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The Influence of Fear of Missing Out (FoMO), Influencer Marketing, and Viral Marketing on Pop Mart's Blind Box Purchase Intention

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Abstract: The increasing use of social media along with the development of the concept of the experience economy has encouraged changes in the consumption patterns of the younger generation, especially for hedonic products that emphasize elements of experience, such as blind boxes. Pop Mart as a global blind box brand shows rapid growth in Indonesia, which is triggered by the rise of unboxing content, the role of influencers, and the implementation of viral marketing strategies that have given rise to the FoMO phenomenon. This study is aimed at examining the influence of FoMO, Influencer Marketing, and Viral Marketing on Pop Mart blind box product Purchase Intention. This study was carried out through a quantitative approach using the PLS-SEM method to 200 respondents in Cirebon City who actively use social media and have seen blind box content. The results show that FoMO, Influencer Marketing, and Viral Marketing produce a positive and significant influence on Purchase Intent, either separately or simultaneously. Among the three variables, FoMO had the most dominant influence, and the research model was able to explain 63.8% of the variation in Purchase Intention. These findings confirm the important role of consumer psychological factors and digital marketing strategies in shaping the purchase intention of blind box products.

Keywords: Fear of Missing Out, Influencer Marketing, Viral Marketing, Purchase Intention, Blind Box, Pop Mart.

INTRODUCTION

Development Experience Economy which is increasingly massive, accompanied by the high intensity of social media use, has significantly changed the consumption patterns of Generation Z. Purchasing decisions are no longer based solely on the functional benefits of the product, but also on the emotional, symbolic and psychological experiences that accompany them. Social media now functions not only as a communication channel, but as a two-way interaction space between brands and consumers, as well as being the main source of information, recommendations, and social validation that shapes preferences and purchase intention Young Consumers (A. W. Putra, 2024).

In this context, a phenomenon arises Fear of Missing Out (FoMO) as one of the relevant psychological determinants in explaining digital consumption behavior. FoMO is understood as a psychological condition characterized by anxiety and worry when individuals feel left behind from the social experiences that others are experiencing. This concept is rooted in Self Determination Theory submitted by Deci & Ryan (2000), which emphasizes the importance of meeting the basic needs of individuals for social connectedness (Relatedness). When these needs are not optimally met, individuals are encouraged to continue to engage in social activities and circulating trends, particularly through social media.

A number of empirical studies show that FoMO has a positive relationship with consumptive behavior and impulsive buying tendencies (Rinonce & Jannah, 2025), especially in products that are trending and have limited availability. Ardianti & Sofyan (2024) also found that FoMO had a significant effect on purchase intention in various product categories, both through exposure Social Media Marketing as well as promotion by influencers. In this study, FoMO was measured based on indicators developed by Groenestein et al. (2024), including fear of being left behind, social anxiety, the urge to stay connected, the tendency to make social comparisons, as well as the constant need to access social information.

In addition to psychological factors, digital marketing strategies also play an important role in shaping Generation Z's buying intentions. Influencer Marketing, which is a marketing approach that utilizes public figures or digital creators to influence consumer attitudes and behaviors. This concept is based on Source Credibility Theory submitted by Hovland & Weiss (1951), which states that messages from credible sources are easier to receive and trust. This perspective is reinforced by Parasocial Interaction Theory, which explains that pseudo-social relationships between influencers and followers are able to create emotional closeness so that promotional messages are perceived as more authentic.

Previous research has shown that influencers' credibility, which includes expertise, trust, appeal, authenticity, and quality of information, plays a significant role in improving purchase intention (Ao et al., 2023; Pan et al., 2024). In this study, influencer marketing indicators were adapted from Coutinho et al. (2023) which emphasizes the dimension of credibility and the effectiveness of influencer communication to the audience. On the other hand, Viral Marketing It is an important strategy in a digital ecosystem based on user participation. Based on Diffusion of Innovation Theory by Rogers (2003), the dissemination of information occurs through social interactions that are influenced by the appeal of the message and the level of audience engagement. In the digital context, viral marketing acts as a form of Electronic word of mouth (e-WOM) which is able to expand brand exposure and shape consumer perception.

Gibreel et al. (2025) found that viral marketing had an effect on purchase intention through increased consumer engagement and the dissemination of interactive content. Meanwhile, Çakirkaya & Aytaç Afşar (2024) emphasizing that viral content that has high emotional value and contextual relevance is able to increase consumer trust and purchase intent. Viral marketing can also amplify the effect of FoMO, especially when viral content highlights stock limitations or popular trends that trigger the urgency of a purchase. In this study, the effectiveness of viral marketing was measured based on indicators from Nurmayahdi & Rinuastuti (2025), namely Reach, Engagement, Conversion, Brand Awareness, and Customer Loyalty.

As a dependent variable, purchase intention refers to the tendency of consumers to make purchases of a product. Based on Theory of Planned Behavior Ajzen (1991), purchase intent is influenced by attitudes towards products, subjective norms, and perceptions of behavioral control. In the context of digital marketing, purchase intent is formed through a combination of psychological factors (FoMO) and social-informational factors (influencer marketing and viral marketing). Research Alcántara Pilar et al. (2024) Showing that influencer credibility and exposure to viral content significantly increase consumer purchase intent. Meanwhile, Alfina

et al. (2023) emphasized that FoMO encourages consumers to make purchases immediately to avoid falling behind trends. In this study, purchase intention was measured based on indicators from Yang & Lin (2024), namely a purchase plan, a desire to have, possible future purchases, the intention to recommend, and an interest in trying products.

Although various studies have examined the influence of FoMO and digital marketing strategies on consumption behavior, studies that integrate these three variables simultaneously in the context of hedonic products with high levels of uncertainty, such as blind boxes, are still relatively limited. A number of studies in Indonesia have also shown mixed results (Scholar & Middle, 2025), thus indicating the existence of Research gap in understanding the relationship between consumer psychological aspects and digital marketing strategies on purchase intent.

Based on this description, this study aims to analyze the influence of FoMO, influencer marketing, and viral marketing on the purchase intention of Pop Mart blind box consumers in Indonesia. Theoretically, this research is expected to enrich the literature on digital consumer behavior, especially in the context of experience-based products and trends. Practically, the results of this research are expected to be a reference in formulating marketing strategies that are adaptive to the psychological and social dynamics of Generation Z in the social media era.

METHODS

This study applied a quantitative method with an associative nature to examine the extent of FoMO, Influencer Marketing, and Viral Marketing play a role in influencing Purchase Intention. This study is directed to identify the relationship as well as the magnitude of the influence between the variables studied as explained by Sugiyono (2022). The research subjects include people in Cirebon City who are at least 17 years old who are active on social media and have been exposed to Blind Box content. The selection of respondents was carried out through the purposive sampling technique, with the consideration that this technique allows the researcher to determine a sample based on relevant characteristics and appropriate through the objectives of this study. The determination of the sample count refers to the 10-times rule guideline in PLS-SEM analysis (Hair et al., 2017), which is ten times the number of reflective indicators in the research model. With a total of 20 indicators used, the minimum number of samples required is 200 respondents, and the number is considered to have met the analysis requirements.

The data collection process in this study was carried out through an online survey using Google Form, a five-level Likert scale used to measure each variable, ranging from 1 for Strongly Disagree responses to 5 for Strongly Agree. After the data is collected, the processing process using SmartPLS goes through the outer model testing stage to assess validity and reliability, then the inner model to examine the bonds between latent variables and assess the study hypothesis using the bootstrapping method.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Categories	Number (Respondents)	Percentage (%)
Age	17–20 Years	51	25,5
	21–25 Years	145	72,5
	26–29 Years	4	2,0
	Total	200	100,0
Gender	Male	16	8,0
	Women	184	92,0
	Total	200	100,0
Domicile	Cirebon	200	100,0

Total	200	100,0

The profile of respondents by age group showed that the majority of participants were in the age range of 21-25 years, which was 145 people or equivalent to 72.5%. The next position was occupied by the age group of 17-20 years with a total of 51 respondents 25.5%. Respondents aged 26-29 years only covered a relatively small proportion. These findings show that the research sample is dominated by a group of young adults representing Generation Z, in accordance with the predetermined research objectives.

When viewed from the gender aspect, most of the respondents were women, namely 184 people or 92%, while male respondents amounted to 16 people or around 8%. The large percentage of female respondents indicates that Blind Box products are more in demand by female consumers than male consumers.

Furthermore, based on the location of residence, all respondents or 100% stated that they were domiciled in Cirebon City. This condition shows that the data collected has been in accordance with the scope of the established research area. In addition, all respondents were active users of social media and had been exposed to Blind Box content. This confirms that the characteristics of the respondents have met the research criteria, so the data obtained is relevant to analyze the influence of FoMO, Influencer Marketing, and Viral Marketing on Purchase Intention.

Convergent Validity

Convergent validity indicates the degree of positive linkage between indicators used to represent the same construct. The assessment of the validity of the convergence is carried out by observing the amount of the loading factor value of each measurement indicator. An indicator can be declared feasible and meets the standard of validity if the loading factor value it has is 0.70, as stated by (Latifah & Roosdhani, 2024).

Table 2. Outer Loading Results

Item	Variable	Outer Loading	Description
X1.1	Fear of Missing Out	0.901	Valid
X1.2	Fear of Missing Out	0.912	Valid
X1.3	Fear of Missing Out	0.903	Valid
X1.4	Fear of Missing Out	0.899	Valid
X1.5	Fear of Missing Out	0.888	Valid
X2.1	Influencer Marketing	0.860	Valid
X2.2	Influencer Marketing	0.894	Valid
X2.3	Influencer Marketing	0.798	Valid
X2.4	Influencer Marketing	0.888	Valid
X2.5	Influencer Marketing	0.911	Valid
X3.1	Viral Marketing	0.889	Valid
X3.2	Viral Marketing	0.911	Valid
X3.3	Viral Marketing	0.876	Valid
X3.4	Viral Marketing	0.904	Valid
X3.5	Viral Marketing	0.890	Valid
Y1	Purchase Intention	0.887	Valid
Y2	Purchase Intention	0.884	Valid
Y3	Purchase Intention	0.874	Valid
Y4	Purchase Intention	0.890	Valid
Y5	Purchase Intention	0.865	Valid

The test results showed that each indicator applied in this study had a loading factor value that was above the required minimum threshold. Therefore, it can be stated that each indicator in the measurement model meets the convergent validity standard. These findings indicate that

the study instrument has a sufficient level of validity and is suitable for use for the next stage of analysis.

Reliability Test

The reliability test is intended to assess the consistency of indicators in describing constructs. In this study, the reliability of the construct was analyzed using Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and AVE. Constructs were declared reliable when the values of Cronbach's Alpha and Composite Reliability exceeded 0.70 accompanied by AVE above 0.50.

Table 3. Cronbach's Alpha, Composite Reliability & Average Variance Extracted

Variable	Cronbach's Alpha	Composite Reliability (ρa)	Composite Reliability (ρc)	Average Variance Extracted (AVE)	Description
Fear of Missing Out	0.942	0.947	0.955	0.811	Reliable
Influencer Marketing	0.921	0.940	0.940	0.759	Reliable
Viral Marketing	0.937	0.941	0.952	0.800	Reliable
Purchase Intention	0.927	0.928	0.945	0.774	Reliable

The results of the reliability evaluation showed that each construct in this study obtained Cronbach's Alpha and Composite Reliability values of 0.70, and was supported by AVE values that exceeded 0.50. The findings indicate that indicators that reflect the variables FoMO, Influencer Marketing, Viral Marketing, and Purchase Intention are able to measure constructs consistently and reliably. Therefore, it can be concluded that the study instrument has met the reliability and is suitable for use at the next stage of analysis.

R-Square

The contribution rate of free variables in explaining bound variables can be seen through the magnitude of the R-Square value. The interpretation of the R-Square value is classified into several levels, where a value of 0.67 reflects a strong influence, a value of 0.33 produces an influence at a moderate level, and then a value of 0.19 results in a relatively low influence.

Table 4. R-square & R-square adjusted

Dependent Variable	R-Square	R-Square Adjusted
Purchase Intention (Y)	0.638	0.633

The results of the determination coefficient analysis show that Purchase Intention has an R-Square of 0.638 and an Adjusted R-Square of 0.633. The R-Square achievement indicates that the combination of FoMO, Influencer Marketing, and Viral Marketing variables can simultaneously describe 63.8% of changes in Purchase Intention, while 36.2% affect other aspects beyond the scope of the study model. When associated with the R-Square interpretation criteria, this value falls into the category of strong influence, so it can be concluded that the three independent variables make a significant contribution in shaping consumer buying interest.

In addition, the Adjusted R-Square value of 0.633 and close to the R-Square value was stated that the study model had a good level of stability and did not experience significant distortion due to the number of independent variables used. Therefore, the model developed has high explanatory ability and is considered adequate to comprehensively describe the variation in Purchase Intention .

Inner Model

The structural model or inner model has a function to show the causal relationship between latent variables, which is a construct that cannot be seen directly and is represented by several measurement indicators. The visual display of the model presented below provides a comprehensive overview of the relationship between latent variables, as well as showing the direction and magnitude of the influence of each variable on other variables in the framework of the study carried out.

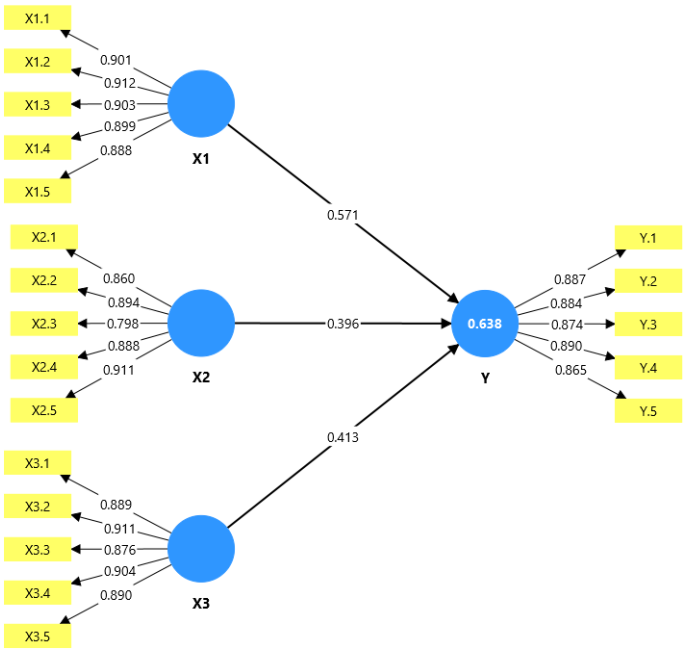


Figure 1. Structural Models

Hypothesis Test

The hypothesis test in this study was carried out by considering the path coefficient value (Original Sample), T-statistics, and P-values based on the assessment. A hypothesis can be declared acceptable if the T-statistics value obtained is 1.96 and supported by the P-values is at the significance limit of 0.05.

Table 5. Path Coefficient

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
FoMO → Purchase Intention	0.571	0.570	0.046	12.344	0.000	Accepted
Influencer Marketing → Purchase Intention	0.396	0.394	0.045	8.704	0.000	Accepted
Viral Marketing → Purchase Intention	0.413	0.414	0.043	9.513	0.000	Accepted

H1: The Influence of FoMO (X1) on Purchase Intention (Y)

This test shows that the relationship between FoMO and Purchase Intention is shown by the path coefficient value of 0.571, through the T-statistics value of 12.344 and the P-values of 0.000. All of these values have exceeded the limit of the criteria set in the hypothesis test. It can be concluded that FoMO produces a significant positive influence on Purchase Intention,

until the hypothesis regarding the influence of FoMO on Purchase Intention is declared accepted.

H2: The Influence of Influencer Marketing (X2) on Purchase Intention (Y)

The results of data processing showed that the Influencer Marketing variable had a path coefficient value of 0.396, accompanied by a T-statistics value of 8.704 and a P-value of 0.000. This achievement shows that Influencer Marketing has a positive and significant impact on Purchase Intent. Thus, the hypothesis that suggests the influence of Influencer Marketing on Purchase Intention is acceptable.

H3: The Influence of Viral Marketing (X3) on Purchase Intention (Y)

The results of the correlation evaluation between Viral Marketing and Purchase Intention showed a line coefficient value of 0.413, through T-statistics of 9.513 and P-values of 0.000. These values have met the requirements in hypothesis testing, so it can be concluded that Viral Marketing has a positive and significant influence on Purchase Intention. Therefore, the hypothesis proposed regarding the influence of Viral Marketing on Purchase Intention is declared accepted.

H4: The combined influence of FoMO, Influencer Marketing, and Viral Marketing on Purchase Intention can be reviewed through the R-Square value in the Purchase Intention construct. The results of the analysis showed that the R-Square value reached 0.638, which indicates that the three independent variables were collectively able to explain 63.8% of the change in Purchase Intention. Therefore, the hypothesis that states the simultaneous influence of FoMO, Influencer Marketing, and Viral Marketing on Purchase Intention is accepted.

Discussion

The Effect of Fear of Missing Out on Purchase Intention

The results of the analysis prove that FoMO produces a positive and significant influence on Purchase Intention, which is aimed at the path coefficient value of 0.571, T-statistics of 12.344, and P-values of 0.000. The high value of the coefficient indicates that FoMO is the most powerful aspect when influencing consumer purchase intention. These findings indicate that individuals through high levels of FoMO have an intense psychological urge to make a purchase immediately, especially when they are faced with the possibility of falling behind trends, experiences, or products that are being talked about on social media.

In the context of Gen Z, which is known as a group with a high level of social media activity, FoMO functions as an emotional trigger that is able to accelerate the formation of purchasing decisions, often done without a deep rational thought process (Love, 2025). The study is aligned through findings Damayanti et al. (2025) which revealed that FoMO produces a positive and significant influence on purchase intentions and encourages the emergence of impulsive buying behavior, where consumers tend to follow trends to avoid feeling left behind in their social environment. Therefore, this study further confirms the empirical evidence that FoMO is one of the key aspects that shape consumer consumption behavior in the modern era.

The Influence of Influencer Marketing on Purchase Intention

The results show that Influencer Marketing produces a positive and significant influence on Purchase Intention, shown by the path coefficient value of 0.396, T-statistics of 8.704, and P-values of 0.000. These findings found that influencer effectiveness is not only determined by popularity, but also by credibility, authenticity, and the ability to build emotional closeness to the audience. Consumers tend to trust recommendations from relevant and authentic

influencers, so influencers act as opinion leaders that help shape the perception of product value and reduce uncertainty in purchasing decisions.

The study was consistent through the findings Coutinho et al. (2023) and Alcántara Pilar et al. (2024) which states that credibility and parasocial interaction Influencers plays an important role when making improvements Purchase Intention. Therefore, Influencer Marketing proving that it can make an effective digital marketing strategy to encourage purchase intent.

The Influence of Viral Marketing on Purchase Intention

The results show that Viral Marketing produces a positive and significant influence on Purchase Intention, as shown by the path coefficient value of 0.413, T-statistics of 9.513, and P-values of 0.000. The findings confirm that marketing content that spreads widely and quickly is able to strengthen consumer purchase intent by reaching audiences on a larger scale. This strategy gives rise to a social effect in the form of social proof, where consumers are encouraged to make purchases because they see the high level of public attention and talk about a product. In addition, the characteristics of emotionally appealing content such as entertaining, surprising, or curiosity also strengthen the appeal of the marketing message.

This study is aligned through the study Shatnawi et al. (2024) which shows that Viral Marketing significantly improve purchase intention through expanding the distribution of product information on social media and strengthening consumer motivation to buy. Research Latulinskey et al. (2025) also mentioned that Viral Marketing Influence on Purchase Intention which further influences consumers' purchasing decisions. Thus, this study further strengthens the empirical evidence regarding the strategic role Viral Marketing in pushing Purchase Intention.

The Simultaneous Influence of FoMO, Influencer Marketing, and Viral Marketing on Purchase Intention

The results of the simultaneous analysis showed that the R-Square value obtained was 0.638, which indicates that the combination of FoMO, Influencer Marketing, and Viral Marketing variables was able to explain 63.8% of the change in Purchase Intention. The magnitude of this value illustrates the clear power ability of the model that is in the strong (substantial) category, while the remaining variation, which is 36.2%, affects other variables that are not included in this study model.

These findings show that purchase intention is not formed by a single factor, but is the result of an interaction between the psychological aspect of the consumer, namely FoMO, and the digital marketing strategy through Influencer Marketing and Viral Marketing. The combination of these three variables reflects the characteristics of modern consumer behavior that are strongly influenced by social media dynamics, social pressures, and digital opinions that are developing in the online space. These results are in line with the findings Putra & Sukartono (2024) which explains that the integration of psychological factors such as FoMO and digital marketing is able to provide a more comprehensive explanation of Purchase Intention. From that, Yuland et al. (2023) stated that a model that combines FoMO and digital marketing variables has a high predictive power on the purchasing intention of the younger generation.

CONCLUSION

Based on the results of the analysis and discussions that have been carried out, it can be concluded that FoMO, Influencer Marketing, and Viral Marketing empirically prove a positive and significant influence on Purchase Intention. Partially, FoMO emerged as the variable with the most dominant influence in driving consumer purchase intent, followed by Viral Marketing

and Influencer Marketing. In addition, simultaneous testing showed that the three independent variables were collectively able to explain 63.8% of the variation in Purchase Intention, which falls into the category of strong influence. These findings confirm that consumer psychological factors along with the implementation of digital marketing strategies play an important role in shaping purchase intent. Thus, the research model used is considered to have good explanatory power and relevance in describing consumer behavior.

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