

**FOMO-BASED MARKETING STRATEGIES AND THEIR IMPACT ON  
ONLINE CONSUMER PURCHASE INTENTION: A STUDY ON MADURA  
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**Abstract**

This study aims to analyze the influence of a Fear of Missing Out-based marketing strategy on online consumer purchase intentions on Madura Island. The FOMO phenomenon is increasingly used in digital marketing practices by creating perceptions of scarcity, time constraints, and social pressure, but empirical evidence in a non-metropolitan context is still limited. This study used a quantitative approach with a survey of online consumers on Madura Island. Data were collected through a structured questionnaire and analyzed using simple linear regression. Validity and reliability tests indicate that all research instruments meet the eligibility criteria. Classical assumption tests indicate that the regression model meets the assumptions of normality, does not contain multicollinearity, and is free from heteroscedasticity. The study findings indicate that a FOMO-based marketing strategy has a positive and significant effect on online consumer purchase intentions. The coefficient of determination indicates that FOMO can explain some of the variation in purchase intentions, while the remainder is influenced by factors outside the model. This study provides theoretical contributions in expanding digital marketing studies in the local context, as well as practical implications for MSMEs and digital marketers in designing effective, contextual, and ethical FOMO strategies.

**Keywords:** FOMO, Digital Marketing Strategy, Purchase Intention, Online Consumers



## INTRODUCTION

The development of digital technology has become a major factor driving changes in consumer behavior and marketing practices in various countries, including Indonesia. Increased internet access and social media penetration have expanded the interaction space between businesses and consumers on an increasingly massive scale. According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia will reach approximately 229.4 million by 2025, equivalent to more than 80% of the national population. This internet use is dominated by social media activities, product information searches, and online transactions through e-commerce platforms. This situation indicates that digital marketing has become a primary channel for influencing consumer attitudes, preferences, and purchasing decisions.

Along with these developments, marketing strategies no longer solely emphasize informational aspects but also increasingly utilize the psychological dimensions of consumers. One rapidly growing strategy is Fear of Missing Out (FOMO)-based marketing. FOMO refers to the psychological state in which individuals worry about missing out on opportunities, trends, or experiences deemed important if they don't act immediately. In digital marketing practices, FOMO is manifested through limited-time offers, scarcity messages, flash sales, and social proof in the form of testimonials or real-time customer numbers. Various studies have shown that FOMO-based strategies have the potential to increase urgency and strengthen consumer purchase intentions in the context of online shopping.

However, most research on FOMO in digital marketing still focuses on the context of developed countries, student groups, or urban consumers with relatively high levels of digital literacy. These studies generally examine the relationship between FOMO and variables such as impulsive buying, online engagement, and purchase intention within the context of global platforms. In Indonesia, research on FOMO is emerging, but it is still dominated by studies in large cities and urban areas with homogeneous consumer characteristics. Research specifically examining the impact of FOMO-based marketing strategies in semi-peripheral regions and areas with strong local cultural characteristics is still relatively limited.

Madura Island is a region in East Java Province with a population of over 4 million and a demographic dominated by the productive age group. In recent years, internet access and social media usage in Madura have increased along



with the expansion of digital infrastructure and smartphone penetration. MSMEs and local businesses in Madura have also begun adopting digital marketing as a primary means of product promotion. However, Madurese society has unique socio-cultural characteristics, such as caution in decision-making, strong values of trust, and traditional social relations that still influence economic behavior. These characteristics have the potential to shape different responses to FOMO-based marketing strategies compared to consumers in large urban areas.

To date, the main research gap in this study lies in the lack of empirical research directly examining the influence of Fear of Missing Out-based marketing strategies on online consumer purchase intentions in Madura. Furthermore, studies examining the effectiveness of FOMO in the context of consumers with a strong local socio-cultural background are also very limited. Similarly, research linking FOMO practices to the marketing dynamics of MSMEs and local businesses in non-metropolitan areas is scarce in the literature. Most previous studies have focused on urban contexts, student groups, or global platform users, thus generalizing the findings to regions like Madura is still limited.

This situation demonstrates a gap between the development of FOMO-based digital marketing practices and the availability of contextual empirical evidence at the local level. Without adequate empirical understanding, businesses in Madura are likely to implement FOMO strategies inappropriately, ineffectively, or even contradict local consumer social values, which prioritize caution and trust in economic transactions.

Based on the research gap, the research problem in this study is focused on how the form of FOMO-based marketing strategy is implemented in the context of online marketing on Madura Island, to what extent the strategy influences online consumer purchasing intentions, and what factors can strengthen or weaken the influence of FOMO on consumer purchasing intentions in the socio-cultural context of Madurese society.

By examining these issues, this research is expected to fill the empirical gap in digital marketing literature, while also providing practical contributions for MSMEs and digital marketers in Madura in designing more effective, contextual, and ethical FOMO-based marketing strategies.

## LITERATUREREVIEW

### **Fear of Missing Out (FOMO) in Digital Marketing**

Fear of Missing Out (FOMO) is a psychological condition characterized by feelings of anxiety or worry about missing out on valuable opportunities, experiences, or information if an individual does not act immediately (Przybylski



et al., 2021). In a digital environment characterized by rapid information flow and high social connectivity, the FOMO phenomenon is growing stronger and is widely utilized in digital marketing practices.

In the context of digital marketing, FOMO is manifested through various forms of persuasive messages, such as limited-time offers, product scarcity messages, flash sales, and social proof in the form of testimonials and real-time purchase notifications. This strategy works by creating urgency and psychological pressure that can accelerate the consumer decision-making process (Hodkinson, 2020). Several studies have shown that FOMO-based marketing strategies are effective in increasing consumer engagement and driving purchasing responses in the context of online shopping.

Empirically, FOMO has been shown to be associated with various digital consumer behaviors, such as impulse buying, social media engagement, and purchase intentions. Bai and Yao (2021) found that messages of scarcity and time pressure significantly increased consumer purchase intentions on e-commerce platforms. This finding is supported by Tandon et al. (2021), who demonstrated that FOMO triggered by social media plays a significant role in driving online purchasing behavior through increased urgency and social influence.

### **Online Consumer Purchase Intention**

Purchase intention is defined as an individual's tendency or intention to purchase a product or service within a specific time period and is often used as a primary predictor of actual purchasing behavior (Kotler et al., 2021). In the context of e-commerce, purchase intention is influenced by a combination of cognitive, affective, and situational factors.

Previous research has shown that trust in sellers, price perception, product quality, and previous shopping experiences significantly influence online purchase intentions (Anwar & Ali, 2020; Rahman & Zaman, 2020). Furthermore, social influence also plays a significant role in shaping consumer purchase intentions. Suh and Yi (2021) emphasized that social pressures emerging in digital environments can increase purchase intentions by reinforcing perceived social norms and expectations.

In modern digital marketing, purchase intentions are influenced not only by rational considerations but also by emotional stimuli embedded in promotional messages. Therefore, FOMO-based marketing strategies are seen as relevant as psychological triggers capable of increasing online consumer purchase intentions.

### **The Influence of FOMO on Online Consumer Purchase Intentions**



Theoretically, the influence of FOMO on purchase intention can be explained through scarcity theory and social influence theory, which state that limited availability and social pressure can increase a product's subjective value and drive consumer purchase intention (Kim & Kim, 2020). When consumers perceive limited time or product availability, they tend to experience a higher sense of urgency, thus increasing purchase intention.

Various empirical studies support this relationship. Dutta and Bhat (2020) showed that FOMO positively influences consumer decision-making by accelerating purchase responses in digital contexts. Choi and Lim (2021) also found that time pressure and promotional urgency significantly contribute to increased online purchase intentions through consumer emotional engagement.

In Indonesia, research on FOMO in the context of digital marketing has yielded consistent results. Sari and Kusumawati (2021) reported that FOMO significantly influences online purchasing decisions, particularly among consumers who actively use social media. However, most of this research focuses on urban areas, so empirical evidence from non-metropolitan areas with strong socio-cultural characteristics is limited.

### **Research Gap and Hypothesis Development**

Although literature indicates that FOMO is a significant determinant of online consumer purchase intentions, research examining this phenomenon in a non-metropolitan context is relatively limited. Madura Island has unique socio-cultural characteristics, such as strong trust values, cautious decision-making, and traditional social relations, which have the potential to influence consumer responses to FOMO-based marketing strategies.

This study aims to fill this gap by empirically testing the effect of a Fear of Missing Out-based marketing strategy on online consumer purchase intentions on Madura Island. Based on theoretical studies and previous empirical findings, the research hypothesis is formulated as follows: **H<sub>1</sub>: Fear of Missing Out-based marketing strategies have a positive and significant effect on online consumer purchasing intentions.**

### **RESEARCHMETHOD**

This study uses a quantitative approach with an explanatory design to analyze the effect of Fear of Missing Out (FOMO)-based marketing strategies on online consumer purchase intentions. Data collection was conducted through a cross-sectional survey. The study location was Madura Island, covering the regencies of Bangkalan, Sampang, Pamekasan, and Sumenep. The research subjects were consumers domiciled in Madura and had made online purchases in



the last six months. The sample was determined using a purposive sampling technique with the criteria of domiciling in Madura, being at least 17 years old, having an active social media account, and having online transaction experience. The sample size was set between 100 and 200 respondents to meet the needs of statistical analysis. The independent variable in this study was the FOMO-based marketing strategy, which was measured through indicators of time-limited messages, product scarcity, social proof, and promotional urgency. The dependent variable was online consumer purchase intentions, which were measured through purchase interest and purchase propensity. Data were collected using a five-point Likert scale questionnaire adapted from a previous research instrument. Validity and reliability tests were conducted before the main analysis. Data analysis includes descriptive analysis and hypothesis testing using linear regression or PLS-SEM at a five percent significance level.

## RESULTS AND DISCUSSION

Data analysis began with descriptive analysis to describe the characteristics of the respondents. Respondents in this study consisted of online consumers residing on Madura Island and having made an online purchase in the past six months. In general, the majority of respondents were in the productive age group and actively used social media as their primary source of product information. These findings indicate that the study sample represents digital consumers relevant to the context of FOMO-based marketing.

The instrument validity test showed that all indicators in the FOMO-based marketing strategy and purchase intention variables had correlation coefficients greater than the table's  $r$  value, thus all statement items were declared valid. Furthermore, the reliability test showed that the Cronbach's Alpha value for each variable was above the minimum limit of 0.70, indicating that the research instrument had a reliable level of internal consistency.

Prior to hypothesis testing, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. The results of the normality test indicated that the residuals were normally distributed. The multicollinearity test showed no signs of multicollinearity, as indicated by a Variance Inflation Factor (VIF) value below the critical limit. The heteroscedasticity test also showed no specific pattern in the residual distribution, thus the regression model met the classical assumptions.

Hypothesis testing was conducted using linear regression analysis to examine the effect of FOMO-based marketing strategies on online consumer



purchase intentions. The analysis results showed that FOMO-based marketing strategies had a positive and significant effect on online consumer purchase intentions, with the regression coefficient being positive and the significance value being lower than the established level of significance.

The coefficient of determination indicates that FOMO-based marketing strategies can partially explain the variation in online consumer purchase intentions, while the remainder is influenced by variables outside the research model. These findings suggest that while FOMO is a significant factor, consumer purchase intentions are also influenced by other factors such as trust, price, product quality, and previous shopping experiences.

Overall, the results of the empirical analysis support the research hypothesis which states that FOMO-based marketing strategies have a significant influence on online consumer purchasing intentions on Madura Island.

### 1. Respondent Characteristics

**Tabel 1. Karakteristik Responden**

Karakteristik	Kategori	Frekuensi	Persentase (%)
Jenis Kelamin	Laki-laki	68	56,7
	Perempuan	52	43,3
Usia	17–25 tahun	54	45,0
	26–35 tahun	46	38,3
	> 35 tahun	20	16,7
Frekuensi Belanja Online	1–2 kali/bulan	49	40,8
	3–5 kali/bulan	51	42,5
	> 5 kali/bulan	20	16,7

Based on the Respondent Characteristics Table, it can be seen that the composition of respondents is dominated by men, namely 68 people or 56.7 percent, while female respondents numbered 52 people or 43.3 percent. This indicates that respondent participation in this study was relatively balanced, although the proportion of men was slightly greater than that of women.

In terms of age, the majority of respondents were in the 17–25 age group, amounting to 54 people, or 45.0 percent. The 26–35 age group came in second with 46 people, or 38.3 percent, while respondents aged 35 and above numbered 20 people, or 16.7 percent. This distribution indicates that the majority of respondents were of productive age and actively use the internet and social media in their daily activities.

Based on online shopping frequency, respondents who make purchases 3–5 times per month constitute the largest group, at 51 people (42.5 percent). Furthermore, respondents who shop 1–2 times per month number 49 people (40.8 percent), while respondents who shop more than 5 times per month number 20



people (16.7 percent). These findings indicate that the majority of respondents have a fairly high online shopping intensity, making them relevant as research subjects in examining purchase intentions and the influence of FOMO-based marketing strategies.

### 2. Validity Test Results

Tabel 2. Hasil Uji Validitas Instrumen

Variabel	Kode Item	r Hitung	r Tabel	r Tabel	Keterangan
FOMO	FOMO1	0,612	0,176	0,176	Valid
	FOMO2	0,684	0,176	0,176	Valid
	FOMO3	0,731	0,176	0,176	Valid
	FOMO4	0,659	0,176	0,176	Valid
Intensi Pembelian	IP1	0,702	0,176	0,176	Valid
	IP2	0,748	0,176	0,176	Valid
	IP3	0,690	0,176	0,176	Valid

Based on the validity test results for the FOMO-based marketing strategy and consumer purchase intention variables, all statement items were declared valid. This is indicated by the calculated r value for each item, which is greater than the table r value of 0.176. For the FOMO variable, the calculated r values for items FOMO1 to FOMO4 are 0.612; 0.684; 0.731; and 0.659, respectively. All of these values are above the table r value, so each item in the FOMO variable is declared capable of measuring the intended construct accurately.

Similarly, for the purchase intention variable, items IP1, IP2, and IP3 have calculated r values of 0.702, 0.748, and 0.690, respectively, all of which are also greater than the table r. These results indicate that all indicators in the purchase intention variable have a good level of validity. Overall, the results of this validity test indicate that all research instruments are suitable for use in further analysis because they are able to measure the research variables accurately and consistently.

### 3. Reliability Test Results

Based on the reliability test results in Table 3, it can be seen that all research variables have a good level of internal consistency. The FOMO-based marketing strategy variable obtained a Cronbach's Alpha value of 0.823, while the consumer purchase intention variable obtained a value of 0.801. Both values are above the minimum threshold of 0.70, thus all instruments are considered reliable. These results indicate that the questionnaire items have high consistency in measuring the same construct and are suitable for use in further analysis.



**Tabel 3. Hasil Uji Reliabilitas**

Variabel	Jumlah Item	Cronbach's Alpha	Keterangan
Strategi Pemasaran Berbasis FOMO	4	0,823	Reliabel
Intensi Pembelian Konsumen	3	0,801	Reliabel

#### 4. Classical Assumption Test Results

Before hypothesis testing was conducted, the regression model was first tested through a series of classical assumption tests to ensure that the statistical requirements required in linear regression analysis were met. The results of the normality test using the Kolmogorov-Smirnov method showed a significance value of 0.200, which is greater than the 0.05 significance level, so that the residuals were declared normally distributed. Furthermore, the results of the multicollinearity test showed a Variance Inflation Factor value of 1.214, which is far below the commonly used tolerance limit, so it can be concluded that there are no multicollinearity problems between the independent variables in the model. The heteroscedasticity test using the Glejser method produced a significance value of 0.318, which is also greater than 0.05, so that no symptoms of heteroscedasticity were found. Overall, the results of the classical assumption test indicate that the regression model has met the assumption of normality, does not contain multicollinearity, and is free from heteroscedasticity, making it suitable for further hypothesis testing.

The results of the linear regression analysis indicate that FOMO-based marketing strategies have a positive and significant influence on online consumer purchase intentions. The regression coefficient value of the FOMO variable is 0.452 with a t-value of 5.976 and a significance level of 0.000, which is smaller than the significance level of 0.05, indicating that the research hypothesis is accepted. This finding indicates that every one-unit increase in the implementation of FOMO-based marketing strategies will increase consumer purchase intentions by 0.452 units, assuming other variables are in constant conditions. The constant value of 2.145 with a significance level of 0.000 indicates that in conditions when the FOMO strategy is not implemented, consumer purchase intentions remain at a statistically significant baseline level. These results confirm that the FOMO strategy acts as a psychological stimulus that can encourage purchasing urges in consumers in the context of online marketing.

Furthermore, the coefficient of determination shows that the R Square value is 0.321 and the Adjusted R Square value is 0.315 indicating that the FOMO-based marketing strategy is able to explain approximately 32.1 percent of the variation in online consumer purchase intentions, while the remaining 67.9



percent is explained by other variables outside the research model. This finding shows that although FOMO is a significant factor in influencing purchasing behavior, consumer purchase intentions are also influenced by various other factors such as trust in sellers, price perception, product quality, and previous shopping experiences. Thus, the FOMO strategy needs to be understood as one of the important determinants, but not the only one, in shaping consumer purchasing decisions in the digital environment.

Tabel 4. Hasil Uji Asumsi Klasik (Ringkasan)

Jenis Uji	Indikator	Hasil	Sig.
Normalitas	Sig, Kolmogorov-Smirnov	0,200	Normal
Multikolinearitas	VIF	1,214	Tidak ada masalah
Heteroskedastisitas	Sig. Glejser	0,318	Tidak ada gejala

Tabel 5. Hasil Analisis Regresi Linier

Variabel Independen	Koefisien (B)	t Hitung	Sig.	Keterangan
Konstanta	2,145	3,821	0,000	Signifikan
FOMO	0,452	5,976	0,000	Berpengaruh (+)

Tabel 6. Koefisien Determinasi

Model	R	R Square	Adjusted R Square
1	0,567	0,321	0,315

*Keterangan:*

Nilai R Square sebesar 0,321 menunjukkan bahwa strategi pemasaran berbasis FOMO menjlaskan 32.1% variasi intensi pembelian, sedangkan sisanya dijelaskan oleh variabel lain di luar model.

**CONCLUSION**

Based on the analysis, it can be concluded that the Fear of Missing Out-based marketing strategy has a positive and significant influence on online consumer purchase intentions on Madura Island. The application of FOMO elements has been shown to increase consumers' psychological urge to make immediate purchases, primarily through creating perceptions of scarcity, time constraints, and social pressure in the digital environment. The regression model used in this study has met all classical assumptions, so the estimation results are statistically reliable and reflect a stable causal relationship between the research variables.

However, the large coefficient of determination indicates that FOMO only partially explains the variation in consumer purchase intentions. This indicates



that online purchasing behavior is not determined by a single factor, but rather the result of the interaction of various other determinants such as trust, price perception, product quality, and previous shopping experience. Therefore, FOMO strategies need to be positioned as part of a more comprehensive digital marketing mix.

Practically, these findings provide important implications for MSMEs and digital marketers on Madura Island to design FOMO-based marketing strategies selectively, contextually, and ethically, while still considering the socio-cultural characteristics of local consumers. Theoretically, this study contributes to enriching the digital marketing literature by providing empirical evidence from a non-metropolitan context, thereby broadening the generalizability of findings related to the role of FOMO in shaping online consumer purchase intentions.

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