ABSTRACT

This research aims to analyze the influence of the Fear of Missing Out (FoMO) phenomenon on the purchasing decisions of Pop Mart products in Indonesia. The FoMO phenomenon, described as an individual's apprehension of missing out on valuable experiences that others are having, is increasingly relevant in the digital era with the widespread use of social media. Pop Mart, as a popular toy company from China, has successfully leveraged this phenomenon through creative marketing strategies, particularly with its blind box products and collaborations with renowned artists and influencers like Lisa Blackpink, which triggered a surge in demand and long queues at its physical stores in Indonesia.

This quantitative research employed descriptive and causal approaches to explain the cause-and-effect relationships between variables. Data was collected through an online questionnaire distributed to 400 Pop Mart consumer respondents across Indonesia, with the majority being female (72%), aged 17-25 years (58%), residing in Jakarta (47%), and working as students/university students (53%). The independent variable in this study is FoMO, measured through four sub-variables: Need to Belong (X1), Need for Popularity (X2), Anxiety (X3), and Addiction (X4). The dependent variable is Purchase Decision (Y).

Descriptive analysis results indicate that Pop Mart consumers have a "strong desire" to buy products (75% for Need to Belong). Respondents were also highly influenced by "Viral Products" (74% for Need for Popularity), experienced "Difficulty Making Decisions in a Short Time" (68% for Anxiety), and felt "Anxious and/or Restless when not buying Pop Mart products" (55% for Addiction). Overall, the Purchase Decision variable showed a high level of agreement from respondents (76%), with "Diverse payment merchants" being a key driving factor (80%).

Classical assumption tests showed that the data was normally distributed, there was no multicollinearity (VIF values < 10 and tolerance > 0.1 for all FoMO sub-variables), and no heteroscedasticity occurred. The results of the simultaneous hypothesis test (F-test) indicated that FoMO as a whole significantly influences Pop Mart product purchasing decisions (F-count 71.155 > F-table 3.01; sig. 0.000 < 0.05). The coefficient of determination (R^2) of 0.419 or 41.9% indicates that 41.9% of the variation in purchasing decisions can be explained by the four FoMO sub-variables, while the remaining 58.1% is influenced by other factors outside the model. Partially (t-test), the sub-variables Need to Belong (t-count 9.221, sig. <0.001) and Anxiety (t-count 4.725, sig. <0.001) significantly influenced purchasing decisions. However, Need for Popularity (t-count 1.118, sig. 0.264) and Addiction (t-count -0.963, sig. 0.336) did not show a significant influence. This research confirms the role of FoMO in shaping purchasing behavior, particularly in the context of emotionally-driven and trend-influenced purchasing decisions.

Keywords: *Fear of Missing Out (FoMO), Need to Belong, Need for Popularity, Anxiety, Addiction, Purchase Decision.*