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THE MILLENNIAL AND GEN Z OBSESSION: VIRAL MARKETING, FOMO, AND EXCLUSIVE APPLE PRODUCTS

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Abstract:

The rapid development of technology and social media has significantly changed consumer behavior, especially among the millennial generation (Y) and Z. This study aims to analyze the effect of consumer behavior on purchasing decisions, with viral marketing and Fear of Missing Out (FOMO) as mediating variables. The research was conducted on millennial generation (Y) and Z consumers who use Apple products, using quantitative methods by distributing questionnaires to 200 respondents with non-probability sampling techniques, namely the purposive sampling technique. Data collection through interviews, observations, and distributing questionnaires using Google Forms distributed through direct surveys. The data collected was analyzed using SEM-PLS to test the hypothesis that had been formulated. The results of this study concluded (1) There is no effect of viral marketing on consumer behavior, (2) There is a significant positive effect between Fear of Missing Out (FOMO) on Consumer Behavior, (3) Viral Marketing and FOMO mediation in the influence of consumer behavior on purchasing decisions. Managerial implications are important to note that Fear of Missing Out (FOMO) has a significant positive influence on consumer behavior and there is a need to integrate and manage FOMO in Marketing Strategy. In addition, since the study shows that viral marketing and FOMO have a mediating role in their influence on purchase decisions, companies can develop campaigns that effectively combine these two elements.

Keywords:

Consumer Behavior, Viral Marketing, FOMO, Purchase Decision, Millennial Generation (Y), Generation Z

Introduction

Consumer behavior in generations Y and Z have taken center stage in modern marketing studies, especially when they show a strong tendency to purchase exclusive products such as those offered by Apple. Generation Y, also known as Millennials and Generation Z, which is the demographic group that follows them, tend to see the ownership of Apple products as a symbol of status and a desirable lifestyle.

This phenomenon can be seen in their preference for Apple products, ranging from iPhones to MacBooks, where trending factors, technological innovation, and strong brand image play a key role in their purchasing decisions. Understanding the consumer behavior of these two generations is a crucial aspect in designing effective and relevant marketing strategies to reach a target market oriented towards exclusive products. (Howarth, 2024) mentioned that Apple products dominate the global smartphone market, where the iPhone is ranked first compared to other mobile operating systems. In addition, the younger generation in the United States is more likely to be iPhone users. iPhone users are widely used by younger generations with a prevalence of 58% in the age (18-34 years), 47% in the age (35-54 years), and 49% in the age (55 years and over) who use iPhone products. (Godeliva & Gelgel, 2022) Mentioned that Generation Z uses Apple products because they have better quality and strong personal branding.

Lately, the lifestyle of influencers on social media has often become a benchmark for the lifestyle desired by their followers. Influencers often share moments on social media ranging from uploading food products to luxury and exclusive products, this is designed for their existence on social media. This indirectly creates viral marketing for a product, thus triggering the FOMO phenomenon. The FOMO phenomenon that occurs as a result of viral marketing can be utilized by marketing practitioners in marketing a product, which can be referred to as a viral marketing strategy. This causes a shift in online marketing, where influencers play an important role in shaping brand credibility and consumer behavior.

In this digitalization era where the market is increasingly competitive, effective marketing strategies are needed to create a memorable experience for consumers. Labeling an ordinary product so that it can get an exclusive status in society. (Han, 2010) further studied the role of brand excellence in signaling status, suggesting that the label of a product can be used to convey exclusivity and status, this phenomenon is supported by the spread of advertisements through social media which is recently known as viral marketing.

In the context of FOMO and the purchase of exclusive products by millennials (Y) and Z generations, several dimensions will be raised in this study to better understand the impact and interaction between the two factors. The psychological side includes the emotional and psychological aspects of FOMO, such as the fear of loss, the desire to connect, and the need for social validation. (Yaputri, Dimyati, & Herdiansyah, 2022) Explained that FOMO has an influence on consumptive behavior such as in purchasing decisions that are influenced by the desire to be considered trendy and feel connected to society. Several areas can be identified and studied in depth, namely although it is mentioned that FOMO affects the way generations Y and Z respond to exclusive products, further explanation of the internal mechanisms of FOMO, such as how the fear of missing out, the need to connect, and the need for social validation, affect consumer behavior towards purchasing decisions and how the internal mechanisms of viral marketing can change consumer behavior in purchasing decisions.

The purpose of this study is to verify the effect of Consumer Behavior on Purchase Decision, measure how much influence Viral Marketing has on Consumer Behavior, explore the effect of Fear of Missing Out (FOMO) on Consumer Behavior, then measure how much influence Consumer Behavior is mediated by Viral Marketing and Fear of Missing Out (FOMO).

Literature Review

Consumer Behavior

According to (Nugroho, 2019) Consumer behavior is an action that is directly involved in obtaining, consuming, and spending products or services, including the decision process that precedes and follows this action. This means consumer behavior is indicated by the buying behavior of each consumer for their consumption.

Consumer behavior can be measured through various dimensions that have been identified in various studies. Here are some of the main dimensions of consumer behavior according to (Engel, Blackwell, & Miniard, 1994). Individual differences include consumer resources, motivation and involvement, knowledge, attitudes, personality, values, and lifestyle, as well as demographics.

- Environmental influences include culture, social class, personal and family influences
- Psychological processes, including information processing, learning, changes in attitudes and behavior

Viral Marketing

According to (Motoki, Suzuki, Kawashima, & Sugiura, 2020; Nguyen, 2020), viral marketing is a marketing strategy that causes consumer intention to share information and is described as a marketing tool or marketing phenomenon to encourage and urge consumers to share messages by utilizing interactions in the media.

These studies collectively highlight the significant impact of viral marketing on social media and its potential success in reaching a wide audience.

(Kaplan & Haenlein, 2011) Mentioned three dimensions or conditions that can create and be used as benchmarks in viral marketing:

- Messenger: An important element in creating a viral marketing epidemic is getting the right people to disseminate the message. The three groups of messengers necessary to ensure the transformation of an ordinary message into a viral phenomenon are market experts, social relations, and sellers
- Message: Only good and memorable messages that are interesting enough to be passed on to others can spur the viral marketing phenomenon
- Environment: Besides getting the right message to the right people, environmental conditions can influence success and failure in viral marketing. Clarifying and organizing information related to potential viral marketing measures, possible key measurements should be considered about the objectives formulated for the viral campaign

Fear of Missing Out (FOMO)

According to (Alfina, Hartini, & Mardhiyah, 2023), the presence of social media has provided many benefits while causing problems. One term that describes this double-edged sword is "Fear of Missing Out" (FOMO). Anticipation of missing out and anticipation of envy towards others can increase FOMO. FOMO can be reduced when individuals find ways to address their concerns about feeling left out. This is important because the impact of FOMO can be very significant on purchasing decisions and consumer preferences.

FOMO is an opportunity to participate in an activity or own a product that is considered important by the social environment. In this case, the social environment plays an important role in influencing consumer behavior through the fear of missing out on these opportunities. This fear creates feelings of discomfort and stress for individuals, which triggers the motivation to buy products or follow certain trends.

According to (Przybylski, Murayama, Dehaan, & Gladwell, 2013), FOMO behavior is characterized by a desire to stay connected to what others are doing. So, whatever is done by others will be very interesting to imitate, whether it is done by people in their circle or people seen on social media. Consumers who are affected by FOMO tend to buy products or follow certain trends for fear of being left behind in their social environment; this is done without paying attention to certain factors such as price, product quality, and personal needs.

Based on the research that has been done, there are four dimensions of FOMO, namely

- Belonging desire includes prestige sensitivity
- Connectedness, praise from others
- The anxiety of isolation includes being alienated
- Being ignored, falling behind

Purchase Decision

According to (Tjiptono, 2019), consumer behavior is an action that is directly involved in obtaining and determining products and services, including the decision-making process that precedes and follows these actions. Consumers must go through the entire sequence of stages when buying a product. Especially because this model accommodates all the considerations that arise when consumers face new purchases with higher orders.

(Kotler & Armstrong, 2018) suggest that purchasing decisions have the following dimensions:

- Product choice, where in buying products and other purposes, consumers must make decisions. In this case, the company must increase its attention to customers or potential customers who are interested in buying products and the alternatives they are considering
- Brand choice, where a brand has its differences, thus making consumers have to choose and make decisions about the brand to be purchased. In this case, the company must know the reason the customer chooses a brand
- Choice of distributor, where every consumer in buying a product must have factors that make it easier, such as close location, low price, complete inventory of goods, convenience in shopping, breadth of place, and others. In this case, the company must know the reasons why customers choose a distributor
- Purchase time, where in the selection of purchasing time consumer decisions determine the time when to buy a product produce it, and then buy it back; in this case, the company must know when the customer will buy the product according to their needs.

- As for the number of purchases, wherein how much the product will be spent, consumers can also make decisions on how many products to buy for their needs. In this case, the company must know how many product purchases there are in one purchase
- Payment method, where in purchasing a product or service, consumers make decisions about the payment method to be used

Brand Awareness

Brand awareness is the ability of a prospective buyer to recognize or recall a brand as part of a particular product category. Brand awareness describes the presence of a brand in the minds of consumers, which can be decisive in some categories and usually has a key role in brand equity. Brand awareness is the ability of a consumer to identify a brand (either recognize or remember it) with certain details (symbols, sounds, images, etc.) in making purchases. Brand awareness does not require a consumer to recall the name of a brand, but only to remember the small details of a brand, such as symbols, sounds, colors, and so on. Brand awareness plays a role in influencing consumer purchasing decisions. Consumers will choose a product that they know better than buying a product they have never known at all. Therefore, achieving consumer awareness is one of the marketing targets that companies need to aim for.

The formation of brand awareness can be done by proving the quality of the products produced. Quality is one of the requirements and factors that consumers consider before buying a product. By utilizing the strength of its product quality, companies can form brand awareness.

Four indicators can be used to determine how far consumers are aware of a brand, including the following (Kriyantono, 2006):

- Recall, which is how far consumers can remember when asked what brands they remember
- Recognition is how far consumers can recognize the brand belongs to a certain category
- Purchase, namely how far consumers will include a brand in choices when buying a product or service
- Consumption, namely how far consumers can recognize brands when using products and services

Exclusive Products

Exclusive product labeling has great potential to become a viral marketing resource. When brands create products or experiences that are considered rare or exclusive, this naturally sparks curiosity and interest from consumers. Brands that can manage their exclusive labeling well, can use viral marketing to extend the reach of their message. For example, companies can use social media campaigns or engaging content to introduce their exclusive products to a wider audience, which can then trigger a domino effect where people start looking, talking, and dreaming about owning the product. Eventually, the FOMO phenomenon was created.

Millennial Generation (Y)

Generation Y is the generation born in 1981-1995. Millennials pay more attention to certain aspects, particularly work-life balance, than Generation X (Angin & Saragih, 2021). This generation has a life that is closely related to technology, especially the internet. Another meaning of millennials is young people today. Millennial consumers tend to be tech-savvy and use social media a lot. They are often unresponsive to the barrage of marketing communications they face in their daily lives. They are eager to have access to information anywhere and

anytime. They are attracted to higher levels of stimulation and are easily bored. As consumers, they want faster product turnaround, personally relevant promotions, and interactive marketing platforms. Many want to design their products, build and manage their networks, and rate products. They are comfortable shopping online or shopping on mobile devices for various products.

Generation Z

(Margery, 2019) mentioned that Generation Z is very close to social media, with the information obtained by them either through the Instagram application, or others. At this time, entrepreneurs must prepare themselves to engage with Generation Z because they are potential consumers for now and in the future.

(Santoso & Triwijayati, 2018) As mentioned generation Z is a generation that has a very high level of education, diversity, and use of technology; according to (Costa E Silva, Machado E, & Cruz, 2017), technology in this generation has a very important influence role. Generation Z belongs to a generation that lives with the openness of all information boundaries through social media and the internet, and this generation has a high imagination and lifestyle that is never separated from the internet. Research conducted by (Stillman & Stillman, 2018) argues that Generation Z is the latest working generation, born between 1995 and 2012, which can also be referred to as the net generation or internet generation.

According to (Andriany, 2019), Generation Z has a high level of consumption, and is very easy to make purchases even though the products purchased are less needed or not needed at all. According to (Wirokarto, 2013), one of the reasons for the high level of consumption of Generation Z is due to the ease with which Generation Z is influenced by online media or social media which affects the relationship between Generation Z and brands and purchases.

Research Model and Hypothesis

The Effect of Viral Marketing on Consumer Behavior

Research (Hidayati, 2018) proves that viral marketing has a significant effect on purchasing decisions. Likewise, research conducted (Farih, Jauhari, & Widodo, 2019) found that viral marketing has a positive effect on purchasing decisions. (Hidayati, 2018) stated that viral marketing is one of the easiest ways to get information by talking about the products to be purchased, price, quality, and so on. With consumers talking about the product, it will make it easier to decide on a purchase. Therefore, viral marketing can influence purchasing decisions because viral marketing spreads and receives information more quickly on social media.

H1: There is an influence of viral marketing on positive consumer behavior.

The Effect of Fear of Missing Out (FOMO) on Consumer Behavior

Research (Ratnaningsih DS & Halidy, 2022) confirmed that Fear of Missing Out has a positive and significant influence both partially and simultaneously on consumer purchasing decisions. Similar findings were also conveyed by (Syafaah & Santoso, 2022).

H2: There is a positive influence of Fear of Missing Out (FOMO) on consumer behavior.

Consumer Behavior Affects Purchasing Decisions Through Viral Marketing and Fear of Missing Out (FOMO)

(Yaputri et al., 2022) Explains that FOMO has an influence on consumptive behavior such as in purchasing decisions that are influenced by the desire to be considered trendy and feel connected to society, (Ansari, Ansari, Ghor, & Kazi, 2019) There is a positive but weak relationship between brand awareness and purchasing decisions. This is very opposite to the current market conditions where the purchase of Apple-exclusive products is thought to be due to the influence of the Fear of Missing Out (FOMO) trend and a viral marketing method using digital technology to market these exclusive Apple products so that it affects consumer behavior to be able to buy them massively.

Several areas can be identified and studied in depth, such that FOMO affects the way generations Y and Z respond to exclusive products, further explanation of FOMO, such as how the fear of missing out, the need to connect, and the need for social validation, affect consumer behavior towards purchasing decisions and how the internal mechanisms of viral marketing can change consumer behavior in purchasing decisions.

H3: Consumer behavior has a positive effect on purchasing decisions, mediated by viral marketing and fear of missing out (FOMO).

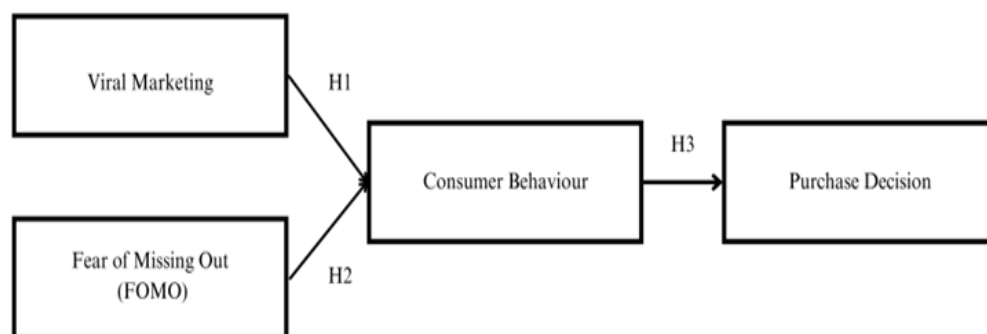


Figure 1: Research Model Framework

Based on Figure 1 above, the hypothesis proposed is:

H1: There is a positive influence of viral marketing on consumer behavior

H2: There is a positive influence of Fear of Missing Out (FOMO) on consumer behavior

H3: Consumer behavior has a positive effect on purchasing decisions, mediated by viral marketing and fear of missing out (FOMO)

Research Methods

This study uses independent variables, namely consumer behavior (X), the dependent variable in this study is purchasing decisions (Y), and the moderating variables in this study are viral marketing and FOMO (Z). Data collection techniques include distributing online questionnaires via Google Forms and direct surveys containing questions, which will be used as answers from respondents. The 5-point Likert scale measures how strongly or often customers experience FOMO caused by viral marketing on social media for exclusive products (Apple) and asks the extent to which respondents feel pressured by the fear of losing opportunities in purchasing decisions and owning these exclusive products. The population used in this study are consumers who have social media with an age range of 24 to 34 years. The sampling method uses non-probability, namely the purposive sampling technique.

According to (Hair, Black, Babin, & Anderson, 2010), the determination of the minimum sample size is calculated based on the following formula: $N = \{5 \text{ to } 10 \times \text{the number used}\} = 5 \times 38 = 190$ respondents. The type of research conducted is quantitative research. This research data will be analyzed using the Partial Least Square (PLS)-Structural Equation Modelling (SEM) method on SmartPLS 3.0 software.

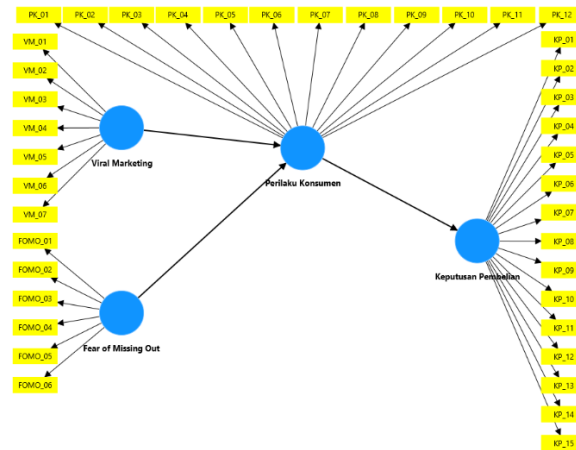


Figure 2: Model 1

Source: Analysis with SmartPLS 3.0 (2024)

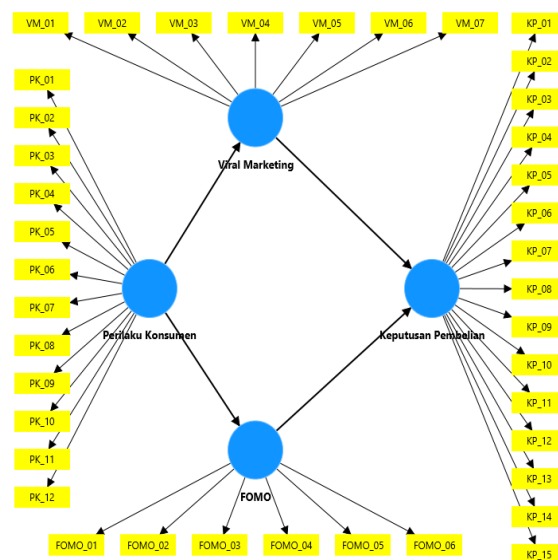


Figure 3: Model 2

Source: Analysis with SmartPLS 3.0 (2024)

Results and Discussions

Demographic Characteristics

By understanding these demographic characteristics, the research can focus more on how consumer behavior, mediated by viral marketing and FOMO, affects the purchase decision of Apple iPhone products in the group of respondents studied. The demographic characteristic below is the distribution by year of birth based on the generation of respondents.

Table 1: Year of Birth (Generation)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1965 - 1980 (X)	7	3,5	3,5	3,5
	1981 - 1995 (Y)	97	48,5	48,5	52,0
	1996 - 2012 (Z)	96	48,0	48,0	100,0
	Total	200	100,0	100,0	

Source: Analysis with SmartPLS 3.0 (2024)

Most of the respondents were from Generation Y (1981–1995) with 97 people (48.5%), followed by Generation Z (1996–2012) with 96 people (48%). Generation X (1965–1988), although small with only 7 respondents (3.5%), illustrates the different purchasing patterns and product preferences of each generation.

Table 2: Active Users of Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	200	100,0	100,0	100,0

Source: Analysis with SmartPLS 3.0 (2024)

All 200 respondents (100%) admitted to being active social media users. This fact shows that viral marketing and the influence of social media platforms can have a big impact on consumer behavior towards Apple products.

Table 3: Own an Apple Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	200	100,0	100,0	100,0

Source: Analysis with SmartPLS 3.0 (2024)

The entire research sample, 200 respondents (100%), are Apple product owners. This universal presence confirms the high level of Apple product adoption among this population.

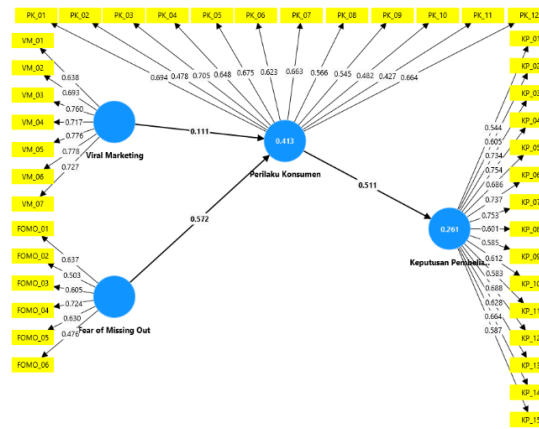
Table 4: How Many Times in a Year You Purchased Apple Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once	46	23,0	23,0	23,0
	One time	128	64,0	64,0	87,0
	Never	26	13,0	13,0	100,0
	Total	200	100,0	100,0	

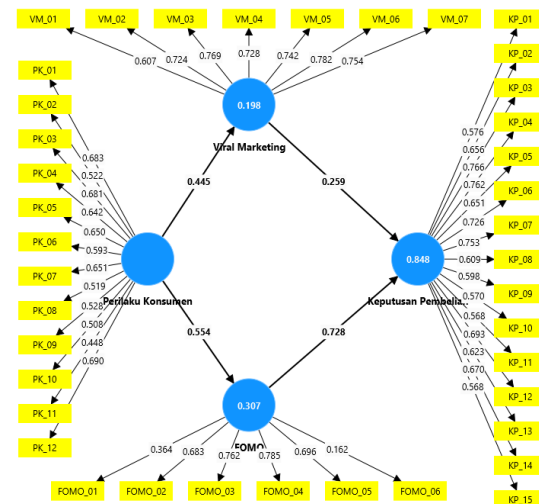
Source: Analysis with SmartPLS 3.0 (2024)

In terms of purchasing Apple products, the majority of respondents, 128 people (64%), admitted to purchasing these products once a year. A total of 46 people (23%) said they buy Apple products more than once a year, while another 26 people (13%) never buy these products directly (gift or given by someone else).

This study applies data analysis techniques using structural equation modeling (SEM) using SmartPLS 3.0 software. SEM is used to examine the relationship between one or more variables under study (endogenous) and one or more variables that influence it (exogenous).

Outer Model Test**Figure 4: Test Inner Model For Model 1**

Source: Analysis with SmartPLS 3.0 (2024)

**Figure 5: Inner Model Test For Model 2**

Source: Analysis with SmartPLS 3.0 (2024)

Convergent Validity

Convergent Validity is related to the draft that gauge of a construct should show a correlation tall (Ghozali, 2021). In context study, which uses indicator reflections convergent validity in software SmartPLS 3.0 can evaluated through mark loading factor for every indicator construct. Rules practical often used, according to (Ghozali, 2021), is mark loading factor must be above 0.500.

Table 5: Convergent Validity

	FOMO	Buying decision	Behavior Consumer	Viral Marketing
FOMO_01	0.637			
FOMO_02	0.503			
FOMO_03	0.605			

Table 5: Convergent Validity

FOMO_04	0.724			
FOMO_05	0.630			
FOMO_06	0.547			
KP_01		0.544		
KP_02		0.605		
KP_03		0.734		
KP_04		0.754		
KP_05		0.686		
KP_06		0.737		
KP_07		0.753		
KP_08		0.601		
KP_09		0.585		
KP_10		0.612		
KP_11		0.583		
KP_12		0.688		
KP_13		0.628		
KP_14		0.664		
KP_15		0.587		
PK_01			0.694	
PK_02			0.547	
PK_03			0.705	
PK_04			0.648	
PK_05			0.675	
PK_06			0.623	
PK_07			0.663	
PK_08			0.566	
PK_09			0.545	
PK_10			0.548	
PK_11			0.542	
PK_12			0.664	
VM_01				0.638
VM_02				0.693
VM_03				0.760
VM_04				0.717
VM_05				0.776
VM_06				0.778
VM_07				0.727

Discriminant Validity

Discriminant validity reflects that measures of different constructs should not have a high correlation. In the context of reflective indicators, discriminant validity is assessed by cross-loading for each variable, which should be >0.70 (Ghozali, 2021).

Table 6: Discriminant Validity

	FOMO	Purchase Decision	Consumer Behavior	Viral Marketing
FOMO	0,620			
Purchase Decision	0,900	0,656		
Consumer Behavior	0,554	0,506	0,598	
Viral Marketing	0,665	0,743	0,544	0,73142257

Source: Analysis with SmartPLS 3.0 (2024)

The discriminant validity test is carried out by examining the value of cross-loads between variables. A low cross-loading value indicates that indicators of one construct variable do not tend to measure other construct variables. In other words, each construct variable can clearly distinguish between other constructs in the model. Results that show significant differences between cross-loadings support the discriminative ability of construct variables in distinguishing between each other in the broader context of analysis.

Reliability Test

The reliability test is carried out to confirm the accuracy, consistency, and accuracy of the measuring instrument in measuring the construct (Ghozali, 2021). In SEM-PLS using SmartPLS 3.0 software, reliability can be evaluated as follows:

Composite Reliability (CR): Measures internal consistency. A CR value of 0.60–0.70 is acceptable for exploratory research (Ghozali, 2021).

Cronbach's alpha: measures the consistency of the entire scale with reliability values. A Cronbach's alpha value of >0.60 is acceptable for exploratory research.

Table 7: Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)
FOMO	0,649	0,648
Purchase Decision	0,904	0,912
Consumer Behavior	0,839	0,840
Viral Marketing	0,854	0,866

Source: Analysis with SmartPLS 3.0 (2024)

To measure the internal reliability of the instruments used, this study conducted the Cronbach alpha and composite reliability tests. Both values must exceed the minimum threshold of 0.600 to be considered reliable. Cronbach's alpha is used to measure internal consistency between indicators in one construct variable, while composite reliability measures the total reliability of the construct from its indicators. By getting a value that meets or exceeds the set standard, it can be ascertained that the construct variables used in this study are adequate.

Evaluation of The Structural Model (Inner Model)

R-squared (R^2) Value

Evaluation of the structural model in PLS-SEM aims to see the predictive power of the structural model (Ghozali, 2021). The metrics used to evaluate the inner model are as follows:

R-squared (R^2) value

Evaluation of the structural model in PLS begins by looking at the R-squares value for each endogenous latent variable as an indication of the predictive power of the structural model. R-squares values of 0.75, 0.50, and 0.25 are used as rules of thumb to determine the strength of the model (Chin, 1998). These values indicate strong, moderate, and weak models, respectively.

Table 8: R Square Test

	R-square	Adjusted R-square
FOMO	0,306539119	0,303036792
Purchase Decision	0,847784979	0,846239648
Viral Marketing	0,198215245	0,194165827

Source: Analysis with SmartPLS 3.0 (2024)

Purchase Decision: The adjusted R-squared value for this variable is 0.8462. This means that about 84.62% of the variation in purchase decisions can be explained by other variables in the model, such as viral marketing and fear of missing out (FOMO). This value indicates that the model has "strong" power in explaining the variation in purchase decisions of Apple products based on the variables involved.

Significance Test (Two-tailed)

Significance test was done to evaluate the influence between variables (variable exogenous to variable endogenous). In SmartPLS 3.0 software, the test significance uses procedure bootstrapping. Bootstrapping involves using repeat all over the sample original for resampling. (Chin, Henseler, Wang, & Vinzi, 2010) Recommend using amount sample bootstrap between 200 to 1000 for correcting estimate standard error PLS. Rules practical For mark significance two-tailed is as follows: T- value 1.65 (level significance = 10%), 1.96 (level significance = 5%), and 2.58 (level significance = 1%).

Table 9: T-test

	Original sample (O)	T statistics (O/STDEV)	P values
Viral Marketing -> Behavior Consumer	0.111	1,335	0.182
Fear of Missing Out -> Behavior Consumer	0.572	6,811	0,000

Source: Analysis with SmartPLS 3.0 (2024)

For hypothesis test 1, it was found that the - value of 1,335, which is smaller than t table value of 1.96, with a mark significance 0.182. This result shows a failure To reject the null hypothesis. With so, no there is an influence of viral marketing on the behavior of consumers.

For hypothesis test 2, the results show that t - value of 6,811, which is far bigger than t table value of 1.96, with a mark significance (sig) of 0.000, which is smaller than 0.005. This indicates rejection hypothesis zero and acceptance hypothesis alternative. Thus, there is a positive significance between the fear of missing out (FOMO) and to behavior of consumers, with a big influence of 0.572. Coefficient positive This shows that the higher level of FOMO felt by consumers is increasing big possibility they For show behavior influenced by factors This.

Table 10: No Direct Influence Test

	Original sample (O)	T statistics (O/STDEV)	P values
Behavior Consumer -> FOMO -> Purchase Decision	0.403	9,568	0,000
Behavior Consumer -> Viral Marketing -> Purchase Decision	0.115	3,663	0,000

Source: Analysis with SmartPLS 3.0 (2024)

For hypothesis test 3, the calculated t value of 9,568, exceeding t table value of 1.96, with a significance of 0.000. This indicates rejection hypothesis zero and acceptance hypothesis alternative. Thus, there is an influence positively significant from behavior consumers through fear of missing out (FOMO) to decision purchase, with a coefficient regression of 0.403. This shows that the higher the level of The FOMO felt by consumers increases the greater the possibility they influence the decision to purchase. The calculated t value was also found by 3,663, exceeding t table value of 1.96, with a significance of 0.000. This result shows rejection hypothesis zero and acceptance hypothesis alternative. This means that there are influence positive significant from the behavior of consumers through viral marketing to decision purchase, with a coefficient regression of 0.115. Coefficient positive This shows that the more tall level of influence viral marketing felt by consumers, the increasing big possibility of influencing the decision to purchase Apple products. Here, viral marketing and FOMO's mediation influence the behavior of consumers to a decision to purchase

Correlation Analysis

Table 11: Correlation Test

No. Item	Indicator	Statistical Result
FOMO_02	When I buy Apple products, I feel like I have the same taste as other Apple product users and feel connected in the same euphoria.	0,503
FOMO_04	I am interested in buying Apple products to be recognized by people in my environment	0,724
KP_11	I wait for a special promotion or discount period to buy Apple products	0,544
KP_07	Apple's product innovation makes me buy the product	0,753
PK_03	I buy Apple products because of the exclusivity factor and following the lifestyle	0,705
PK_09	I buy Apple products because of the mere desire	0,545
VM_01	I see viral content by looking at influencers or advertisements through the number of followers on social media.	0,638
VM_06	Social media or digital platforms are closely related to rapid and massive virality.	0,778

Source: Analysis with SmartPLS 3.0 (2024)

Based on the correlation data provided, for the "Fear of Missing Out" (FOMO) variable, the item with the highest correlation (FOMO_04) is "I am interested in buying Apple products to be recognized by people in my environment," with a correlation value of 0.724. This indicates that many respondents tend to buy Apple products to gain social recognition and desire to be

recognized by people around them. On the other hand, the item with the lowest correlation in this variable (FOMO_02) is "When I buy Apple products, I feel I have the same taste as other Apple product users and feel connected in the same euphoria," with a correlation value of 0.503, indicates that the sense of connection and euphoria with other users is not the main factor in influencing the decision to buy Apple products.

For the "Purchase Decision" (KP) variable, the item with the highest correlation is "Apple's product innovation makes me buy the product" (KP_07) with a correlation value of 0.753, which indicates that Apple's product innovation is very instrumental in encouraging consumers to buy the product. Conversely, the item with the lowest correlation is "I wait for a special promotion or discount period to buy Apple products" (KP_11) with a correlation value of 0.544, which indicates that special promotions or discounts do not have a significant impact on purchasing decisions for Apple products.

In the "Consumer Behavior" (PK) variable, the item with the highest correlation is "I buy Apple products because of the exclusivity factor and following the lifestyle" (PK_03), with a correlation value of 0.705, which indicates that exclusivity and following the lifestyle are important factors in motivating the purchase of Apple products. The item with the lowest correlation is "I buy Apple products because of mere desire" (PK_09), with a correlation value of 0.545, indicating that mere desire is not a dominant factor in purchasing decisions for Apple products.

Finally, in the variable "Viral Marketing" (VM), the item with the highest correlation is "Social media or digital platforms are closely related to very fast and massive virality" (VM_06) with a correlation value of 0.778, which indicates that social media platforms and fast virality play an important role in influencing consumers' perceptions and purchasing decisions of Apple products. On the other hand, the item with the lowest correlation is "I perceive viral content by looking at influencers or advertisements through the number of followers on social media" (VM_01), with a correlation value of 0.638, which indicates that influencers or viral advertisements have not been a major factor in motivating the purchase of Apple products.

Discussion

For hypothesis test one, it was found that the calculated t value is 1.335, which is smaller than the t table value of 1.96, with a significance value of 0.182. These results indicate a failure to reject the null hypothesis. Thus, there is no effect of viral marketing on consumer behavior. Therefore, although viral marketing is known to accelerate the spread of product information through digital platforms and increase awareness, the hypothesis test shows that there is no direct influence of viral marketing on consumer behavior in purchasing decisions. This finding is in line with research conducted by (Muliajaya, Sujana, & Indrayani, 2019) which shows that while viral marketing can increase broad product exposure, its influence on purchasing decisions can be more limited and indirect. In context, viral marketing is a marketing strategy that utilizes social media and content that can spread quickly to promote products. When it comes to Apple's exclusive products, this article will explain why viral marketing does not always have a significant effect on purchase decisions for Apple products, as well as the managerial implications of these findings. From the explanation above, some factors make viral marketing not have a significant effect on purchasing decisions.

Apple's strong brand presence and consumer loyalty are built on trust in product quality and reputation, making traditional advertising and user experience more impactful than viral marketing. While viral marketing can reach broad audiences, its effectiveness is limited for premium products like the iPhone, which require a more personalized and quality-focused approach. Apple's market leadership and continuous innovation further drive consumer loyalty, as customers value product features and advancements over temporary viral trends. Additionally, social media's fleeting influence often has minimal impact on the purchasing decisions of Apple's committed customer base.

For Hypothesis test two, the results show that the t value is 6.811, which is much greater than the t table value of 1.96, with a significance value (sig) of 0.000, which is smaller than 0.005. This indicates rejection of the null hypothesis and acceptance of the alternative hypothesis. Thus, there is a significant positive influence between Fear of Missing Out (FOMO) and consumer behavior, with a magnitude of 0.572. This positive coefficient indicates that the higher the level of FOMO perceived by consumers, the more likely they are to exhibit behavior influenced by this factor. There is consistent evidence showing that Fear of Missing Out (FOMO) plays a significant role in influencing consumer behavior regarding purchasing decisions, in line with studies conducted by (Hidayati, 2018; Ratnaningsih DS & Halidy, 2022; Syafaah & Santoso, 2022) The findings of the hypothesis test that there is a significant positive effect between FOMO and consumer behavior (with an effect size of 0.572) also collaborate the results of this study, which underline the importance of the internal mechanism of FOMO in the context of purchasing decisions.

For hypothesis test three, the calculated t value is 9.568, exceeding the t table value of 1.96 with a significance of 0.000. This indicates the rejection of the null hypothesis and acceptance of the alternative hypothesis. Thus, there is a significant positive effect of consumer behavior through Fear of Missing Out (FOMO) on purchasing decisions, with a regression coefficient of 0.403. This indicates that the higher the level of FOMO felt by consumers, the more likely they are to influence purchasing decisions. It was also found that the calculated t value was 3.663, exceeding the t table value of 1.96, with a significance of 0.000. These results indicate rejection of the null hypothesis and acceptance of the alternative hypothesis. That is, there is a significant positive effect of consumer behavior through viral marketing on purchasing decisions, with a regression coefficient of 0.115. This positive coefficient indicates that the higher the level of viral marketing influence perceived by consumers, the more likely they are to influence the purchase decision of Apple products. Here, viral marketing and FOMO have mediated the influence between consumer behavior and purchasing decisions, highlighting the complexity of today's digital marketing dynamics. The integration of theory and results indicates that effective marketing strategies should consider not only external factors such as viral marketing but also internal psychological factors such as FOMO to optimize their influence on consumer behavior.

Managerial Implications

Studies indicate that viral marketing has minimal direct influence on consumer behavior related to Apple products. Therefore, Apple may benefit from reallocating its marketing resources to strategies that effectively enhance consumer awareness and interest, such as personalized campaigns or targeted market segmentation. While viral marketing can still serve as a tool for brand exposure, managers should optimize its content to align with brand values and integrate it with broader strategies like data-driven and experiential marketing. Notably, the phenomenon

of fear of missing out significantly impacts consumer behavior positively. Apple can capitalize on FOMO by emphasizing product exclusivity and scarcity, designing campaigns that create urgency (e.g., limited launches or special offers), and fostering a sense of exclusivity through membership programs or exclusive access. Regular monitoring and adjustment of FOMO-driven campaigns are essential for effectiveness. Additionally, integrating viral marketing with FOMO strategies—such as encouraging user-generated content that highlights product influence—can amplify the combined impact on purchase decisions.

Following is a practical suggestion that can be considered by Apple company for improve marketing strategy and experience among consumers :

Fear of Missing Out (FOMO): Items with the correlation lowest are related to the same sense of connection and euphoria with users of other Apple products (FOMO_02). Practical advice is Apple can strengthen community users of the product through development platforms or events that allow consumers to interact and share experiences with other users. This can increase the sense of connection and loyalty of users to the brand.

Purchase Decision (KP): The item with the correlation lowest is the wait period promotion or discount special for buying Apple products (KP_11). The company can consider reviewing back to pricing and promotion strategies to give more incentives interesting for consumers during the period of promotion. Offering a discount or packaging more promotions interesting can be an effective strategy for increasing power pull Apple products.

Behavior Consumer (PK): Items with the correlation lowest are purchasing Apple products only because of desire solely (PK_09). Apple can take steps for more emphasis mark plus products that are relevant to the needs and wants of consumers. Focus on educating consumers about the benefits of products, features excellence, and innovation can help change perceptions more purchases based on need rather than desire solely.

Viral Marketing (VM): Items with the correlation lowest are influenced through content viral and influencers (VM_01). Apple can consider improving its digital marketing strategy they are more focused on collaboration with influencers who have a relevant and related audience with their target market. Ensuring promoted content marks high ads and relevance for an audience can also increase the effectiveness campaign on social media.

Limitations Study

The methodology of the study has several limitations. Measuring the impact of viral marketing is challenging due to the variability in how content is received and shared across platforms. Additionally, unmeasured variables, such as customer satisfaction, post-sales service, and social factors, could influence purchasing decisions. Data and sample limitations include the potential restriction to specific consumer segments, such as Millennials and Generation Z, which may not represent the entire population, and reliance on secondary data, which may be outdated or lack depth for thorough analysis. The study's applicability may also be affected by the dynamic nature of markets and consumer behavior over time, as well as cultural variations that influence FOMO and viral marketing's effectiveness. Lastly, psychological and social

aspects, such as individual perceptions of FOMO and differences in social media interactions, may not be fully addressed, impacting the study's comprehensiveness.

Conclusion

This study reveals that, although viral marketing does not show a significant direct influence on consumer behavior among millennial (Y) and Z generation Apple product users, fear of missing out has a significant positive influence on consumer behavior. This finding suggests that FOMO plays an important role in influencing consumer behavior and their purchase decisions. Although viral marketing may not directly influence consumer behavior, the influence of FOMO in this study is an important variable that strengthens the relationship between consumer behavior and purchase decisions. Thus, for effective marketing strategies, marketers need to consider FOMO as a major factor in designing sales strategies that can influence consumer behavior and purchasing decisions.

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