

FEAR OF MISSING OUT (FOMO) AND VIRAL MARKETING INFLUENCING CONSUMER PURCHASING DECISIONS ON SHOPEE AMONG GENERATION Z

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ABSTRACT

This study investigates the extent to which Fear of Missing Out (FOMO) and viral marketing shape the purchasing behavior of Generation Z Shopee users in Bengkulu City, both independently and in combination. A quantitative design was implemented using data from 100 respondents collected through structured questionnaires. The data were analyzed using multiple linear regression in SPSS version 26. The results confirm that FOMO (X_1) exerts a positive and statistically significant effect on purchasing decisions, as shown by a t-value of 2.330 exceeding the critical threshold of 1.660. Likewise, viral marketing (X_2) demonstrates a significant positive impact, with a t-value of 5.701 surpassing 1.660. Moreover, the simultaneous test confirms a significant joint influence of both variables, indicated by an F-value of 13.707 surpassing 3.09. Thus, both FOMO and viral marketing significantly affect the purchasing decisions of Generation Z Shopee users in Bengkulu City.

Key words: Fear of Missing Out (FOMO), Purchasing Decision, Viral Marketing, Shopee, Generation Z.

INTRODUCTION

Consumer behavior has undergone major changes due to the expansion of digital technology, with Generation Z being the most affected group. This cohort, consisting of individuals born between 1997 and 2012, is characterized as digital natives who heavily utilize social media and e-commerce in their daily lives, including for shopping purposes. In the Indonesian context, Shopee ranks among the most widely used e-commerce platforms and holds a strong position in attracting Gen Z users (Katadata Insight Center, 2025).

In the context of online consumption, FOMO serves as an important psychological factor. This concept reflects the uneasiness or fear individuals feel when they think they are being left behind from current trends or potential opportunities (Przybylski et al., in Larasati, 2022). In the context of online shopping, FOMO compels consumers to purchase immediately to avoid missing out on promotions or limited-time products.

Furthermore, Strategies based on viral marketing are highly influential in gaining the attention of individuals from Generation Z. This concept refers to the rapid and widespread dissemination of promotional messages through social media, creating a domino effect on interest and purchasing decisions (Rayport, in Maulida et al., 2022). Shopee has capitalized on this opportunity through the use of viral promotional events, such as "Shopee 12.12 Birthday Sale and Shopee 9.9 Super Shopping Day".

In response to this phenomenon, the study was conducted "to examine the extent of the influence of FOMO and viral marketing on the purchasing decisions of Generation Z consumers in Bengkulu City".

METHOD

Shopee has capitalized on this opportunity through the use of viral promotional events, such as "Shopee 12.12 Birthday Sale and Shopee 9.9 Super Shopping Day". Based on this occurrence, the study was carried out to investigate the degree to which FOMO and viral marketing affect the purchasing decisions of Generation Z consumers in Bengkulu City. In the context of this study, Shopee users with Shopee accounts and residing in Bengkulu City, Bengkulu Province were selected as the sample.

A reasonable sample size in this study is between 30 and 500. In this study, 100 samples were randomly selected by the researcher. This sample size is expected to be representative of the research sample. The study relies on data derived from a sample, defined as a representative segment of the population with shared attributes. The participants were chosen through the use of purposive sampling. In the context of this study, Shopee users with Shopee accounts and residing in Bengkulu City, Bengkulu Province were selected as the sample.

This study collected research data by distributing questionnaires via Google Forms, which were structured using a Likert scale to evaluate the effects of FOMO, viral marketing, and purchasing decisions. Furthermore, demographic details—including age, gender, level of education, and income—were obtained to characterize the respondents. The descriptive results reveal that the majority of respondents are students aged 20–24 years with educational qualifications ranging from high school to bachelor's degrees, indicating that Generation Z dominates purchasing decision activities in Bengkulu City.

RESULTS AND DISCUSSION

1. Multiple Linear Regression Analysis

This test was utilized to assess the influence of “FOMO (X_1) and viral marketing (X_2)” as independent variables on “purchasing decisions (Y)” as the dependent variable. The resulting regression equation is presented as follows:

$$Y = 13.707 + 0,193 X_1 + 0,519 X_2 + 3.161$$

The following provides an interpretation of the regression model:

- The regression constant of 13.707 represents the baseline level of purchasing decisions (Y) when both independent variables—FOMO (X_1) and viral marketing (X_2)—are equal to zero, indicating a fixed value for users in Bengkulu City.
- The coefficient of 0.193 for FOMO (X_1) means that any increase in this variable results in a 0.193 increase in purchasing decisions (Y). Its positive sign indicates a proportional and positive relationship between FOMO and user purchasing decisions.
- The coefficient of 0.519 for viral marketing (X_2) implies that an increase in this variable leads to a 0.519 rise in purchasing decisions (Y). The positive coefficient confirms a direct relationship between viral marketing and purchasing behavior among users in Bengkulu City.

2. Correlation Coefficient (R) and Coefficient of Determination (R^2) Test

This test is used to evaluate the strength of the combined relationship between the independent variables and the dependent variable.

Table 1. Results of the Determination Coefficient (R^2) and Correlation Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.524	.515	2.11392

Source: Processed SPSS Data, 2025

The obtained correlation coefficient ($R = 0.724$) demonstrates a strong connection between social media, herding effect, and FOMO toward investor interest. The coefficient of determination ($R^2 = 0.524$) suggests that 52% of investor interest variation is explained by the independent variables, while 48% is determined by other unobserved factors. Collectively, these results indicate that the regression model has strong explanatory power and is appropriate for further analysis..

3. t-Test (Partial Test)

A t-test analysis was conducted to examine the effect of each independent variable on the dependent variable separately.

The results of the partial t-test are summarized in Table 2

Variable	t-value	Sig.	Description
FOMO (X_1)	2.330	0.000	Significant
Viral Marketing (X_2)	5.701	0.022	Significant

Source: Processed SPSS Data, 2025

Based on the outcomes of the t-test, it can be observed that:

- The variable FOMO (X_1) demonstrates a positive and significant impact on investor interest.
- The viral marketing variable (X_2) is not found to have a significant influence on investor interest.

Therefore, it can be concluded that “FOMO and viral marketing each have a partial influence on purchasing decisions among users in Bengkulu City”.

4. F-Test (Simultaneous Test)

The overall impact of the independent variables on the dependent variable was examined using a simultaneous F-test procedure.

Table 3. Results of the F-Test (Simultaneous Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	477.781	2	238.891	53.459	.000 ^b
	Residual	433.459	97	4.469		

	Total	911.240	99		
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Source: Processed SPSS Data, 2025

Based on the comparison between the calculated F-value and the critical F-value, where 53.459 exceeds 3.09, the hypothesis is accepted. This indicates that “FOMO (X_1) and viral marketing (X_2) simultaneously have a significant effect on purchasing decisions (Y) among users in Bengkulu City”.

DISCUSSION

- The regression model obtained is expressed as $13.707 + 0.193X_1 + 0.519X_2 + 3.161$, where all coefficients are positive, indicating “a direct and positive relationship between FOMO (X_1), viral marketing (X_2), and purchasing decisions (Y) among users in Bengkulu City”.
- The t-test result for FOMO (X_1) shows a calculated value of 2.330, which exceeds the critical value of 1.660. Consequently, “the alternative hypothesis (H_a) is accepted while the null hypothesis (H_0) is rejected, confirming that FOMO significantly influences purchasing decisions in Bengkulu City”.
- The t-test for viral marketing (X_2) yields a t-value of 5.701, greater than 1.660, leading to the acceptance of H_a and rejection of H_0 . This demonstrates that “viral marketing has a significant effect on purchasing decisions”.
- The F-test comparison indicates that the calculated F-value (13.707) is higher than the F-table value (3.09), confirming “the acceptance of the hypothesis”. This implies that FOMO (X_1) and viral marketing (X_2) simultaneously influence purchasing decisions (Y) in Bengkulu City.

CONCLUSION

From the research conducted on the role of FOMO and viral marketing in shaping the purchasing decisions of Generation Z Shopee users in Bengkulu City, results indicate that both variables positively and significantly influence outcomes, with the partial analysis demonstrating that FOMO significantly drives purchasing decisions, highlighting the role of trend-related anxiety and the need to remain updated in influencing consumer behavior, and the desire not to miss out on limited offers encourage consumers to make purchasing decisions more quickly. In addition, the Viral Marketing variable also has a significant influence, This implies that the distribution of information through social media, attractive content, and influencer suggestions plays a key role in boosting consumer interest and building confidence in products.

The combined effect of FOMO and viral marketing is found to be significant in shaping purchasing decisions, highlighting the importance of both psychological factors and digital marketing approaches in driving consumer behavior. This implies that higher levels of FOMO and stronger viral marketing implementation are associated with an increased tendency among Generation Z consumers to make purchases, particularly through the Shopee platform in Bengkulu City.

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