



The Influence of Fear of Missing Out (FOMO) on Impulsive Purchasing Behavior of Premium Bus Company (PO) Tickets Among Bus Enthusiasts

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ABSTRACT

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The rapid growth of social media has transformed consumer purchasing behavior by increasing exposure to exclusive experiences and encouraging emotionally driven decision-making. In Indonesia's premium bus transportation sector, intensive digital interactions among members of the Bismania community may stimulate Fear of Missing Out (FoMO), leading to impulsive ticket purchases. This study aimed to examine the effect of FoMO on impulsive purchasing behavior toward premium bus tickets among Bismania members. A quantitative explanatory design was employed using purposive sampling, involving 164 respondents who completed a structured online questionnaire. Data were analyzed using descriptive statistics, validity and reliability tests, assumption testing, and simple linear regression. The results showed that FoMO has a positive and statistically significant effect on impulsive purchasing behavior ($\beta = 1.060$, $p < 0.001$), explaining 50.5% of the variance ($R^2 = 0.505$). These findings extend the application of the Stimulus–Organism–Response (S–O–R) theory to premium transportation services and demonstrate that FoMO is an important psychological determinant of impulsive purchasing. Practically, the findings provide guidance for premium bus operators to develop ethical and effective digital marketing strategies.

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INTRODUCTION

The rapid expansion of digital technology and social media has fundamentally transformed consumer behavior across various industries, including transportation services (Albouti & Balaji, 2025; Rahman & Hossain, 2025). Digital platforms now provide consumers with immediate access to product information, user-generated reviews, travel experiences, and peer recommendations, enabling purchasing decisions to be shaped not only by rational evaluation but also by emotional and social influences (Duarte et al., 2025; Fadli Hidayat et al., 2024; Langseth et al., 2023). This transformation has

strengthened the role of online communities in directing consumer preferences through continuous exposure to visual content, testimonials, and interactive discussions. From the perspective of consumer psychology, repeated exposure to socially shared experiences encourages individuals to participate in similar activities to maintain social connectedness and avoid feelings of exclusion (Aldboush & Ferdous, 2023). Consequently, purchasing decisions increasingly reflect emotional motivations rather than careful assessments of functional value. This phenomenon is particularly evident in industries offering exclusive or experience-based services, where limited availability and intensive online promotion create a sense of urgency. Understanding these psychological mechanisms is therefore essential for explaining contemporary consumer behavior and developing effective digital marketing strategies (Hosna et al., 2025; Muhaeminah & Munawwaroh, 2025).

The importance of understanding digitally driven consumer behavior extends beyond individual purchasing decisions because it directly affects market competition, business innovation, and service differentiation. Companies operating in competitive industries increasingly rely on emotionally engaging experiences rather than solely competing through price, product quality, or functional performance. In Indonesia, this transformation is clearly reflected in the land transportation sector, where bus operators continuously introduce premium fleets featuring facilities such as Sleeper Class, Suite Class, and Premium Double Decker to attract experience-oriented consumers. According to the Ministry of Transportation of the Republic of Indonesia, approximately 293,905 buses operate nationwide, while projections for the 2026 Eid al-Fitr travel season estimate that around 23.34 million people will choose buses as their primary mode of transportation. These statistics demonstrate that buses remain one of Indonesia's most significant public transportation modes while highlighting the increasing commercial importance of premium services that compete by offering exclusivity, comfort, and memorable travel experiences rather than transportation alone (Ministry of Transportation of the Republic of Indonesia, 2024, 2026).

Despite these developments, the rapid digitalization of transportation services has also generated new psychological challenges that increasingly influence consumer decision-making (Muslim, 2024). Purchasing premium bus tickets is no longer determined solely by travel necessity, ticket affordability, or service quality but is increasingly driven by consumers' emotional responses to information disseminated through social media (Eandhizhai et al., 2026; Gombor, 2025; Kim et al., 2025). Announcements of new fleet launches, premium onboard facilities, limited-seat availability, and exclusive travel schedules spread rapidly across digital platforms, creating perceptions of scarcity and urgency among potential customers. These conditions encourage consumers to prioritize emotional satisfaction over rational evaluation, thereby increasing the likelihood

of spontaneous purchasing decisions. Such behavior may result in financially unplanned purchases motivated primarily by psychological pressure rather than genuine transportation needs. Consequently, understanding the psychological processes underlying these purchasing decisions has become increasingly important for explaining contemporary consumer behavior and for assisting transportation companies in designing responsible marketing strategies that balance commercial objectives with consumer well-being (Chen et al., 2024).

This phenomenon is particularly evident within the Bisma community, one of Indonesia's largest communities of bus enthusiasts, whose members actively follow developments in the premium bus industry through various digital platforms (Park et al., 2026). Community members regularly upload trip reports, fleet reviews, inaugural journey experiences, and visual documentation of newly launched buses on YouTube, Instagram, TikTok, Facebook, and other online media (Rozi & Rijal, 2023). Such interactions create a highly dynamic digital environment in which travel experiences are continuously shared, compared, and discussed among members. Simultaneously, premium bus operators intensify this environment by promoting exclusive facilities, announcing limited-seat availability, and organizing special inaugural trips that attract widespread public attention. Consequently, purchasing a premium bus ticket increasingly represents more than a transportation decision; it symbolizes participation in an exclusive community experience. Continuous exposure to such content may encourage members to purchase tickets immediately because they fear being excluded from highly anticipated travel experiences enjoyed by other community members.

Existing literature consistently identifies Fear of Missing Out (FOMO) as one of the most influential psychological mechanisms explaining impulsive purchasing behavior in digital environments (Farid & Alqodr, 2025; Murphy et al., 2023). Originally conceptualized by Przybylski et al. (2013) as the persistent concern that others are experiencing rewarding events without one's participation, FOMO has increasingly been applied to explain spontaneous purchasing decisions across various online contexts (Barbu Kleitsch & Drămnescu, 2025). Zhang et al. (2022) demonstrated that FOMO motivates consumers to make immediate purchases to avoid missing valuable opportunities, whereas Gao et al. (2022) reported that social presence and customer inspiration generated through social media significantly stimulate emotionally driven buying behavior (Allendifa et al., 2026; Liu et al., 2025). Similarly, Widiastuti et al. (2025), consistently found that social media interaction, influencer exposure, promotional activities, and digital payment systems strengthen FOMO, which subsequently increases consumers' tendencies toward impulsive purchasing behavior (Kirana et al., 2025).

Although previous studies consistently confirm the positive relationship between FOMO and impulsive buying, the existing body of knowledge remains

heavily concentrated on e-commerce, online marketplaces, fashion retail, flash sales, live-stream shopping, and social commerce (Alfina et al., 2023). Consequently, limited attention has been devoted to examining FOMO within premium transportation services, where purchasing decisions are shaped by substantially different situational characteristics. Unlike conventional retail products, premium bus tickets involve limited seating capacity, scheduled departures, exclusive fleet launches, and experiential consumption that cannot be postponed indefinitely (Alfina et al., 2023; Morsi et al., 2025). Moreover, purchasing decisions are strongly influenced by interactions within enthusiast communities, where members continuously exchange travel experiences and information regarding newly introduced services. These distinctive characteristics suggest that psychological mechanisms identified in online retail settings may not fully explain consumer behavior in premium transportation markets. Therefore, a significant research gap remains regarding how FOMO influences impulsive purchasing behavior among premium bus consumers, particularly within Indonesia's Bismania community, where digital interaction and transportation enthusiasm converge to shape purchasing decisions.

This study addresses the identified research gap by extending the application of Fear of Missing Out (FOMO) theory to the context of premium land transportation services, an area that has received relatively little scholarly attention despite its rapid commercial development (Argan et al., 2023). Unlike previous studies that primarily investigated digital retail transactions, online shopping platforms, or social commerce, this research focuses on premium bus ticket purchasing behavior among members of the Bismania community, whose decisions are strongly influenced by digital interactions, shared travel experiences, and the exclusivity of newly introduced fleets. The novelty of this study lies in integrating consumer psychology with transportation service marketing by positioning premium bus travel as an experiential product rather than merely a mobility service. Furthermore, this research expands the theoretical application of FOMO to an experience-based transportation context characterized by scarcity, community engagement, and digital communication. Accordingly, the findings are expected to enrich consumer behavior literature while providing practical insights for premium bus operators seeking to develop effective digital marketing strategies and enhance customer engagement.

To explain the proposed relationship, this study adopts the Stimulus–Organism–Response (S–O–R) framework, which suggests that external environmental stimuli influence internal psychological states that subsequently determine behavioral responses. In the context of this research, exposure to premium bus promotions, user-generated travel content, fleet launch announcements, and intensive interactions within the Bismania community represent the stimulus. These external stimuli trigger Fear of Missing Out (FOMO) as the organism, reflecting consumers' anxiety about missing exclusive

travel experiences enjoyed by others. This psychological condition subsequently generates the response, namely impulsive purchasing behavior, in which consumers purchase premium bus tickets spontaneously without extensive cognitive evaluation or planning. Based on this theoretical framework and the consistent findings reported in previous empirical studies, this research hypothesizes that Fear of Missing Out (FOMO) positively and significantly influences impulsive purchasing behavior of premium bus company tickets among Bismaia members. Accordingly, this study seeks to answer the following research question: Does Fear of Missing Out (FOMO) positively and significantly influence impulsive purchasing behavior of premium bus company tickets among Bismaia members?

RESEARCH METHODS

This study employed a quantitative explanatory research design to examine the causal relationship between Fear of Missing Out (FOMO) as the independent variable and impulsive purchasing behavior of premium bus company tickets as the dependent variable. An explanatory quantitative approach was selected because the primary objective of the study was to test hypotheses and determine the magnitude and direction of the relationship between variables using statistical analysis. According to Hair et al. (2022), explanatory research is appropriate when researchers seek to explain causal relationships derived from established theoretical frameworks through empirical testing. The study was grounded in the positivist paradigm, which assumes that social phenomena can be objectively measured using standardized instruments and analyzed through statistical procedures. This paradigm allows hypotheses to be evaluated objectively and enables findings to be generalized to the target population.

The study was conducted in Indonesia with respondents drawn from the Bismaia community, one of the country's largest online communities of bus enthusiasts. Bismaia was selected because its members actively follow developments in premium bus services, including new fleet launches, premium facilities, route innovations, and travel experiences shared through digital platforms such as Facebook, Instagram, TikTok, and YouTube. Members of this community represent an appropriate research setting because they are frequently exposed to transportation-related social media content that may stimulate Fear of Missing Out (FOMO) and encourage impulsive ticket purchasing. Consequently, the community provides a relevant context for investigating the psychological influence of FOMO on purchasing behavior within the premium land transportation sector.

The study population consisted of all members of the Bismaia community in Indonesia who had previously purchased or used premium bus services, including Sleeper Class, Suite Class, Executive Premium, and Double Decker Premium services. Because the exact population size was unknown, purposive sampling was employed. Respondents were required to meet four

inclusion criteria: (1) be at least 17 years old, (2) actively follow premium bus information through social media or be a Bisma community member, (3) have purchased or used a premium bus ticket at least once during the previous two years, and (4) voluntarily complete the questionnaire. Following the recommendation of Hair et al. (2022), the minimum sample size was determined based on 5–10 respondents per measurement indicator. With twenty-four indicators included in the research instrument, the study obtained data from 164 respondents, exceeding the minimum sample requirement.

Primary data were collected through a structured online questionnaire distributed using Google Forms. The questionnaire employed a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The Fear of Missing Out (FOMO) construct was measured using the validated instrument developed by Kaloeti et al. (2021), consisting of twelve indicators that demonstrated satisfactory construct validity and reliability among Indonesian social media users. Meanwhile, impulsive purchasing behavior was measured using the scale adapted from Hutagalung (2023) based on the cognitive and affective dimensions proposed by Verplanken and Herabadi (2001). Secondary data were obtained from peer-reviewed journal articles, books, government reports, and other academic publications related to consumer behavior, Fear of Missing Out, impulsive buying, and premium transportation services.

Data analysis was conducted using JASP version XX. Descriptive statistics were first employed to summarize respondents' demographic characteristics through frequencies, percentages, means, and standard deviations. Instrument quality was subsequently evaluated through Pearson product-moment validity testing and Cronbach's Alpha reliability testing, with $\alpha \geq 0.70$ indicating satisfactory internal consistency (Hair et al., 2022). Before hypothesis testing, classical assumption tests consisting of normality (Shapiro–Wilk), linearity, and heteroscedasticity tests were performed to ensure that regression assumptions were satisfied. The research hypothesis was tested using simple linear regression analysis, expressed as:

$$Y = \alpha + \beta X + \varepsilon$$

where Y represents impulsive purchasing behavior, X represents Fear of Missing Out (FOMO), α is the intercept, β is the regression coefficient, and ε is the error term. Statistical significance was determined using the t-test with a significance level of 0.05. In addition, the coefficient of determination (R^2) was calculated to determine the proportion of variance in impulsive purchasing behavior explained by FOMO.

Instrument validity was assessed using the Pearson product-moment correlation, whereby each indicator was considered valid when its correlation coefficient exceeded the critical value and the significance level was below 0.05. Internal consistency reliability was evaluated using Cronbach's Alpha, with coefficients of 0.70 or higher indicating acceptable reliability (Hair et al., 2022). These procedures ensured that all questionnaire items accurately measured the intended constructs and produced consistent responses across respondents.

RESULTS AND DISCUSSION

Results

This study aimed to examine the influence of Fear of Missing Out (FOMO) on the impulsive purchasing behavior of premium bus tickets among bus enthusiasts in Indonesia. Data were collected from 164 respondents who met the predetermined inclusion criteria through a structured online questionnaire. Prior to hypothesis testing, the dataset was subjected to descriptive statistical analysis to summarize respondents' characteristics, followed by instrument validity and reliability testing as well as classical assumption tests to ensure the suitability of the data for regression analysis. Subsequently, the proposed hypothesis was tested using simple linear regression to determine the magnitude and significance of the relationship between Fear of Missing Out (FOMO) and impulsive purchasing behavior. The findings provide empirical evidence regarding the psychological mechanisms underlying premium bus ticket purchasing decisions and contribute to a better understanding of consumer behavior in the context of premium land transportation services.

Respondent Characteristics

The presentation of respondent characteristics aims to describe the general profile of the research participants. This information provides essential contextual background for understanding the study sample and serves as a basis for the subsequent statistical analyses.

Table 1. Respondent Characteristics

Gender	Frequency	Percentage
Male	75	45.7%
Female	89	54.3%
Total	164	100%

Based on Table 1, the majority of respondents in this study were female, accounting for 89 participants (54.3%), while male respondents numbered 75 (45.7%). This distribution indicates that female respondents slightly outnumbered male respondents. Nevertheless, the relatively balanced gender composition suggests that interest in premium bus services and participation in the Bisma community are shared by both genders rather than being dominated by one particular group.

Validity and Reliability Testing of the Instruments

Before testing the research hypotheses, the quality of the research instrument was evaluated through validity and reliability tests to ensure that each measurement item accurately measured the intended construct and produced consistent results. The results of the instrument testing are presented in Table 2.

Table 2. Validity and Reliability Testing of the Instruments

Variable	Number of Items	Valid Items	Cronbach's Alpha	Interpretation
Fear of Missing Out (FoMO)	12	12	0.950	Very Reliable
Impulsive Buying	24	24	0.963	Very Reliable

Validity and reliability tests were conducted prior to distributing the questionnaire to the main research respondents. The pilot test involved 33 respondents. The validity test results showed that all 12 indicators of the Fear of Missing Out (FoMO) variable exceeded the minimum item-total correlation threshold, indicating that all items were valid. Furthermore, the FoMO scale achieved a Cronbach's Alpha value of 0.950, demonstrating excellent internal consistency.

Similarly, all 24 indicators of the Impulsive Buying variable met the required validity criteria and were therefore retained for the main study. The reliability test yielded a Cronbach's Alpha value of 0.963, indicating excellent reliability and a very high level of internal consistency. Overall, the research instrument was confirmed to be both valid and reliable, making it appropriate for examining the influence of Fear of Missing Out (FoMO) on impulsive purchasing behavior toward premium bus tickets among members of the Bisma community.

Normality Test

A normality test was conducted to determine whether the research data were normally distributed before hypothesis testing. The results are presented in Table 3.

Table 3. Results of the Normality Test

Variable	K-S Statistic	Sig.	Conclusion
Fear of Missing Out (FoMO)	0.067	0.646	Normal
Impulsive Buying	0.048	0.943	Normal

The normality of the data was assessed using the Shapiro–Wilk test. The results indicated that the Fear of Missing Out (FoMO) variable had a significance value of 0.646, whereas the Impulsive Buying variable obtained a significance value of 0.943. Since both values exceeded the threshold of 0.05, the data for both variables were considered normally distributed. Therefore, the normality assumption was satisfied, allowing simple linear regression analysis to be applied. In addition, bootstrap analysis was performed as a supplementary procedure to assess the stability of the estimated regression coefficients.

Hypothesis Testing Using Simple Linear Regression

Simple linear regression analysis was employed to examine the effect of Fear of Missing Out (FoMO) on impulsive buying behavior regarding premium bus tickets among members of the Bisma community. The results are presented in Table 4.

Table 4. Results of Hypothesis Testing Using Simple Linear Regression

Statistic	Value
R	0.710
R ²	0.505
Adjusted R ²	0.500
RMSE	7.721

The regression analysis revealed that Fear of Missing Out (FoMO) significantly influenced impulsive buying behavior. The regression coefficient was 1.060 with a standardized beta coefficient of 0.710. The obtained t-value of 10.970 ($p < 0.001$) indicates that FoMO has a positive and statistically significant effect on impulsive buying behavior. Therefore, the research hypothesis proposing that Fear of Missing Out positively influences impulsive purchasing behavior toward premium bus tickets among Bismaia members is supported.

The resulting regression equation is:

$$Y = 19.160 + 1.060X$$

This equation indicates that every one-unit increase in the Fear of Missing Out (FoMO) score is associated with a 1.060-unit increase in impulsive buying behavior. Furthermore, the coefficient of determination ($R^2 = 0.505$) indicates that FoMO explains 50.5% of the variance in impulsive buying behavior, while the remaining 49.5% is explained by other variables not included in the research model.

As a robustness check, bootstrap analysis was conducted using 5,000 resamples. The bootstrap results produced a regression coefficient of 1.062 ($p < 0.001$), with a 95% confidence interval that did not include zero. These findings confirm the stability and robustness of the regression estimates, providing additional empirical support for the conclusion that Fear of Missing Out (FoMO) has a positive and statistically significant effect on impulsive purchasing behavior regarding premium bus tickets among members of the Bismaia community.

Discussion

The findings of this study confirm that Fear of Missing Out (FoMO) is a significant psychological factor influencing impulsive purchasing behavior toward premium bus tickets among members of the Bismaia community. The positive and significant regression coefficient indicates that individuals experiencing higher levels of FoMO are more likely to make spontaneous purchasing decisions without extensive cognitive evaluation (Khomairohtusshiyamah et al., 2025). These findings are consistent with the Stimulus–Organism–Response (S–O–R) theory, which explains that external environmental stimuli trigger internal psychological processes that subsequently shape behavioral responses (Jeong et al., 2022; Rozi et al., 2026). In the present study, information regarding premium bus fleet launches, limited seat availability, promotional campaigns, travel reviews, and intensive interactions

within social media and the Bismania community function as external stimuli (Roux et al., 2024). These stimuli generate a psychological state characterized by anxiety about missing valuable experiences, which ultimately encourages impulsive ticket purchases. The substantial coefficient of determination ($R^2 = 0.505$) further indicates that FoMO explains more than half of the variance in impulsive buying behavior, demonstrating that psychological mechanisms play a central role in consumer decision-making within premium transportation services. Consequently, this study provides empirical evidence supporting the applicability of the S-O-R framework in explaining impulsive purchasing behavior in an emerging transportation context that has received limited scholarly attention (Hochreiter et al., 2022; Sivasothy et al., 2024).

The present findings are consistent with previous studies demonstrating that FoMO significantly predicts impulsive purchasing behavior across various digital consumption settings. Zhang et al. (2022) argued that individuals experiencing stronger concerns about missing valuable opportunities tend to engage in impulsive purchases because perceived scarcity intensifies emotional decision-making (Tang et al., 2025). Likewise, Gao et al. (2022) reported that social media enhances consumers' sense of social presence and emotional engagement, thereby strengthening purchase intentions and spontaneous buying behavior (Liu et al., 2025). Similar conclusions were reported by Pramudita and Rufaidah (2026), all of whom identified FoMO as an important psychological antecedent of impulsive purchasing in digital marketing environments (Pramudita & Rufaidah, 2026). However, unlike previous studies that primarily examined e-commerce platforms, online retail, or fashion products, the present research extends these findings to premium bus transportation services. This difference demonstrates that the influence of FoMO is not restricted to conventional online shopping contexts but also operates within experience-based services where exclusivity, novelty, and community interaction become important drivers of consumer behavior.

The findings also align with Nurmalasari et al. (2024), who reported that FoMO and hedonic values jointly increase impulsive purchasing behavior and may subsequently lead to post-purchase regret (Nazmeen & Vania, 2026). Although post-purchase regret was not investigated in the present study, the results suggest that impulsive purchases motivated by FoMO are predominantly emotional rather than rational, implying the possibility of cognitive reassessment after the transaction has been completed (Mustikasari et al., 2025). Nevertheless, this study differs from previous research by focusing specifically on premium bus ticket purchases, where consumers are motivated not only by product ownership but also by the desire to experience exclusive transportation services and participate in community-related activities. This distinction highlights that experiential consumption may amplify the psychological influence of FoMO because consumers perceive participation itself as a valuable social experience (Allendifa et al., 2026). Accordingly, the present findings broaden existing knowledge by demonstrating that FoMO operates similarly across both tangible

products and experiential services while manifesting through different psychological motivations and consumption contexts.

From a theoretical perspective, this study contributes to the literature by extending the application of the Stimulus–Organism–Response theory to the premium transportation industry, an area that has received relatively limited empirical attention. Previous FoMO research has predominantly focused on online retail, tourism, fashion, and social commerce, whereas studies examining premium transportation services remain scarce (Du et al., 2026). By demonstrating that social media exposure, community interactions, and perceptions of exclusivity function as environmental stimuli that activate FoMO and subsequently encourage impulsive purchasing behavior, this research expands the explanatory scope of the S–O–R framework (Khoa & Phuong, 2025). Furthermore, the findings emphasize that online consumer communities such as Bismania constitute an important social environment shaping psychological responses and purchasing decisions. This study therefore enriches the growing body of consumer behavior literature by integrating psychological theory with community-based consumption patterns, while offering empirical evidence that experience-oriented transportation services should also be considered within contemporary FoMO and impulsive buying research (Dang et al., 2025).

From a practical perspective, the findings provide valuable implications for transportation companies, marketing practitioners, and community managers. Premium bus operators may strategically utilize social media, digital storytelling, customer testimonials, and community engagement to strengthen consumer interest and enhance the perceived value of premium travel experiences. However, the implementation of such marketing strategies should remain ethical by providing accurate and transparent information rather than creating artificial scarcity or misleading promotional messages that could manipulate consumers' emotions. Companies should balance promotional effectiveness with responsible marketing practices to foster long-term customer trust and satisfaction. Meanwhile, community administrators can encourage responsible purchasing behavior by providing objective information regarding ticket availability, pricing, and service quality. Overall, this study contributes both theoretically and practically by demonstrating that FoMO is an important psychological determinant of impulsive purchasing behavior in premium transportation services while offering evidence-based recommendations for designing marketing strategies that effectively engage consumers without compromising ethical business practices.

CONCLUSION

This study demonstrates that Fear of Missing Out (FoMO) is a significant psychological determinant of impulsive purchasing behavior toward premium bus tickets among members of the Bismania community, indicating that stronger concerns about missing valuable experiences increase consumers' likelihood of making spontaneous purchase decisions. The finding that FoMO explains 50.5% of the variance in impulsive buying behavior highlights the substantial role of

psychological factors in shaping consumer decisions within experience-based transportation services. Theoretically, this study contributes to the consumer behavior literature by extending the application of the Stimulus–Organism–Response (S–O–R) theory to the premium transportation context, demonstrating that social media exposure, community interactions, and perceived exclusivity function as important stimuli that activate psychological responses leading to impulsive purchasing. These findings broaden existing FoMO research, which has predominantly focused on e-commerce and retail settings, by providing empirical evidence from the premium transportation industry. Nevertheless, this study is limited by its reliance on a single independent variable, the use of a cross-sectional design, and data collected exclusively from members of one consumer community, which may limit the generalizability of the findings. Future research is therefore encouraged to incorporate additional psychological and marketing variables, such as perceived scarcity, social influence, hedonic motivation, trust, or brand attachment, employ longitudinal or mixed-method approaches, and examine broader consumer populations across different transportation services or cultural contexts to develop a more comprehensive understanding of impulsive purchasing behavior.

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