

The Effect of Shopee's Twin Date Campaign on Impulsive Buying: The Mediating Role of FOMO and Moderating Self-Control

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Abstract

Keywords:

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The digital transformation phenomenon has deeply impacted consumer shopping behaviors, which led to a shift from traditional approaches to application-based online settings. This transformation has inspired customers to engage in impulsive purchasing, generally recognized as impulse purchasing, which is often provoked by aggressive marketing strategies activated on social networking sites. Aside from publicity factors, psychological aspects like fear of missing out (FOMO) and self-regulation also have a vital role in defining this conduct. This study sets out to explore the effect of Shopee's Twin Date Campaign on impulsive purchasing behaviors, emphasizing the facilitating role of FOMO, along with the intervening role of self-control. Partial least squares structural equation modeling (PLS-SEM) using SmartPLS Version 4 software was employed, involving a sample of 384 respondents chosen through the Lemeshow algorithm. The results indicate that the promotion of Shopee Twin Date positively and significantly influences impulsive purchasing conduct ($O = 0.163$, $T = 2.945$; $P < 0.002$). Furthermore, FOMO was presented as the main intervening variable, showing the highest measure ($O = 0.397$, $T = 10.394$; $P < 0.000$), which impacts the association between the Shopee Twin Date promotion and impulsive purchasing conduct. Finally, self-control was presented as a significant intervening variable, which showed a negative coefficient, implying that respondents with greater self-control are less likely to respond to purchasing impulses activated by the advertisement of Shopee Twin Date. In conclusion, the findings contribute to the body of knowledge on digital marketing communications by emphasizing the psychological processes underlying consumer conduct. Furthermore, the study might significantly help developers from the e-commerce industry create more ethical advertising policies, considering consumer consciousness.

INTRODUCTION

Digital transformation has revolutionized consumer behavior, shifting shopping activities from conventional formats to app-based online ecosystems. One notable phenomenon in this context is the rise of impulsive buying triggered by intensive promotional campaigns on social media. This phenomenon also occurs internationally, such as 'Tiongkok 11.11 Singles' Day' (Zuo and Lian 2022), Black Friday in the United States (Swilley and Goldsmith 2013), and various similar campaigns in Southeast Asia, including Indonesia. Platforms such as Shopee consistently implement similar trends every month in the form of Shopee twin date campaigns such as 10.10,

11.11, and 12.12, which utilize social media advertisements, real-time notifications, live shopping features, and gamification to encourage unplanned instant purchases.

This trend can provide negative outcomes for individuals, influencing them socially and psychologically. The driving force towards spending, activated through twin date promotional campaigns and the social influences that abound on the internet, has the potential to challenge excessive spending habits, consequently causing financial distress. In some cases, the situation pushes people into adopting fast fixes through internet credit services to fulfill their instant desire for spending. DataBoks (2023) presents that the age group between 19-34 years (Generation Z) as well as the group between the ages of 35-54 (Millennials) have the highest number of defaulted, accumulated debts, valued at IDR 763.65 billion and IDR 541.26 billion, respectively, highlighting the fact that spontaneous spending habits activated through internet influences can have high financial consequences.

Shopee was the leading online marketplace in Indonesia, owning a market share of 53.22%, as per GoodStats data in 2025. It is evidence that Shopee outperforms other online marketplaces when it comes to promotions and discounts, as well as user interface (Yonatan 2025). Initiatives like discounts, promotions, flash deals, free shipping, 0% installment plans for new SpayLater users, and much more are the key benefits of the "twin date" campaign of Shopee and can have an impact on hedonistic values towards shopping (Kempa, Vebrian, and Bendjeroua 2020).

In addition, as a result of the rapid growth of social media platforms in Indonesia, the country is ranked 9th in terms of the tendency to shop online, at a level of 59% (WeAreSocial and Meltwater 2024). Social media play a critical role in influencing the behavior and attitudes of consumers, especially Generation Z and Millennials, who have higher receptiveness towards digital marketing campaigns (Hapsari and Pamungkas 2024). A variety of studies also show that social media can effectively influence the consumption decisions of younger people through their interactions with digital advertising campaigns (Nguyen et al. 2022; Schapsis, Chiagouris, and Wingate 2024; Evita, Prestianta, and Asmarantika 2023).

This is even more evident when we highlight that Generation Z, born between 1997 and 2012, and Millennials, born between 1981 and 1996 (Dimock 2019), are the most frequent users of Shopee in Indonesia. Data released by Databoks shows that Shopee is the go-to e-commerce platform for both generations, with 76% of Gen Z and 60% of millennials using it (Santika 2024). The characteristics of these two generations are that they are both tech-savvy, adaptive, and responsive to current trends, which ultimately makes these two groups more vulnerable to impulsive consumption behavior due to exposure to digital campaign (Ngo et al. 2025; Azzahra and Gunawan 2024).

Studies conducted so far indicate that Shopee's twin date marketing strategies exert great impacts on impulsive purchasing tendencies. As Haikal and Asnawi (2024) suggest, twin date marketing-related efforts can induce impulsive purchasing moves through generating a sense of urgency that prompts impulsive purchasing. Furthermore, an online survey carried out by Populix (2023) indicated that 67% of Indonesian citizens express significant interest in online promotional offers, inasmuch as 34% acknowledge twin date campaign discounts as a stimulating factor, in spite of widespread economic challenges.

However, previous studies focused on the direct links between Shopee's twin date campaigns and impulsive buying behaviour without considering other underlying psychological aspects. For instance, Nosaly et al. (2024) only highlights the direct links between twin date promotions, free shipping, and the S-Pay Later payment method towards impulsive buying without taking into account the aspects of psychology. Conversely, Putri, Puspitasari, and Runanto (2025) study illustrates that Fear of Missing Out can serve as the mediator between the relationship between Shopee's tanggal kembar campaigns and "Scarcity Message" towards impulsive buying behaviour; however, this study remains limited within the context of Kabupaten Purworejo and does not consider the role of self-control. In addition, Liu et al. (2022) and Ngo et al. (2024) have emphasized that self-control is an important construct in psychology that plays a role in influencing and shaping consumer behaviour towards campaign stimuli and promotions.

So, according to those outcomes, the current research is all about filling the void that existing studies have not filled by introducing psychological factors into the equation when examining the influence that Shopee's twin date campaign has on impulsive purchasing behaviour. The current study is not actually examining Fear of Missing Out as the mediator but introducing self-control as the moderator to determine how strong or weak the relationship is between Shopee's twin date campaign and impulsive purchasing.

Based on these gaps, this study aims to answer the main question of how Shopee's twin date campaign affects impulsive buying, as well as how Fear of Missing Out (FOMO) acts as a mediator and Self-control as a moderator in this relationship. Additionally, this study was conducted to analyze the direct and indirect relationships between Shopee's twin date campaign and impulsive buying, considering the mediating and moderating roles of FOMO and self-control.

This study offers novelty by combining the Elaboration Likelihood Model Theory (Richard E. Petty, Cacioppo, and Schumann 1983), Social Comparison Theory (Festinger 1954), Ego Depletion Theory (Baumeister et al. 1998a), and Cognitive Emotional Theory (Verhagen and

Van Dolen 2011). In addition, this study proposes three main hypotheses, namely that the Shopee twin date campaign influences impulsive buying (H1), Fear of Missing Out mediates the relationship between the Shopee twin date campaign and impulsive buying (H2), and self-control moderates the relationship between the Shopee twin date campaign and impulsive buying (H3).

METHODS

This quantitative study seeks to examine how far Shopee's twin date campaign is correlated with impulsive buying behaviors and how self-control and fear of missing out (FOMO) impact this. This survey's respondents are Millennials and Generation Z online users who access social media platforms like Facebook, Instagram, TikTok, and X (formerly known as Twitter) regularly as well as make use of Shopee as an e-commerce site, particularly during the Shopee twin date promotional campaign duration.

This work utilized a Non-Probability Purposive Sampling strategy to collect samples according to the criteria: (1) active social media and Shopee users aged from 17 to 35 years, and (2) those with previous shopping experience from Shopee's twin date campaign. Data collection included an online survey from a Google Forms template that was shared on a series of social media so that a varied respondent set could be reached. This online survey included a six-point Likert scale set for all items ranging from a score of 1 (strongly disagree) to a score of 6 (strongly agree) (Pamungkas et al. 2025).

The minimum requisite sample size is calculated utilizing the Lemeshow formula applicable when the size of the populace is undesignated. For a 95% certainty level ($Z = 1.96$) wherein a proportion of 0.5 is assumed and a margin of error of 5% is allowable, it is found that 384 respondents would be required as a minimum (Lemeshow et al. 1990).

Data from this study were analyzed by use of Partial Least Squares Structural Equation Modeling (PLS-SEM) method that efficiently analyzes complicated interlinkages among variables and is capable of dealing with data that do not have a normal distribution (J. F. Hair et al., 2014; Henseler et al., 2014). Moreover, PLS-SEM is also used to analyze reflective construct variables (Savitri et al., 2021a). SmartPLS version 4 program was used in this study to apply assessment of measurement as well as structural models.

RESULTS

Respondent Description

Table 1. Demographic Characteristics

Demographic	Description	Percentage (%)
Gender	Female	90.4%

	Male	9.6%
Age Group	17-20	28.06%
	21-25	69.17%
	26-30	2.37%
	31-35	0.40%
Education Level	Elementary School or Equivalent	0.39%
	Seniot High School or Equivalent	79.61%
	Diploma (D3/D4)	1.18%
	Bachelor's degree (S1) or Higher	18.82%
Occupation	Student	90.20%
	Civil Servant	5.49%
	Private Sector Employee	1.18%
	Enterprenur	1.18%
	Other	1.95%
Shopping Frequency	Rarely (1-2 times a month)	25.10%
	Quite Often (3-5 times a month)	51.76%
	Often (≥ 5 times a month)	23.14%

Note: The total percentage is equal to 100%; “Elementary school/equivalent” includes elementary school/MI graduates; “High school/equivalent” includes high school/vocational school/MA graduates; “Diploma” refers to D1, D2, D3, and D4 education levels; “Bachelor's degree (S1) or higher” includes S1, S2, and S3 education levels; Data was collected from a survey of 384 respondents.

From 384 respondents who participated in this study, the majority were women (90.4%), while the rest were men (9.6%). In terms of educational background, most respondents were high school graduates or equivalent (79.61%). This was followed by bachelor's degree or higher graduates (18.82%), with the remainder being diploma graduates (1.18%) and elementary school/equivalent graduates (0.39%).

In terms of occupation, most respondents were students (90.20%), followed by private sector employees (5.49%), civil servants, and entrepreneurs (each accounting for 1.18%), while the rest were engaged in other occupations or were unemployed. In terms of shopping frequency on Shopee, 23.14% of respondents shop frequently on Shopee (more than 5 times), followed by 51.76% of respondents who shop moderately, and the rest rarely shop on Shopee (25.10%).

SmartPLS Analysis

1. Measurement Model Evaluation (*Outer Model*)

a. Validity Values Convergence (Loading Factor)

Table 2. Loading Factors Result

Indicator	Fear of Missing Out	Impulsive Buying	Shopee's Twin Date Campaign	Self- control	Description
FM1	0.831				Valid
FM2	0.841				Valid
FM3	0.779				Valid
FM4	0.702				Valid
FM6	0.805				Valid
FM8	0.713				Valid
IMB1		0.748			Valid
IMB2		0.791			Valid
IMB3		0.716			Valid
IMB6		0.793			Valid
IMB7		0.729			Valid
IMB8		0.644			Valid
IMB9		0.714			Valid
KS3			0.635		Valid
KS4			0.809		Valid
KS5			0.745		Valid
KS6			0.721		Valid
SC2				0.965	Valid
SC5				0.980	Valid
SC9				0.992	Valid

Table 2 presents the loading factor results for each indicator representing the latent construct related to the function to show the level of correlation between indicators and the latent construct they represent. According to Goes et al. (2021), the ideal loading factor value is ≥ 0.7 , which reflects that the construct can explain more than 50% of the variance of its indicators. However, loading factors with values ≥ 0.6 are still acceptable (Hanfstingl 2019). In these results, indicators below the threshold of ≥ 0.6 have been eliminated from the analysis so that only indicators that are valid for representing each latent construct are listed (Swami et al. 2017).

b. Average Variance Extracted (AVE)

Table 3. Average Variance Extracted Result

Construct	Average Variance Extracted (AVE)	Description
<i>Fear of Missing Out</i>	0,609	Valid
<i>Impulsive Buying</i>	0,541	Valid
Kampanye Shopee Tanggal Kembar	0,533	Valid
Self-Control	0,962	Valid

As J. Hair & Alamer (2022) propose, the optimal measure of AVE is ≥ 0.5 that is, when more than 50% of indicator variance is explained by the concept. Table 3 illustrates that Average Variance Extracted (AVE) results prove convergent validity of constructs being examined.

c. Validity Values Discriminant (*Cross Loading*)

Table 4. Cross Loading Result

Indicator	Fear of Missing Out	Impulsive Buying	Shopee's Twin Date Campaign	Self- control	Description
FM1	0.831	0.621	0.502	-0.096	Valid
FM2	0.841	0.611	0.429	-0.173	Valid
FM3	0.779	0.577	0.423	-0.181	Valid
FM4	0.702	0.506	0.561	-0.074	Valid
FM6	0.805	0.589	0.555	-0.137	Valid
FM8	0.713	0.537	0.477	-0.157	Valid
IMB1	0.510	0.748	0.430	-0.098	Valid
IMB2	0.604	0.791	0.424	-0.021	Valid
IMB3	0.520	0.716	0.411	-0.123	Valid
IMB6	0.601	0.793	0.449	-0.177	Valid
IMB7	0.563	0.729	0.444	-0.105	Valid
IMB8	0.492	0.644	0.387	-0.085	Valid
IMB9	0.482	0.714	0.326	-0.089	Valid
KS3	0.375	0.356	0.635	-0.096	Valid
KS4	0.435	0.407	0.809	-0.051	Valid
KS5	0.505	0.402	0.745	-0.112	Valid
KS6	0.510	0.459	0.721	0.010	Valid
SC2	-0.158	-0.100	-0.049	0.965	Valid

SC5	-0.166	-0.131	-0.081	0.986	Valid
SC9	-0.183	-0.158	-0.099	0.992	Valid

Table 4 presents Cross Loading values of each indicator that represent how well different constructs in the measurement framework can be differentiated from each other. An indicator is valid if its correlation with its own construct is higher than its correlation with other constructs (Hair et al. 2019). Those values that do not meet this condition have to be eliminated to ensure that only valid indicators capture the difference between constructs in the measurement framework.

d. Heterotrait-monotrait ratio (HTMT)

Table 5. Reliability & Validity Construct Result

Construct	Fear of Missing Out	Impulsive Buying	Shopee's Twin Date Campaign	Self-control
Fear of Missing Out				
Impulsive Buying	0.850			
Shopee's Twin Date Campaign	0.796	0.713		
Self-Control	0.188	0.145	0.111	

Table 5 provides the values of the HTMT that concern the research variables, obtained as the basis for the degree of conceptual distinctiveness of each construct from other constructs measured in the research. As presented by Joseph F. Hair et al. (2021), the border value that has been established for the HTMT is <0.85 , i.e., it marks the construct's ability to explain the variance captured by the indicators even more than the variance captured by other constructs.

e. Reliability Test (Composite Reliability)

Table 6. Reliability & Validity Construct Result

Construct	Cronbach's Alpha	Composite Reliability	Description
Shopee's Twin Date Campaign	0.707	0.820	Reliabel

Impulsive Buying	0.857	0.891	Reliabel
Fear of Missing Out	0.870	0.903	Reliabel
Self-Control	0.981	0.987	Reliabel

The reliability and validity analysis yielded results in accordance with Table 6 above, all of which met the recommended criteria. The Composite Reliability and Cronbach's Alpha test results indicated that all values were in accordance with the specified value of 0.7. With these results, all indicators in this study can consistently represent latent variables (Savitri et al., 2021b).

2. Evaluation FIT Model

Table 7. FIT Model Result

Parameter	Parameter Value	Description
SRMR	0.065	Fit
NFI	0.863	Moderate Fit
GoF	0.563	Strong Fit

This Model Fit testing uses the Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), and Goodness of Fit (GoF), which are parameters that can provide a comprehensive picture of model fit through comparison indices, error residuals, and overall construct clarity.

Table 7 shows good values with SRMR below the threshold of 0.10. NFI has a value ranging from 0.90 to 0.80, indicating a fairly good level of fit, and GoF has a value exceeding the strong threshold of 0.36. Thus, these three parameters indicate that the research model is suitable for use in further structural relationship testing and has reliable validity in explaining the phenomenon.

3. Structural Model Evaluation (Inner Model)

a. R-Squared

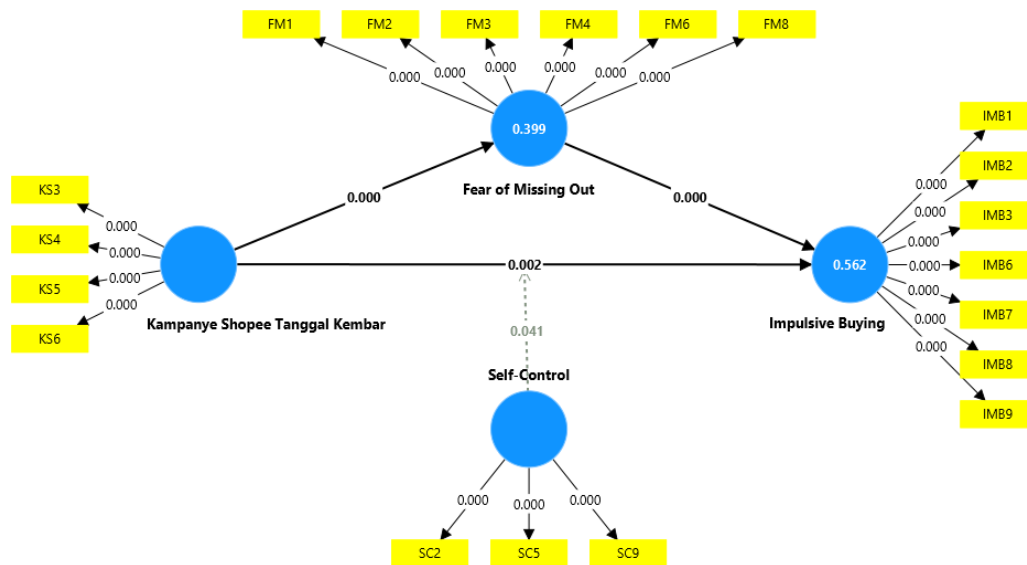
Table 8. R Squared Result

Construct	R-Squared	R-Square Adjusted	Description
Fear of Missing Out	0.399	0.398	Moderate
Impulsive Buying	0.562	0.557	Strong

R-Squared (R^2) used here measures the extent to which independent variables hold influence over dependent ones within the suggested model (Haryono 2016). Chin and Newsted

(1998) clarifies that R-Squared values are used to describe the strength of the dependent variable, which specifically ranges as follows: 0.67 as strong, 0.33 as moderate, and 0.19 as weak. As presented in Table 8, the model demonstrates a considerably strong predictive ability, significantly in the variance accounted for related to Impulsive Buying behavior. The R-Squared value being 0.562 implies that 56.2% of the Impulsive Buying variation is explained by the independent constructs that act on it within the paradigm of the model (Schuberth et al. 2023). Conversely, the Fear of Missing Out construct shows a relatively lesser R-Squared value of 0.399, or 39.9%. Though ranked as moderate, the value still depicts a significant contribution. The following figure reveals the PLS-SEM Algorithm output, allowing us to investigate the R^2 of the research model.

Figure 1. *R Squared. Personal Data Processing (2025)*



b. Direct Effect

Table 9. Direct Hypotesis

Path (Direct Effect)	Orginal Sampel	T-Statistics	P-values	Description
Shopee's Twin Date Campaign -> Impulsive Buying	0.163	2.945	0.002	Significant

The bootstrapping test results conducted on PLS-SEM show that the paths in the model studied have significant results. Shopee's twin date campaign has a positive and significant effect on Impulsive Buying ($O = 0.163$ $T = 2.945$; $P < 0.002$). These results confirm that Shopee's twin

date campaign can increase Impulsive Buying behavior.

c. Indirect Effect

Table 10. *Indirect Hypotesis*

Path (Indirect Effect)	Orginal Sampel	T-Statistics	P-values	Description
Shopee's Twin Date Campaign -> Fear of Missing Out -> Impulsive Buying	0.397	10.394	0.000	Significant

Bootstrapping results of tests also indicate that the twin date campaign of Shopee positively impacts impulsive purchase statistically, based on the mechanism of Fear of Missing Out ($O = 0.397$, $T = 10.394$; $P < 0.000$). This would, therefore, indicate that there is mediation that takes place between the twin date campaign of Shopee and the impulsive purchase behaviors based on Fear of Missing Out. Consequently, the indirect effect also emerges as significant, thereby confirming the postulated research hypothesis. Moreover, as also indicated by the results obtained for the direct path analysis, which also reached statistical significance, there also emerges the inference that Fear of Missing Out partially mediates the connection between the twin date campaign of Shopee and impulsive purchase.

d. Moderating Effect

Table 11. *Indirect Hypotesis*

Path (Moderating Effect)	Orginal Sampel	T-Statistics	P-values	Description
Self-Control x Shopee's Twin Date Campaign -> Impulsive Buying	-0.064	1.742	0.041	Significant

The results shown in Table 11 report that the self-control as well as Shopee's twin date marketing constructs have a statistically significant and negative effect on impulsive purchase ($O = -0.064$, $T = 1.742$; $P < 0.041$). This implies that the relationship between Shopee's twin date marketing and impulsive purchase is moderated by self-control, where the latter takes a negative coefficient. That is, the higher the self-control, the smaller the effect that Shopee's twin date campaign has on impulsive buying, and the lower the self-control, the larger the effect. Hence, self-control acts as a protective variable that buffers the ill effects that Shopee's twin date marketing has on purchase impulsivity.

DISCUSSION

1. The Effect of Shopee's Twin Date Campaign on Impulsive Purchases

The statistics indicate that impulsive buying behaviors were significantly influenced by Shopee's twin date campaign ($O=0.163$; $P<0.002$). The result agrees with the Elaboration Likelihood Model Theory that persuasion can take place along two routes, namely, the central route with a high degree of motivation and ability to process information at a deep level and the peripheral route with either a period constraint or low motivation, with resulting decisions based on superficial cues (R.E Petty and Cacioppo 1986). In the case of Shopee's twin date campaign, consumers typically experience emotional appeals and favorable communications that present various offers, such as discounts, exclusives, flash sales, countdown deals, and other time-limited promotions designed to appeal to the peripheral route. The flooding with emotional communication and appealing offers draws consumers attention and gives a sense of urgency that triggers impulsive buying tendencies, as held by prior work (Mohan, Sivakumaran, and Sharma 2013; Miao et al. 2020). Again, repeated exposure to Shopee twin date campaign via push alerts, social media, and digital advertising is also bound to reinforce the persuasion power and stir up impulse purchasing tendencies (Akram et al. 2018; Zhao et al. 2022).

Furthermore, these findings also verify the Cognitive Emotion Theory, which states that emotions are the result of cognitive appraisals of inputs that are personally relevant (Lazarus 1991). Experiences with the timelines of Shopee's campaigns can yield stimuli with high goal relevance, including offers of discount, exclusive offers, flash sales, countdown offers, and limited-time offers, which can trigger "hot cognition." Under this situation, consumers may experience the unnecessary nature of a purchase; nevertheless, pleasure-providing emotions like happiness, excitement, and euphoria, along with time pressure, can overwhelm rational thinking, enhancing the propensity to make a purchase without sound reasoning (Zinchenko et al. 2017). A study by (Winardy, Septiana, and Pranawati 2024) illustrates that campaigns or promotions creating urgency, like time-limited offers or limited offers, can induce a phase of "hot cognition,"

compelling consumers to become vigilant despite their rational perception of their needs. The outcome of this study empirically proves the first hypothesis that asserts the Shopee Twin Date campaign activity has a positive and significant influence on impulsive buying.

2. The Role of Fear of Missing Out as a Mediator

The indicator of Fear of Missing Out (FOMO) possessed the largest and most significant coefficient among the moderators of the connection between Shopee's Twin Date campaign concept and impulsive buying, with the value of 0.397 ($P < 0.000$). The result agrees with the concept of Social Comparison Theory, that individuals will inevitably compare with others to judge themselves, with the assistance of the emotional experiences serving as mediators of such judgmental responses (Buunk and Gibbons 2007). The consumer reactions during Shopee Twin Date can be accounted for with the assistance of the mechanism of "upward comparison," where one compares with individuals that they perceive as luckier or more privileged to capture promotion or sale items. When the anxiety that originates because of the comparison creates internal conflict, Fear of Missing Out becomes an experiential consequence (Dinh and Lee 2021).

The Shopee Twin Date campaign breed a herding effect, where people who perceive themselves as left out copy the actions of others to avoid being seen as latecomers, yet end up adjusting to the collective behavior of buying goods based on social pressure as opposed to needs (Kang, Cui, and Son 2019). The herding effect is also supported in research done by (Wiranata and Hananto 2020), as it shows that collective behavior plays a significant role in impulsive buying since consumers tend to go with the group behavior rather than meeting individual needs. The findings validate the second hypothesis that Fear of Missing Out plays a significant mediation role between the Shopee Twin Date campaign and impulsive buying.

3. The Role of Self-Control as a Moderator

The results of this research show that self-control moderates the connection between Shopee twin date campaign and impulsive buying considerably ($O = -0.064$, $T = 1.742$; $P < 0.041$). The negative path coefficient indicates that individuals with strong self-control are able to resist the tempting impulse to buy during the Shopee Twin Date campaign (Wang et al. 2022). The results are supported by Ego Depletion Theory, based on the assumption that the human ability to self-regulate is not always stable; self-control acts as a kind of "mental energy" that can be depleted on a temporary basis, then affecting the person's behavior (Baumeister et al. 1998b). The decrease in the mental energy of a person leads to weak self-control, as a result of which impulsive behaviors lacking rational thinking emerge, and vice versa.

In the context of the twin date campaign of Shopee, repeated exposure to promotional communication exhausts the self-control resources of individuals, especially if the latter are already cognitively fatigued. As self-control strength dwindles, impulsive impulses dominate, and vice versa (Davis et al. 2018). The results of this research show that respondents had strong self-control to resist the tempting impulse to go shopping during the Shopee Twin Date campaign. The results of this research are in accordance with the study of (Febriandika, Puspitasari, and Muslimah 2024), showing that impulse reduces as self-control strengthens. This conclusion is similar to the outcome of the third hypothesis, wherein self-control can dampen the relation between the Shopee Twin Date campaign and impulse buying.

CONCLUSION

Twin date campaigns of Shopee have a substantial impact on impulsive buying behavior among Indonesian consumers. This research projects that Shopee twin date campaign induce impulsive buying, mediated by Fear of Missing Out and moderated by Self-Control. Fear of Missing Out is the most influential psychological construct that could increase consumers urgency to buy during the Shopee twin date campaign timeline. At the same time, self-control plays the role of a dampening construct that reduces the desire to conduct impulsive buying. The findings experimentally verify four theories as follows: the Elaboration Likelihood Model, the Social Comparison Theory, the Ego Depletion Theory, and the Cognitive Emotional Theory, explaining the ways the Shopee Twin Date promo affects impulsive buying based on psychological processes.

The study conceptually contributes to digital marketing communication and consumer behavior research by synthesizing psychological components with an online campaign impact study (Hesti, Khasanah, and Pamungkas 2024). The study highlights that the decision of digital consumers is driven not only by the rational factors of price and performance but also by psychological and emotional factors. The research outcome urges Shopee-like e-commerce firms to craft consumer-centric and ethical marketing strategies. Governments are also predicted to encourage the digital literacies of the general public to ensure the self-regulation of users confronted with similar ads or offers.

It is desirable that future research generalize the context to contrast different e-commerce platforms or other online promotions beyond Shopee to evaluate the generalizability of such results. Further research can incorporate different psychological and social factors to advance the study of online impulse purchases.

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