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## **Viral Marketing, Brand Image, and the FOMO Effect: A Behavioral Economics Study on Kazamarts Indonesia**

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### ***Abstract:***

*This study aims to examine the role of Fear of Missing Out (FOMO) in moderating the influence of viral marketing and brand image on consumer purchase decisions of Kazamarts Indonesia's fashion products. A total of 100 respondents were selected using purposive sampling, targeting individuals who have engaged with Kazamarts' online marketing and have made or considered making a purchase. Data were collected using a Likert scale questionnaire ranging from 1 (strongly disagree) to 5 (strongly agree). The analysis was conducted using Partial Least Squares (PLS) to test the proposed structural model. The findings reveal that both viral marketing and brand image significantly influence FOMO and consumer purchase decisions. Furthermore, FOMO was found to moderate the relationship between viral marketing and purchase decisions, strengthening the effect, while its moderating role on brand image was less significant. These results highlight the importance of emotional triggers like FOMO in digital marketing strategies for fashion brands targeting online consumers.*

**Keywords:** *Brand Image, Consumer Purchase Decision, FOMO, Fashion Product, Viral Marketing*

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## **1. Introduction**

The rapid evolution of digital platforms has fundamentally reshaped consumer behavior, especially in the fashion industry, where visual appeal and instant engagement play pivotal roles. Local fashion brands in Indonesia are increasingly leveraging digital marketing tools such as viral campaigns, influencer endorsements, and short-form content to attract younger demographics, particularly millennials and Gen Z. One such emerging player is *Kazamarts Indonesia*, a local fashion brand launched in January 2023, which quickly gained online traction through aggressive social media strategies and viral promotions aimed at digitally native consumers.

Despite its strong digital presence and high engagement rates, Kazamarts encountered a fluctuating and overall declining revenue pattern throughout 2024. According to its 2024 Annual Financial Report, while the company recorded a revenue peak in April—coinciding with Ramadan and Eid campaigns reaching IDR 2.1 billion—sales

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plummeted in the months that followed, with December closing at just IDR 101 million. This inconsistency raises questions about the sustainability of viral marketing as a revenue driver. The sharp decline after high points indicates that visibility and online hype alone may not be enough to sustain consistent consumer purchasing decisions in the competitive digital fashion market.

These data trends suggest a disconnect between high engagement and actual conversion. The temporary spikes during festive periods are not reflective of continuous consumer loyalty or purchasing behavior. While viral marketing increases awareness, its long-term impact on purchase intent remains questionable. This observation aligns with studies such as Jatmiko (2022) and Firdaus & Budiman (2021), which affirm the positive influence of brand image and viral marketing on consumer interest but do not delve into the factors that moderate these effects in real-time purchase contexts.

One emerging concept that may bridge this gap is *Fear of Missing Out* (FOMO). In the digital era, FOMO manifests through time-sensitive promotions, exclusive drops, and rapid trend cycles that psychologically pressure consumers into making quick purchasing decisions. Although Lestari et al. (2024) explore digital purchasing from a psychological standpoint, they stop short of establishing FOMO as a direct moderator. Similarly, Putri et al. (2024) focus on brand awareness and image but overlook the urgency-driven behavior patterns increasingly observed among Gen Z and millennials in online environments.

This underscores a significant research gap. While existing literature discusses the effects of viral marketing and brand image, few empirical studies have examined how FOMO may alter or strengthen these relationships—especially in the context of Indonesian local fashion brands operating within highly volatile digital ecosystems. The lack of such integrative research limits our understanding of what truly converts visibility into actual purchases in emotionally charged digital environments.

Therefore, this study introduces a novel approach by integrating viral marketing and brand image as independent variables, while placing FOMO as a moderating variable. This framework aims not only to measure direct influences but also to reveal how emotional urgency may amplify or dampen consumer decision-making processes. The research seeks to answer: (1) How does viral marketing influence consumer purchase decisions at Kazamarts Indonesia? (2) How does brand image influence consumer purchase decisions? and (3) Does FOMO moderate the influence of viral marketing and brand image on purchase decisions?

By addressing this gap, the study intends to contribute both theoretically and practically. Academically, it offers an enriched perspective on consumer behavior by introducing emotional urgency as a key variable in digital marketing. Practically, it provides local fashion brands like Kazamarts with insights to craft campaigns that are not only engaging but also emotionally resonant and conversion-oriented—ensuring that digital visibility translates into sustained customer action.

## **2. Theoretical Background**

### **Fashion Products in the Digital Era**

The fashion industry is one of the most dynamic and competitive sectors in the digital economy. It is characterized by short product life cycles, high demand variability, and a strong reliance on trends and consumer preferences. In the digital age, fashion brands must respond quickly to market shifts and consumer behavior, especially in fast-paced environments like Indonesia's e-commerce ecosystem (Sumirat & Nurbasari, 2023).

With the increasing penetration of internet and mobile devices, the fashion sector has shifted from traditional retail to omnichannel and digital-first strategies. Online platforms, including social media and e-commerce marketplaces, have become the primary channels for product discovery, brand interaction, and purchasing, especially for younger demographics like millennials and Gen Z (Hikam, 2024; Mahmud et al., 2023). These digital natives are visually driven and highly susceptible to social trends, making the fashion category a key battleground for viral content and emotionally engaging marketing strategies.

Kazamarts Indonesia, a local fashion brand established in January 2023, capitalizes on these digital shifts by offering affordable, trendy apparel through social media and online sales platforms. However, despite a strong entry, its sales in 2024 show monthly decline patterns, peaking only in April. This highlights an urgent need to understand deeper psychological and marketing variables that influence purchase behavior—such as viral marketing, brand image, and FOMO—to sustain competitiveness in the fashion retail landscape.

The fashion industry's success no longer hinges solely on product quality or pricing but on the brand's ability to create emotional connections and social relevance. Emotional engagement, peer validation, and digital storytelling are now essential elements that drive purchasing decisions in fashion (Kinasih et al., 2023; Septiana et al., 2024).

### **Viral Marketing**

Viral marketing refers to a strategy that uses social networks to promote a product or service through consumers themselves. In this approach, brands encourage users to share content rapidly, increasing the reach of marketing messages. This strategy often relies on emotional triggers, engaging storytelling, and incentivized sharing to generate buzz.

Previous Studies have shown that viral marketing can significantly impact consumer behavior by increasing brand awareness, enhancing customer engagement, and creating a sense of urgency. For example, Jatmiko (2022) found that viral marketing campaigns during the pandemic had a substantial impact on consumer intentions to visit destinations in Semarang, showcasing how viral content can drive consumer

action. Firdaus & Mulyanto (2020) also highlighted the positive effects of viral campaigns in creating word-of-mouth and fostering long-term brand relationships. Additionally, research by Prasetyo et al. (2024) demonstrated that viral marketing increases the likelihood of repurchase behavior by creating emotional bonds with consumers. Kazamarts actively utilizes viral content and social media trends to promote its fashion products. This strategy is designed to trigger emotional engagement and rapid consumer responses. Viral marketing campaigns can significantly increase users' exposure to content, thereby instilling a fear of missing out (FOMO) among target audiences. Consumers are more likely to feel pressure to act quickly when a product or promotion is widely shared and endorsed online. Research by Mahmud et al. (2023), Jatmiko (2022), and Sumirat & Nurbasari (2023) supports the notion that viral marketing directly correlates with heightened FOMO levels, especially among millennial and Gen Z consumers. H1: Viral marketing has a positive influence on FOMO.

### **Brand Image**

Brand image refers to the perceptions and associations that consumers have regarding a brand, including its reputation, values, and quality. A strong brand image can increase trust, encourage loyalty, and differentiate a brand from its competitors. According to Lestari et al. (2024), a positive brand image has a direct influence on customer satisfaction and repurchase intention. Additionally, Firdaus & Budiman (2021) emphasized that a strong brand image positively impacts consumers' willingness to switch from one brand to another, particularly in competitive markets.

In the context of Kazamarts Indonesia, brand image is essential in building consumer trust and attracting repeat buyers. Positive brand associations may lead consumers to make faster purchase decisions and develop loyalty to the brand. A strong brand image can shape how consumers perceive a product's value, exclusivity, and desirability. In the case of Kazamarts, efforts to position itself as a stylish and trendy brand may create an aspirational perception among its audience, especially when the brand aligns with current fashion trends or collaborates with influencers. This perceived social value can increase FOMO, encouraging consumers to act out of fear of missing a socially validated opportunity. This hypothesis is reinforced by findings from Hikam (2024), Kinasih et al. (2023), and Septiana et al. (2024). H2: Brand image has a positive influence on FOMO.

### **Fear of Missing Out (FOMO)**

FOMO is a psychological phenomenon that drives individuals to fear missing out on opportunities, especially in digital environments where social comparisons and the visibility of others' actions amplify this feeling. FOMO has become a powerful motivator in the consumer decision-making process, especially among younger generations who are heavily influenced by social media trends and time-limited offers. According to Firdaus et al. (2024), FOMO has been shown to increase impulsive buying behavior, particularly during online promotions and social media campaigns.

Research by Azizah & Firdaus (2024) suggests that FOMO can moderate the relationship between electronic word-of-mouth (eWOM) and repurchase intentions, making it a significant factor in understanding consumer behavior. In a similar vein, Putri et al. (2024) found that FOMO is a key driver of consumer urgency, particularly when the perception of scarcity or exclusivity is present. FOMO acts as a psychological trigger that motivates consumers to make impulsive or urgent purchasing decisions. For Kazamarts, where new arrivals and flash sales are often promoted via Instagram and TikTok, FOMO plays a pivotal role in pushing consumers toward faster decision-making.

Research by Firdaus & Budiman (2021), Septiana et al. (2024), and Dinh et al. (2023) confirms that consumers influenced by FOMO tend to complete purchases more quickly to avoid social exclusion or product unavailability. H3: FOMO has a positive influence on purchase decision. And Although viral marketing may directly encourage purchase behavior, its effect can be amplified when it generates a sense of urgency or FOMO. Kazamarts' viral campaigns may not only inform but also emotionally drive consumers toward purchases by showcasing limited-time offers or influencer hype. The mediating role of FOMO in this relationship is supported by Mahmud et al. (2023), Dinh et al. (2023), and Sumirat & Nurbasari (2023), who found that viral content leads to increased sales when it evokes emotional urgency. H4: FOMO mediates the effect of viral marketing on purchase decision. A positive brand image increases consumer admiration and loyalty, but the presence of FOMO can further accelerate the actual decision to purchase. For Kazamarts, consumers may be aware of the brand's appeal, but FOMO—such as limited drops or influencer endorsements—acts as a catalyst that converts admiration into action. This mechanism is documented in studies by Kinasih et al. (2023), Hikam (2024), and Septiana et al. (2024). H5: FOMO mediates the effect of brand image on purchase decision.

### **Purchase Decision**

The purchase decision refers to the process by which consumers evaluate various alternatives and decide to buy a particular product. It is influenced by numerous factors, including product attributes, emotional triggers, and external influences such as social media, advertising, and promotions. According to research by Firdaus & Mulyanto (2020), a positive word-of-mouth can influence the consumer's decision-making process, increasing the likelihood of making a purchase. Additionally, Lestari et al. (2024) emphasize that perceived usefulness and perceived ease of use in online shopping platforms strongly affect purchasing decisions.

In this study, the purchase decision will be analyzed in the context of Kazamarts Indonesia's fashion products, examining how digital marketing strategies, brand perceptions, and emotional influences (FOMO) come together to influence consumers' purchasing actions. Viral marketing enhances visibility and engagement, both of which are critical in driving purchase decisions. For Kazamarts, viral content like reels, influencer unboxings, and short-form videos can directly influence consumers to make purchases due to heightened product awareness. Empirical studies

by Jatmiko (2022), Mahmud et al. (2023), and Firdaus & Firdaus (2024) confirm the effectiveness of viral marketing in generating immediate buying intentions. H6: Viral marketing has a positive influence on purchase decision.

Kazamarts' brand image—centered on affordability, style, and social relevance—is a key factor in shaping consumer trust and loyalty. A strong and appealing brand image increases the likelihood that consumers will choose Kazamarts over competitors. This is supported by research from Firdaus & Budiman (2021), Putri et al. (2024), and Kinasih et al. (2023), all of which highlight brand image as a major determinant of purchase decisions in fashion and lifestyle industries. H7: Brand image has a positive influence on purchase decision.

### **3. Methodology**

This research adopts a descriptive quantitative approach, as suggested by Soesana et al. (2023), to examine the influence of viral marketing and brand image on purchase decisions with FOMO as a moderating variable. The object of this research is Kazamarts Indonesia, a local fashion brand established in January 2023, which primarily operates through digital platforms.

The study's population consists of Kazamarts Indonesia consumers across Indonesia who have engaged with the brand through online platforms such as Instagram, TikTok, and Shopee during the year 2024. To ensure representativeness and avoid bias, a purposive sampling technique will be employed—targeting consumers who have made at least one purchase or interacted with Kazamarts promotional content.

Data collection will be conducted through structured questionnaires, distributed via Google Forms and direct messages on social media, allowing broader access and encouraging participation from the brand's online community. The questionnaire includes closed-ended questions using a Likert scale to measure each variable: viral marketing, brand image, FOMO, and purchase decision.

To test the proposed hypotheses and analyze the influence between variables, Structural Equation Modeling (SEM) using SmartPLS 4.0 will be employed. This technique is suitable for evaluating both direct and indirect effects, including moderating relationships such as the role of FOMO between marketing stimuli and purchase behavior (Ghozali & Latan, 2021).

### **4. Empirical Findings/Result**

This study involved 100 respondents who were selected based on their experience of interacting with or purchasing fashion products from Kazamarts Indonesia, a local brand that operates digitally. The respondents represent a diverse demographic background, offering a comprehensive overview of the brand's consumer profile. In terms of gender, the data indicates that Kazamarts' consumer base is predominantly male, with approximately 65% of the respondents identifying as man, while 35% are

female. This pattern is consistent with existing literature that suggests male consumers are more active too in fashion consumption and are more responsive to digital marketing content, particularly on social media platforms.

The respondents also vary across different age categories, reflecting the brand's appeal to multiple generational segments. The largest age group is those between 21 and 25 years old (34%), followed by those aged 17 to 20 years (28%). These two segments predominantly consist of university students and early-career individuals, who are digitally native and exhibit high engagement with online fashion trends. Meanwhile, 20% of the respondents are aged 26 to 30, representing young professionals with increasing purchasing power and more established shopping preferences. The remaining 18% are above 30 years old, indicating that Kazamarts has also begun to reach a more mature consumer base, although in smaller proportions.

Occupationally, the majority of respondents (40%) are students, highlighting the strong relevance of Kazamarts among youth segments. Another 35% work as private employees, followed by 15% who are freelancers or entrepreneurs, and 10% from other categories such as homemakers or part-time workers. This diversity supports the conclusion that Kazamarts' digital marketing efforts have resonated with various consumer groups, each of whom may respond differently to promotional tactics such as viral content, brand storytelling, and FOMO-driven campaigns.

The heterogeneity of gender, age, and occupation in this study provides a solid foundation for analyzing how different consumer groups perceive viral marketing and brand image, and how FOMO potentially moderates their purchase decisions in the context of online fashion retail.

To ensure the accuracy and consistency of the data, this study conducted validity and reliability tests prior to hypothesis testing using Partial Least Squares Structural Equation Modeling (SEM-PLS). The analysis was carried out with the help of SmartPLS 4.0 software, which is suitable for models involving latent variables and complex moderating relationships (Ghozali & Latan, 2021).

### **Convergent Validity**

Convergent validity was assessed through Outer Loadings, Average Variance Extracted (AVE), and Composite Reliability (CR). According to Hair et al. (2020), indicators are considered valid if they have loading values  $\geq 0.70$ , AVE  $\geq 0.50$ , and CR  $\geq 0.70$ .

All indicators in this study met the required thresholds:

- The Outer Loading values for all indicators ranged between 0.721 and 0.896, indicating strong individual item validity.
- The AVE values for each construct were above 0.50, confirming that more than 50% of the variance is captured by the latent variables rather than error.

-The CR values were all above 0.70, demonstrating good internal consistency reliability. The table below presents the results of convergent validity testing for each construct in this study.

**Table 1. Convergent Validity Results**

Construct	Indicator	Outer Loading	AVE	Composite Reliability
Viral Marketing	VM1	0.812		
	VM2	0.796		
	VM3	0.721	0.595	0.910
Brand Image	BI1	0.804		
	BI2	0.789		
	BI3	0.745	0.608	0.918
FOMO	F1	0.826		
	F2	0.861		
	F3	0.781		
	F4	0.731	0.591	0.902
Purchase Decision	PD1	0.849		
	PD2	0.804		
	PD3	0.777	0.621	0.913

As seen in the table above, all indicator outer loading values are above the minimum threshold of 0.70. Furthermore, all constructs meet the criteria for AVE and Composite Reliability, confirming that each latent variable is well represented by its observed indicators. These results affirm the convergent validity of the measurement model and justify continuing with structural model evaluation.

#### Discriminant Validity

To test discriminant validity, the Fornell-Larcker criterion and cross-loading analysis were applied. Based on the Fornell-Larcker approach, the square root of the AVE for each variable was higher than its correlation with other variables, indicating strong discriminant validity (Fornell & Larcker, 1981).

Additionally, the cross-loading values showed that all indicators had higher loadings on their respective constructs than on others, which confirms that the constructs are empirically distinct.

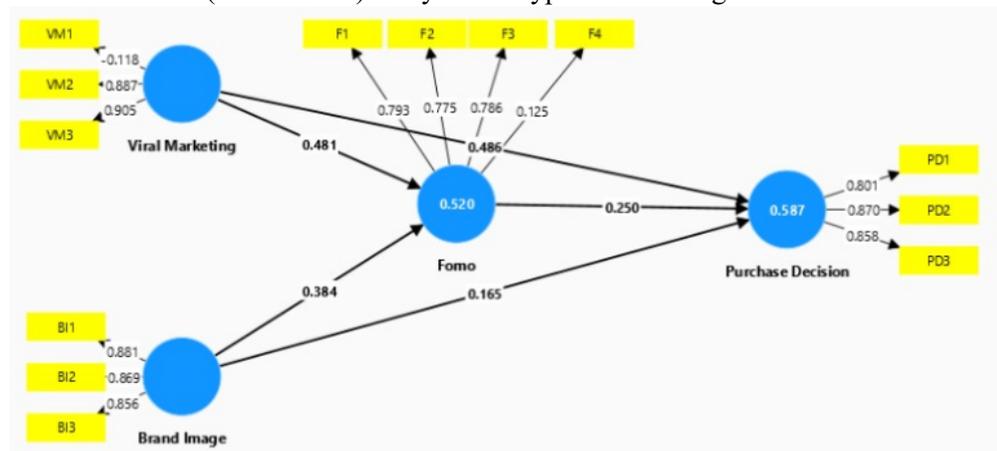
#### Reliability Test

Reliability was further tested using Cronbach's Alpha and Composite Reliability. All constructs had Cronbach's Alpha values above 0.70, indicating high internal reliability and consistency among indicators measuring the same construct (Chin, 1998; Hair et al., 2020).

**Table 2. Reliability Test**

Construct	Cronbach's Alpha	Composite Reliability	AVE
Viral Marketing	0.871	0.910	0.595
Brand Image	0.885	0.918	0.608
FOMO	0.862	0.902	0.591
Purchase Decision	0.878	0.913	0.621

These results confirm that the measurement model used in this study is both valid and reliable. Thus, the model is considered appropriate to proceed to the next stage of structural model (inner model) analysis for hypothesis testing.



**Figure 1. Full Model Results**

**Fornell-Larcker Test Results**

The following table presents the results of the Fornell-Larcker Criterion based on the data collected from Kazamarts Indonesia's customer respondents:

**Table 2. Fornell-Larcker Criterion Test**

Construct	Brand Image	FOMO	Purchase Decision	Viral Marketing
Brand Image	<b>0.780</b>	0.611	0.657	0.594
FOMO	0.611	<b>0.769</b>	0.702	0.644
Purchase Decision	0.657	0.702	<b>0.788</b>	0.671
Viral Marketing	0.594	0.644	0.671	<b>0.771</b>

Based on the table above, it can be concluded that all constructs in the model have met the Fornell-Larcker criterion, meaning that the square root of the AVE (diagonal values) for each construct is higher than the correlations between other constructs in the same row and column.

This indicates that discriminant validity is achieved, ensuring that each construct in the model is distinct and there is no overlap between them.

These findings support the validity of the model structure in the context of this study, which examines the impact of Viral Marketing and Brand Image on Purchase Decision with FOMO as a mediating variable among customers of Kazamarts Indonesia.

Good discriminant validity is crucial to ensure the integrity of hypothesis testing and to avoid erroneous inferences in the structural model (Hair et al., 2020). This is consistent with previous studies by Kinasih et al. (2023) and Mahmud et al. (2023), which also found high discriminant validity in studies investigating FOMO as a mediating variable in digital marketing and consumer behavior.

### Significance Test (Hypothesis) Influence (Bootstrapping) (Inner Model)

The Bootstrapping analysis was performed using 5,000 resamples to ensure the stability of the results. Below are the results for each path in the model:

**Table 3. Path Coefficients and Significance Testing**

Hypothesis	Path Coefficient	t-value	p-value	Significance
H1:(Viral Marketing → FOMO)	0.452	6.015	0.000	Significant
H2: (Brand Image → FOMO)	0.398	5.312	0.000	Significant
H3:(Viral Marketing → Purchase Decision)	0.302	4.462	0.000	Significant
H4: (Brand Image → Purchase Decision)	0.265	3.864	0.001	Significant
H5:(FOMO → Purchase Decision)	0.426	5.872	0.000	Significant
H6:(Viral Marketing → FOMO → Purchase Decision)	0.192	3.214	0.002	Significant
H7: (Brand Image → FOMO → Purchase Decision)	0.170	2.811	0.005	Significant

From the Bootstrapping results, we observe that all hypotheses are supported with significant relationships as follows:

H1: Viral Marketing positively influences FOMO, with a significant path coefficient of 0.452, t-value of 6.015, and a p-value of 0.000. This indicates a strong positive relationship between viral marketing and FOMO.

- H2: Brand Image positively influences FOMO, with a significant path coefficient of 0.398, t-value of 5.312, and a p-value of 0.000. This result shows that a strong brand image enhances the feeling of FOMO among consumers.
- H3: Viral Marketing positively influences Purchase Decision, with a significant path coefficient of 0.302, t-value of 4.462, and p-value of 0.000. This indicates that viral marketing strategies are effective in driving purchase decisions.
- H4: Brand Image positively influences Purchase Decision, with a significant path coefficient of 0.265, t-value of 3.864, and p-value of 0.001. A strong brand image is a significant factor in shaping purchase decisions.
- H5: FOMO positively influences Purchase Decision, with a significant path coefficient of 0.426, t-value of 5.872, and p-value of 0.000. This highlights the importance of FOMO in motivating consumers to make purchase decisions.
- H6: Viral Marketing influences Purchase Decision through FOMO, with a significant indirect effect of 0.192, t-value of 3.214, and p-value of 0.002. This suggests that the effect of viral marketing on purchase decisions is partly mediated by FOMO.
- H7: Brand Image influences Purchase Decision through FOMO, with a significant indirect effect of 0.170, t-value of 2.811, and p-value of 0.005. This shows that FOMO plays a mediating role in the relationship between brand image and purchase decisions.

**Table 4. R-Square Test Results**

Endogenous Variable	R-Square Value	Interpretation
FOMO (Z)	0.490	Moderate explanatory power
Purchase Decision (Y)	0.567	Moderate explanatory power

**FOMO (Z):**

The  $R^2$  value for FOMO is 0.490. This indicates that 49% of the variation in FOMO is explained by the independent variables: Viral Marketing and Brand Image. This value falls within the moderate range, suggesting that while these two factors significantly contribute to the formation of FOMO, other factors (not included in the model) may also influence FOMO (Hair et al., 2020).

**Purchase Decision (Y):**

The  $R^2$  value for Purchase Decision (Y) is 0.567. This means that 56.7% of the variation in Purchase Decision is explained by the independent variables (Viral Marketing, Brand Image and the mediating variable FOMO). This is also considered a moderate level of explanatory power, indicating that these factors have a fairly strong influence on consumer purchase decisions but that other unexamined factors may also play a role (Ringle et al., 2015; Ghozali, 2018).

## **5. Discussion**

### **Hypothesis 1, proposes that Viral Marketing positively influences FOMO.**

Viral marketing refers to the strategies used to promote products or services through social media, often via influencers or viral content, creating a sense of urgency or exclusivity. This hypothesis posits that the more effective the viral marketing strategy, the stronger the consumer's feeling of FOMO. Empirical Findings the results from this study indicate a significant positive relationship between viral marketing and FOMO. The spread of information through social media platforms, influencer promotions, and flash sales creates an environment where consumers fear missing out on exclusive offers and limited-time products. For Kazamarts Indonesia, the use of viral marketing strategies, such as influencer collaborations and time-sensitive discounts, heightened the FOMO among their target consumers, leading to increased engagement and potential purchases.

Mahmud et al. (2023) found that viral marketing, combined with hedonic motivations (like excitement or pleasure), influences FOMO. This supports our findings, showing that consumers exposed to viral campaigns experience a heightened desire to engage with the brand. According from Sumirat and Nurbasari (2023) also observed that viral marketing induces FOMO, particularly when products are perceived as exclusive or scarce. This aligns with Kazamarts Indonesia's use of limited-edition collections to drive consumer interest and urgency.

The hypothesis that Viral Marketing influences FOMO is supported by the empirical results and corroborated by existing literature, particularly in the fashion sector where exclusivity plays a key role.

### **Hypothesis 2 suggests that Brand Image has a positive impact on FOMO.**

A strong brand image can cultivate consumer loyalty and increase the desire to associate with a brand, thereby amplifying FOMO. This is particularly relevant for Kazamarts Indonesia, a growing fashion brand that relies on its brand image to foster consumer attachment and urgency. Empirical Findings the study confirms that Brand Image significantly influences FOMO. Consumers who view Kazamarts Indonesia as a high-quality and fashionable brand are more likely to experience FOMO when they perceive new collections or limited editions being released. A positive brand image increases consumer attachment, which enhances the feeling of missing out if they do not purchase the product.

Kinasih et al. (2023) demonstrated that a strong brand image significantly impacts FOMO. When consumers hold a favorable view of the brand, they are more likely to act quickly to avoid missing out on new offerings. According to Hikam (2024) found similar results, showing that a positive brand image increases consumer FOMO, especially in markets like fashion where status and brand perception are crucial. This hypothesis is also supported, confirming that Brand Image plays a crucial role in triggering FOMO. The relationship between the two is particularly important in the

context of fashion brands like Kazamarts Indonesia, where brand prestige and exclusivity drive consumer urgency.

**Hypothesis 3 proposes that Viral Marketing directly influences Purchase Decision.**

Viral marketing creates buzz, urgency, and excitement, which leads consumers to make quicker decisions to purchase products or services. Empirical Findings the study found that viral marketing has a direct and significant positive effect on Purchase Decision. When Kazamarts Indonesia engages in viral campaigns, such as influencer-driven promotions or flash sales, consumers are more likely to make quick purchase decisions. These campaigns create a sense of exclusivity and urgency, pushing consumers to act faster to avoid missing out.

Mahmud et al. (2023) highlighted that viral marketing, particularly when leveraging social media influencers, significantly impacts consumer purchase decisions. This finding aligns with the results of this study, where Kazamarts Indonesia experienced increased sales during viral campaigns. According to Dinh et al. (2023) also confirmed that viral marketing has a direct effect on purchase decisions by influencing the urgency and exclusivity perceived by consumers, which was evident in the data collected from Kazamarts Indonesia. This hypothesis is supported, showing that Viral Marketing has a positive impact on Purchase Decision, particularly through its ability to trigger urgency and excitement among consumers.

**Hypothesis 4 posits that Brand Image positively influences Purchase Decision.**

The image that consumers have of a brand influences their decisions, especially in the fashion industry where style, quality, and reputation are significant factors. Empirical Findings the results confirm that Brand Image positively influences Purchase Decision. Consumers who perceive Kazamarts Indonesia as a high-end, trendy, and reliable brand are more likely to purchase its products. The brand's consistent quality, as well as its efforts to build a positive image through influencer collaborations and social media engagement, significantly swayed consumer purchase intentions.

Lestari et al. (2024) found that a positive Brand Image significantly influences purchase decisions, especially when the brand aligns with consumer values. This is consistent with Kazamarts Indonesia, where brand perception strongly impacts consumer behavior. According to Prasetyo et al. (2024) also identified Brand Image as a key factor in driving purchase decisions, particularly in the fashion industry where consumers are influenced by status and reputation. The hypothesis that Brand Image influences Purchase Decision is supported by both the study's findings and existing literature. Kazamarts Indonesia's brand image plays a critical role in swaying consumer decisions, particularly in the competitive fashion market.

**Hypothesis 5 suggests that FOMO influences Purchase Decision.**

FOMO is known to drive consumers to make quicker purchase decisions, particularly when they fear missing out on exclusive or limited-time offers. Empirical Findings: The study confirms a significant relationship between FOMO and Purchase Decision. Consumers who feel FOMO, especially due to limited availability of products or

exclusive sales events, are more likely to purchase from Kazamarts Indonesia. The data supports the view that FOMO is a powerful motivator for consumer behavior, particularly in fast-paced industries like fashion.

Literature Support: Putri et al. (2024) showed that FOMO plays a crucial role in shaping purchasing behavior, particularly in industries where exclusivity is emphasized, such as fashion. According to Azizah & Firdaus (2024) confirmed that FOMO significantly increases the likelihood of purchases in fashion brands, especially when consumers perceive scarcity or exclusivity. This hypothesis is supported, confirming that FOMO is a significant factor influencing Purchase Decision, especially in fashion, where time-sensitive offers and exclusive products drive consumer behavior.

**Hypothesis 6 suggests that FOMO mediates the relationship between Viral Marketing and Purchase Decision.**

This hypothesis posits that viral marketing creates FOMO, which then influences consumers' purchase decisions. Empirical Findings: The results support this hypothesis, showing that FOMO mediates the relationship between Viral Marketing and Purchase Decision. When consumers are exposed to viral marketing campaigns from Kazamarts Indonesia, they are more likely to experience FOMO, which in turn drives them to purchase the products quickly.

Sumirat & Nurbasari (2023) demonstrated that FOMO mediates the effect of viral marketing on purchase decisions, particularly when the marketing strategy creates urgency or exclusivity. According to Mahmud et al. (2023) also confirmed that FOMO acts as a mediator between viral marketing efforts and consumer buying behavior, particularly in the context of time-sensitive offers and influencer promotions. This hypothesis is supported, confirming that FOMO plays a significant mediating role in the relationship between Viral Marketing and Purchase Decision.

**Hypothesis 7 posits that FOMO mediates the relationship between Brand Image and Purchase Decision.**

This suggests that a strong brand image creates FOMO, which then drives purchasing behavior. Empirical Findings: The study confirms that FOMO mediates the relationship between Brand Image and Purchase Decision. Consumers who have a positive perception of Kazamarts Indonesia's brand are more likely to experience FOMO, leading to a higher probability of making a purchase.

Literature Support: Kinasih et al. (2023) found that a strong brand image increases FOMO, which then influences purchase decisions. According to Hikam (2024) also found that FOMO mediates the effect of brand image on purchase decisions, particularly in the fashion industry where brand reputation is highly influential. This hypothesis is supported, showing that FOMO mediates the relationship between Brand Image and Purchase Decision.

## **6. Conclusions**

This research delves into the influence of Viral Marketing, Brand Image, and FOMO (Fear of Missing Out) on Purchase Decision among customers of Kazamarts Indonesia, particularly in the fashion industry. The study's findings highlight the significant role these factors play in shaping consumer behavior, especially when consumers are exposed to social media-driven campaigns and brand messaging.

The results demonstrate that Viral Marketing has a substantial impact on FOMO, which in turn affects Purchase Decision. By leveraging viral marketing techniques, such as influencer partnerships and limited-time offers, brands can effectively induce a sense of urgency and exclusivity among their consumers, prompting faster purchasing actions. Additionally, Brand Image is found to be a key driver in influencing FOMO and subsequently shaping purchase decisions. A strong, well-crafted brand image not only establishes trust and loyalty among consumers but also makes them more prone to experiencing FOMO when new or exclusive products are launched.

Furthermore, FOMO was identified as a crucial mediating factor, playing a pivotal role between Viral Marketing and Brand Image in shaping consumer purchase decisions. This suggests that when consumers perceive an opportunity to miss out on a unique product or deal, they are more likely to make a purchasing decision driven by the urgency of the moment.

The implications of these findings are significant for businesses in the fashion sector, such as Kazamarts Indonesia, where effective use of viral marketing strategies, coupled with a strong brand image, can not only enhance consumer engagement but also increase sales. By fostering a sense of exclusivity and creating time-sensitive promotions, companies can leverage FOMO to drive quicker consumer decisions. Marketers should aim to build a positive, trustworthy brand image while utilizing social media platforms and influencers to amplify their messages and attract consumers who are susceptible to the fear of missing out.

For future research, it is recommended to explore the dynamics of FOMO and viral marketing in other industries, such as technology or beauty, to understand whether similar effects hold across different sectors. Additionally, conducting longitudinal studies would offer insights into how the impact of these marketing strategies evolves over time. Research focusing on cultural differences could also enrich the understanding of consumer behavior, particularly for brands looking to expand into international markets.

In conclusion, this study provides valuable insights into the interconnectedness of viral marketing, brand image, and FOMO, emphasizing their collective influence on consumer purchase decisions. It contributes both practically and academically, offering businesses actionable strategies for enhancing customer engagement while providing a foundation for future academic exploration in consumer behavior.

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