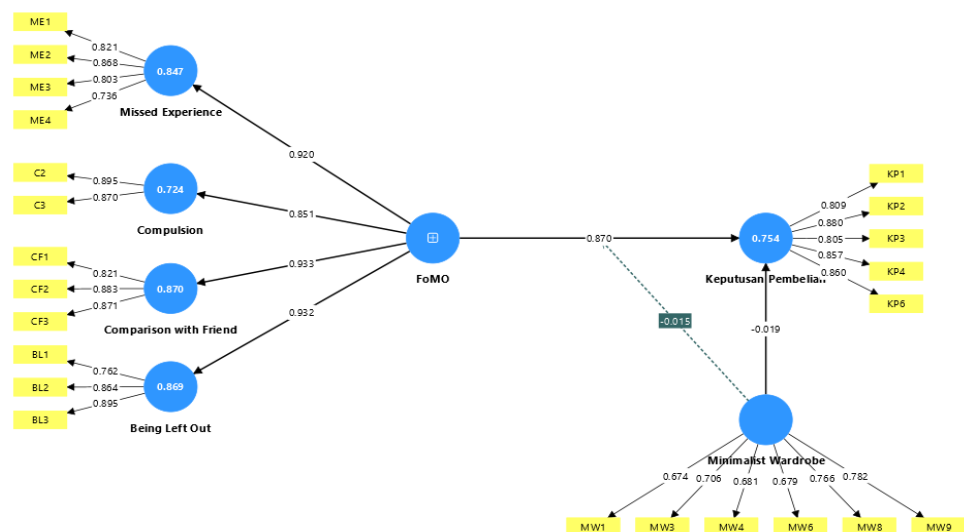


Figure 5. Revised Convergent Validity Test.

Source: Data Processing Results Smart-PLS 4

As shown in Figure 5, the results of the convergent validity test revision indicate that all outer loading values for each indicator exceeded 0.700. Similarly, all AVE values for each variable were above 0.500. Therefore, it can be concluded that all variables in this study met the validity criteria based on the specified outer loadings and AVE values. This approach uses the Fornell-Larcker criteria for discriminant validity (Fornell & Larcker, 1981), which state that the square root of a construct's AVE must be higher than its correlations with other constructs. The table below summarizes the Fornell-Larcker criteria.



**Table 2.** Valid Discriminant Values.

	Being Left Out	Comparison with Friend	Compulsion	Purchase Decision	Minimalist Wardrobe	Missed Experience
Being Left Out	0,842					
Comparison with Friend	0,819	0,859				
Compulsion	0,770	0,761	0,883			
Purchase Decision	0,825	0,811	0,720	0,843		
Minimalist Wardrobe	-0,119	-0,071	-0,056	-0,114	0,716	
Missed Experience	0,805	0,807	0,673	0,794	-0,123	0,808

Source: Data Processing Results Smart-PLS 4

Based on the test results and the Fornell-Larcker criteria shown in the table, it can be concluded that all constructs fulfill the requirements of discriminant validity, as reflected by the square root of each construct's AVE value being higher than its correlations with other constructs. For example, the AVE square root value for the Comparison with Friend construct is 0.859, which is higher than its correlations with Comparison with Friend and Being Left Out (0.819). Additionally, the Compulsion construct has an AVE square root value of 0.883, which exceeds its correlation with Compulsion and Comparison with Friend (0.761). Similarly, the Purchase Decision construct has an AVE square root value of 0.843, exceeding its correlation with Purchase Decision and Compulsion (0.720). Additionally, the minimalist wardrobe construct has an AVE square root value of 0.716, which exceeds its correlation with minimalist wardrobe and purchase decision (-0.114). Finally, the Missed Experience construct has an AVE square root value of 0.808, which exceeds its correlation with Missed Experience and Minimalist Wardrobe (-0.123). Thus, these results indicate that each construct in the study has good discriminant validity according to the Fornell-Larcker criteria.

Another test that was conducted was the composite reliability test for the group of indicators that were used to measure each construct (Ghozali, 2012). A construct is considered reliable if its composite reliability value is above 0.60 (Hair et al., 2017). The composite reliability values are presented in Table 2. As shown in Table 2, all constructs in this study met the composite reliability criteria and can therefore be considered valid research variables. Overall, this finding indicates that the variables in the study have good internal consistency in measuring the latent constructs in question and can be used for analysis in the next stage.

**Table 3.** Composite Reliability.

	Cronbach's alpha	Composite Reliability	AVE
Being Left Out	0,793	0,879	0,709
Comparison with Friend	0,821	0,894	0,737
Compulsion	0,717	0,876	0,779
Missed Experience	0,822	0,883	0,653
Purchase Decision	0,898	0,925	0,710
Minimalist Wardrobe	0,822	0,863	0,513

Source: Data Processing Results Smart-PLS 4

According to the Collinearity Statistics (VIF) analysis, the VIF values of all indicator items in the FoMO (Fear of Missing Out), Minimalist Wardrobe, and Purchase Decision variables are below 5 (Hair et al., 2014). This indicates that there are no multicollinearity issues among these three variables.

**Table 4.** Collinearity Statistics (VIF).

Path	VIF
FoMo $\square$ Purchase Decision	1,093
Minimalist Wardrobe $\square$ Purchase Decision	1,073
Minimalist Wardrobe x FoMO $\square$ Purchase Decision	1,131

Source: Data Processing Results Smart-PLS 4

Based on the structural equation model, all the indicators representing the independent variables are suitable because their values are above 0.6. These results show that the independent variable, Purchase Decision, explains 75% of the dependent variable, FoMO (Fear of Missing Out) behavior. In other words, 25% of impulsive purchasing behavior is influenced by factors not included in the model. An R-Square value of 0.750 indicates that the model falls into the "good" category in the structural model. An R-square value of around 0.50 categorizes the model as "adequate," and a value of 0.25 categorizes the model as "weak" (Hair et al., 2017). The R-squared value reflects the extent to which independent latent variables influence dependent latent variables, enabling an assessment of whether the influence is substantial. This information is presented in the following table:

**Table 5.** R-Square Values.

	R-square	Adjusted R-Square
Purchase Decision	0,750	0,745

Source: Data Processing Results Smart-PLS 4

According to Table 5, the Fear of Missing Out (FoMO) variable influencing purchase decisions in the structural model has an  $R^2$  value of 0.750. This indicates that the model is classified as "strong".

**Table 6.** F-Square Values.

	F-Square
FoMO $\square$ Purchase Decision	2,754
Minimalist Wardrobe $\square$ Purchase Decision	0,002
Minimalist Wardrobe x FoMo $\square$ Purchase Decision	0,001

Source: Data Processing Results Smart-PLS 4

Based on Table 7 above, the following can be concluded:

- The effect of FOMO (fear of missing out) on purchasing decisions is moderate, with a value of 0.2754.
- The influence of minimalist wardrobe on purchasing decisions is 0.002, classified as weak.
- The combined influence of minimalist wardrobe and FoMO on purchasing decisions is 0.001, indicating a weak influence.

**Table 7.** Significance of Path Coefficients (Hypothesis Test).

	Coefficients	T Statistics	P-Values
FoMO $\square$ Purchase Decision	0,867	30,979	0,000
Minimalist Wardrobe $\square$ Purchase Decision	-0,023	0,374	0,708
Minimalist Wardrobe $\times$ FoMO $\square$ Purchase Decision	-0,012	0,218	0,828

Source: Data Processing Results Smart-PLS 4

Based on Table 8 above, the following can be concluded regarding hypothesis testing:

- a. The effect of FoMO (fear of missing out) on purchasing decisions.

Hypothesis H1 states that "fashion FoMO has a positive effect on purchasing decisions for the fast fashion brand Uniqlo" and is accepted because FoMO has a significant and positive relationship with purchasing decisions. FoMO (X) significantly and positively influences purchasing decisions (Y) because the T-statistic value is 30.979, which is greater than 1.96. Both variables have a positive influence, meaning the higher an individual's level of FoMO, the greater their tendency to make a purchase.

These results align with those of Reza Tianto et al. (2024), who demonstrated that FoMO significantly influences purchase decisions. These results also support those of Alfarisi et al. (2024), who demonstrated that FoMO has a positive and significant influence on purchase decisions. However, these results are inconsistent with those of Putri et al. (2024), who found that consumers are not easily influenced by trends, social environments, or lifestyles to purchase popular products.

- b. The Influence of a Minimalist Wardrobe on Purchasing Decisions

Hypothesis H2, which states that the minimalist wardrobe positively influences purchasing decisions for the fast fashion brand Uniqlo, is rejected. Minimalist wardrobes have an insignificant negative influence on purchase decisions, as the T-statistic value is 0.374, which is less than 1.96. This suggests that even individuals with a minimalist wardrobe may still make impulsive purchases. These results are inconsistent with those of Wilson and Bellezza (2022), who found that minimalist consumers choose quality over quantity.

- c. The Relationship Between a Minimalist Wardrobe (Z) and Fashion FoMO (X) on Purchase Decisions

Hypothesis H3 states that "minimalist wardrobe moderates the influence of fashion FoMO on purchase decisions for the fast fashion brand Uniqlo." However, this hypothesis is rejected. Minimalist wardrobe and FoMO do not significantly and negatively affect purchase decisions, as the t-statistic value is 0.218, which is less than 1.96. This means that the interaction effect is not statistically significant. This means that having a minimalist wardrobe doesn't make FoMO more or less important when it comes to making purchasing decisions. While it's believed that having a minimalist wardrobe can reduce the emotional impact of FoMO, the data shows that there's no difference in the influence of FoMO among consumers who have a minimalist wardrobe or not.

There hasn't been any specific research to support the idea that having fewer things in your closet can reduce the emotional influence of FoMO on purchasing decisions. The results of testing hypothesis 3 also show that there is no difference in the impact of

FoMO on consumers who adopt and those who do not adopt a minimalist wardrobe. These findings are different from the research conducted by Nguyen et al. (2025), Vladimirova (2021), and Domingos et al. (2022). They argue that people often make buying decisions based on trends or prices (FoMO). On the other hand, adopting minimalism encourages the purchase of environmentally friendly products, more measured and sustainable consumption, and a preference for reducing excessive consumption and focusing on product quality in purchasing decisions.

## 5. Conclusions

Based on the testing process and the results of the discussions, the analysis of the findings concluded that one of the three proposed hypotheses, H1, was accepted, while H2 and H3 were rejected. The Fear of Missing Out (FoMO) variable was found to have the greatest influence on consumers' purchase intentions regarding UNIQLO products. Meanwhile, the minimalist wardrobe lifestyle did not show a significant influence, either directly or as a moderating variable. This suggests that consumers are more influenced by the emotional drive caused by FoMO than by minimalist lifestyle considerations.

This study has several limitations that need to be considered when interpreting the results and as a reference for further studies. The focus of the study, which only examined the influence of Fashion FOMO on purchasing decisions for UNIQLO products in Semarang, means that the results cannot be generalized to other fast fashion brands or to different regions. Furthermore, the use of a sample consisting of 150 Generation Z respondents aged 18–29 years with purposive sampling limits the diversity of respondents, so the findings are more representative of the characteristics of a particular generational group and do not yet describe broader consumer behavior. On the other hand, the Minimalist Wardrobe variable in this study was not proven to have a significant influence on purchasing decisions, so its role as a moderating variable did not appear in the relationship between Fashion FOMO and purchasing decisions.

Based on the findings of this study, there are several recommendations. This study found that minimalist wardrobes do not significantly influence purchasing decisions. Although minimalist wardrobe styles are generally thought to influence consumer behavior and reduce FoMO levels, which could ultimately influence purchasing decisions, the results of this study show that this influence is not significant. These findings show that there are unique dynamics related to consumer preferences and purchasing decisions.

According to Lorah A.J., some ideas for more research are to think about increasing statistical power. This could be done by increasing the sample size and expanding the scope of the research to a wider area. It would also be helpful to conduct a statistical power analysis before conducting the research. This analysis would help researchers determine the minimum sample size needed to detect moderating effects. This study looked at UNIQLO's fast fashion products, but similar studies can be done on other fashion products, like shoes or cosmetics, or even other industries. You can also develop respondents. It is known that Generation Y tends to make more rational decisions than Generation Z. This means that a comparison between these two generations can help us better understand the research topic (Askari et al., 2024). In the future, researchers can build on this model by adding other relevant factors to make the analysis more thorough.

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