

Research Article

The Appeal of Viral Marketing and Its Influence on Impulsive Buying with Fear of Missing Out (FOMO) as a Mediator: A Study on Gen Z Purchasing Concert Tickets in Surakarta

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Abstract.

This study explores the influence of viral marketing on impulsive buying behavior among Generation Z concert ticket buyers in Surakarta, with fear of missing out (FOMO) as a mediating variable. Viral marketing, particularly through social media, has become a key strategy for promoting concert tickets by using emotionally engaging content and rapid information distribution. FOMO, a psychological trigger rooted in the fear of missing out on trending or valuable experiences, often plays a key role in shaping consumer decisions. Using a quantitative approach, data were collected from 250 Gen Z respondents who had purchased concert tickets within the past year. Structural equation modeling (SEM) was employed for data analysis. The results indicate that viral marketing significantly affects impulsive buying behavior, with FOMO acting as a strong mediator. Feelings of anxiety about missing out amplify the likelihood of impulsive purchases among Gen Z consumers. These findings highlight the effectiveness of urgency- and exclusivity-driven marketing strategies in influencing purchasing decisions. The study offers practical insights for event organizers and marketers to optimize digital campaigns by integrating viral marketing tactics and leveraging FOMO to better engage younger audiences.

Keywords: consumer behavior, fear of missing out (FOMO), generation z, impulsive buying, social media, viral marketing

1. Introduction

The development of digital technology and social media has changed the way companies interact with consumers, especially among Generation Z. This generation is known as a group that grew up amidst technological advances, with a high level of connectivity to the internet and social media platforms such as Instagram, TikTok, and Twitter/X. Amid this phenomenon, viral marketing has emerged as an effective marketing strategy to attract consumer attention through the rapid and widespread

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dissemination of information. Viral marketing, which uses creative and engaging content to trigger social engagement, has been shown to drive purchasing decisions, especially in situations where promotions are designed to create emotional appeal or a sense of urgency. To win the competition in the business battle and maintain its survival and sustainability, companies need to make various innovations, including innovations in marketing strategies [1]

Impulse buying is a consumer behavior characterized by spontaneous and unplanned purchasing decisions. In today's digital era, this behavior is increasingly common, especially among Gen Z, who are easily influenced by viral promotions and feelings of FOMO. This generation is more materialistic, wants fast service, trusts celebrities more, and is therefore more interested in online advertising and social media [2]. This study focuses on how viral marketing influences impulsive buying behavior among Generation Z who buy concert tickets in Surakarta, as well as the role of FOMO as a mediating variable in the relationship. The characteristics of impulsive buying behavior are emotional arousal, self-control, and impulsive actions [2]. The presence of various online buying and selling platforms has created fierce competition in e-commerce. In e-commerce, various marketing strategies are carried out to attract potential customers. Promotional offers that are exclusive, time-limited, or spread through viral content can trigger emotional reactions, one of which is the fear of missing out (FOMO). FOMO is a psychological phenomenon in which a person feels anxious or worried about missing an important opportunity or experience experienced by others. In the context of a concert, FOMO is often a strong motivator for consumers to immediately buy tickets so as not to miss out on valuable moments attended by their friends or community. A study found that FOMO is a strong mediator in the relationship between viral marketing and impulsive buying [3]. According to Przybylski et al., there are three factors related to fear of missing out (FOMO), namely motivation, emotion, and behavior from fear of missing out [13].

In the context of concert ticket purchases, viral marketing strategies are often used to attract consumer interest by leveraging enthusiasm for popular music events. Viral marketing content not only increases brand awareness but also creates a sense of urgency among young consumers [4]. Consumer attitudes towards viral marketing can be measured in terms of their reactions to marketing messages evaluated based on informativeness, entertainment, and source credibility [5]. Generation Z, as a demographic group that is very active on social media, is the main target in concert ticket marketing. Alvara Research Center survey results in March 2022 regarding the duration of internet use between generations in Indonesia is presented in the Figure 1:

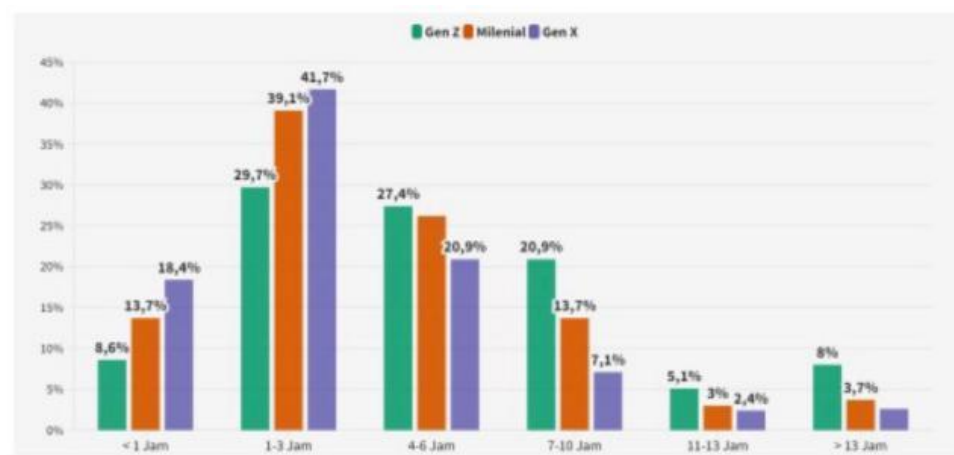


Figure 1: Duration of Internet Usage between Generations in Indonesia in 2022.

Based on the above data, we can see that Generation Z spends the most time on the internet, which is more than 7 hours per day. Therefore, they can be classified as internet addicted users. Many people prefer social media because it has become an easy and convenient means of communication to interact with others and share information in real time [11].

This study has several important objectives. First, to analyze the extent to which viral marketing can influence impulsive buying decisions in the context of concert ticket purchases. Other studies have found that viral marketing can influence impulsive buying behavior [5]. Second, to examine the mediating role of FOMO in strengthening the relationship between viral marketing and impulsive buying. This study focuses on Generation Z in Surakarta, as this city is one of the centers of growth in the music concert industry in Indonesia, with many events that attract young consumers. In 2023, Surakarta recorded economic growth of around 5.6% to 5.9%, although it slowed slightly from the previous year. The concert and music event sector played a significant role in driving this growth, with more than 3,000 events generating an estimated audience of 30 million people. Although the performing arts sector as a whole experienced the lowest growth of 7.14%, major events such as the 2023 Lokananta Festival at Manahan Stadium demonstrated Surakarta's commitment to becoming a concert center in Indonesia. Mayor Gibran Rakabuming Raka's initiative to expand the number of music and arts events also supports the vision of making Solo an economically thriving concert city.

This study is important because it provides new insights into how viral marketing strategies, which are increasingly common in the entertainment industry, can influence consumer purchasing behavior. Many viral marketing strategies have changed customer

purchasing behavior [18]. By understanding the role of FOMO as a mediator, companies and event organizers can design more effective marketing campaigns to increase ticket sales, especially among younger consumers who are more likely to be influenced by trends and viral content. The theoretical framework outlined in the introduction is illustrated through the research model as illustrated in Figure 2.

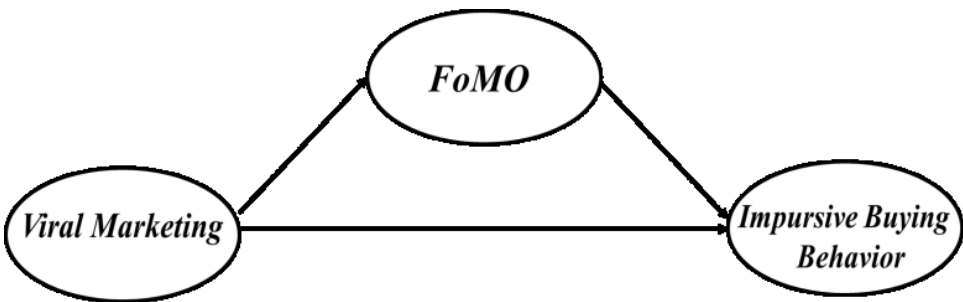


Figure 2: Research Framework.

2. Methods

The research method used is a quantitative method with a survey approach. This study aims to analyze the relationship between viral marketing variables, impulsive buying, and FOMO as a mediator in the context of concert ticket purchases by Generation Z. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn [16]. The population of this study was Generation Z (aged 18-26 years) in Surakarta who had purchased concert tickets in the past year. The selection of Surakarta was based on the fact that this city has significant developments in organizing music concerts and active participation of Gen Z in entertainment consumption. The sample used was taken using the purposive sampling technique. Purposive sampling is a sampling technique with certain considerations [16]. Respondents are selected based on certain criteria, namely being between 18-26 years old (Gen Z), having purchased concert tickets online, and active on social media. The number of samples in this study were respondents to ensure 2022/2023 who had previously shopped online at least three times. Since the population size is unknown, the sample size can be determined using the Lemeshow formula [12]. From the Lemeshow formula, the minimum sample size is 96 (ninety-six). In this study, 120 samples were used from active students in Surakarta. Data were collected through an online questionnaire, which was distributed through social media and other digital platforms. The questionnaire consists of several

parts that measure the research variables, namely viral marketing, FOMO, and impulsive buying. The use of an online questionnaire was chosen because it is following the characteristics of Gen Z who are active on social media and are more easily accessed through digital devices. The questionnaire was compiled using a 5-point Likert scale, where respondents were asked to state their level of agreement with the statements given, ranging from 1 (strongly disagree) to 5 (strongly agree). Questions were designed based on previous studies and adapted for the context of purchasing concert tickets..

After the data was collected, the data were analyzed using the Structural Equation Modeling (SEM) approach, which allows the analysis of relationships between several variables simultaneously, including the mediating role of FOMO. The analysis tool in this study uses SmartPLS 4 software. SEM was chosen because of its ability to test complex theoretical models, as well as provide more accurate estimates of direct and indirect relationships between variables.

This study tests several main hypotheses, namely:

H1: Viral marketing has a positive effect on impulsive buying.

H2: Viral marketing has a positive effect on FOMO.

H3: FOMO has a positive effect on impulsive buying.

H4: FOMO mediates the effect of viral marketing on impulsive buying.

This study complies with ethical research standards by ensuring that respondent participation is voluntary, data collected is kept confidential, and there is no risk or harm to respondents who participate. Respondents were given an initial explanation of the purpose of the study, and informed consent was given before they filled out the questionnaire.

This research method is designed to explore and test the relationship between viral marketing, FOMO, and impulsive buying behavior among Gen Z. By using a quantitative approach and SEM analysis, this study is expected to provide empirical findings that are useful in understanding how viral marketing strategies can influence impulsive buying decisions in the younger generation market, especially in the context of purchasing concert tickets in Surakarta.

3. Result and Discussion

In the study entitled “The Appeal of Viral Marketing and Its Influence on Impulsive Buying with Fear of Missing Out (FOMO) as a Mediator: A Study on Gen Z Who Purchased

Concert Tickets in Surakarta”, the following results and discussions are presented based on Structural Equation Modeling (SEM) analysis and the theoretical relevance of the findings obtained.

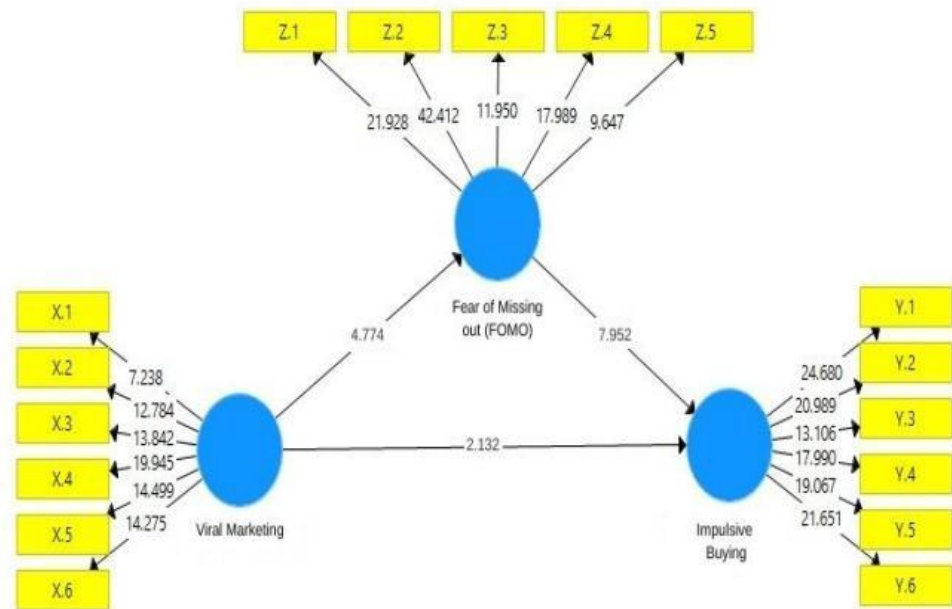


Figure 3: Results.

The results of the path coefficient assessment for the structural model are shown in Table 1

TABLE 1: Path Coefficient.

Jalur	Original Sample (O)	Sample M	STDEV	t statistic	P value	Signifikansi
VM → IBB	0.131	0.134	0.062	2.132	0.034	Signifikan
VM → FoMO	0.304	0.313	0.064	4.774	0.000	Signifikan
FoMO → IBB	0.466	0.473	0.059	7.952	0.000	Signifikan

Table: processed by researchers 2024

The P-value and t-statistics are examined in the structural model used to test the hypothesis. If the t-statistic value is more than 1.96 and the P value is less than 0.05, it indicates that one variable has a significant influence on the other variable [5].

To test the indirect effect of viral marketing through fear of missing out (FOMO) on Impulsive Buying is presented in Table 2:

Based on Table 2, the results of the indirect effect, the t-statistic value is $3.233 > 1.96$, and the P-value is $0.000 < 0.05$. This confirms that H4 is accepted. In this case, it shows

TABLE 2: Indirect Influence.

Jalur	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values
VM → FoMO → IBB	0.142	0.148	0.033	3.233	0.000

Table: processed by researchers 2024.

that the indirect effect of fear of missing out (FOMO) tends to be statistically significant, which means that fear of missing out (FOMO) mediates the relationship between viral marketing and Impulsive buying.

1. The Effect of Viral Marketing on Impulsive Buying

The SEM test results in Table 1 viral marketing have an effect on impulsive buying, having a t-statistic value of $2.132 > 1.96$ and a p-value of $0.034 < 0.05$ indicating that viral marketing has a significant positive effect on impulsive buying behavior among Generation Z who buy concert tickets. This shows that viral concert ticket promotions on social media can trigger unplanned purchasing behavior, or impulsive buying. In other words, the stronger the appeal of a viral campaign, the higher the tendency of Gen Z to immediately buy concert tickets without further consideration.

The findings of this study are in line with several previous studies stating that viral marketing can increase impulsive buying behavior [15]. Viral marketing creates a strong appeal by utilizing social media platforms, which allow content to spread quickly. This content not only provides information about the product but also triggers an emotional urge for consumers to act immediately without careful planning. In the context of concert tickets, viral promotions often contain elements of urgency and exclusivity, such as limited ticket quantities or limited-time offers. This causes Gen Z consumers, who are highly exposed to social media, to feel compelled to immediately buy tickets so as not to miss the opportunity.

2. The Influence of Viral Marketing on FOMO

Viral marketing also has a significant effect on FOMO among respondents. In Table 1, viral marketing has an effect on FOMO, with a t-statistic value of $4.774 > 1.96$ and a p-value of $0.000 < 0.05$ indicating that this indicates that viral promotions that are widespread on social media play a role in increasing feelings of FOMO among consumers, especially Generation Z. When promotions create an impression of exclusivity, limited tickets, or urgency, the fear of missing out becomes greater.

The results of this study support previous findings showing that viral marketing is an effective marketing strategy to create consumer engagement and encourage purchases [7]. The FOMO phenomenon is increasingly relevant in the digital era, especially among Generation Z who have a high connection to social media and technology.

One important contribution of this study is the confirmation that viral marketing not only functions as a tool to disseminate information, but also as a trigger for psychological feelings such as FOMO. This finding is important because it highlights the potential negative consequences of viral marketing on consumers' mental and emotional health [1]. This is in line with the theory that emotional involvement in marketing is very effective in encouraging consumers to act, especially when faced with opportunities that are perceived as limited or unique.

3. The Influence of FOMO on Impulsive Buying

FOMO has a strong and significant influence on impulsive buying behavior. In Table 1, FOMO has an effect on impulse buying, with a t-statistic value of $7.952 > 1.96$ and a p-value of $0.000 < 0.05$ indicating that respondents who are afraid of missing out on moments or events that are considered important, such as concerts, tend to be more impulsive in buying tickets. This feeling drives them to make quick and spontaneous purchasing decisions.

- The results of this study empirically support previous research conducted by many researchers Good M, Hyman S. (2020). Holte J, Ferraro J. (2020). and (Harahap et al., 2023). This study shows that FOMO has a significant influence on impulsive buying, especially among Generation Z who are active on social media. The fear of missing out or missing out on important opportunities drives consumers to make quick and unplanned purchasing decisions. In the context of concert ticket purchases, FOMO feelings triggered by viral marketing reinforce impulsive buying behavior. This provides important insights for marketers to design campaigns that leverage FOMO as a tool to drive sales. Baca dokumen

4. Conclusion

This study examines the impact of viral marketing on impulsive buying behavior among Generation Z, with FOMO as a mediator. Key findings include:

1. **Viral Marketing and Impulsive Buying:** Viral marketing, particularly on social media, significantly drives impulsive buying behavior in Gen Z, who are highly influenced by viral and emotional content.
2. **FOMO as a Mediator:** FOMO intensifies the effect of viral marketing, causing Gen Z to impulsively buy tickets when they feel left out of events attended by their peers.
3. **Emotions and Technology in Decision Making:** Emotional engagement through viral marketing and digital technology strongly influences purchasing decisions in Gen Z, especially when urgency and exclusivity are emphasized.
4. **Practical Implications:** Companies can boost sales by leveraging viral content that triggers FOMO, especially among younger audiences who respond well to digital trends.
5. **Academic Contribution:** The study highlights FOMO as a key mediator in the relationship between viral marketing and impulsive buying, enriching the understanding of consumer behavior in the context of concert ticket purchases.

Hopefully this research can provide a useful contribution to the development of marketing management science, especially in understanding consumer behavior in the digital era.

In conclusion, viral marketing combined with FOMO plays a crucial role in shaping impulsive buying decisions among Gen Z in the entertainment sector.

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