

THE ROLE OF FOMO, E-WOM, AND LIFESTYLE IN INFLUENCING PURCHASE DECISIONS THROUGH SHOPEE

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ABSTRACT

This study aims to analyze the influence of FOMO, E-WOM, and Lifestyle on the purchasing decisions of FEBI UIN Sayyid Ali Rahmatullah Tulungagung students through Shopee. The research method used is quantitative with an associative approach. The sample in this study amounted to 92 respondents obtained using the proportionate stratified random sampling technique. Data analysis was carried out using SPSS 27. Simultaneously, the variables FOMO, E-WOM, and Lifestyle have a positive and significant effect on students' purchase decisions through Shopee. However, partially, only the variables E-WOM and Lifestyle have a positive and significant effect on purchase decisions, while the FOMO variable does not have a significant effect. E-WOM is the primary factor because it provides relevant and trustworthy information from other consumers. Lifestyle has a strong influence due to students' practical and digital shopping habits. Business actors can optimize digital communication strategies and adapt their products to consumer lifestyles to enhance purchase decisions.

Keywords: FOMO, E-WOM, Life Style, Purchase Decision, Shopee

INTRODUCTION

The advancement of digital technology and the rapid spread of information today, business competition is likely to be increasingly tight. This allows manufacturers to be more innovative, creative, and aware of the changes that occur so that companies can succeed in business competition, especially by developing company strategies to achieve customer retention and growth goals. To achieve these goals, all companies must put effort into producing high-quality products and services that satisfy the expectations and preferences of customers (Jannah et al., 2022). One of the leading online marketplaces providers Across Indonesia competing for the first rank in various aspects, one of which is Shopee. Shopee occupies the first position as the most visitors on the web, AppStore ranking, PlayStore ranking, Twitter, Instagram, and Facebook (Dila Anggraini, 2022). Shopee is one of the most popular marketplaces because it offers convenience and efficiency for consumers. This marketplace is here to meet customer needs with various innovative features that can influence purchasing decisions in several ways, such as providing shopping convenience, providing a variety of product choices, offering attractive promotions, and a practical payment system (Purwati, 2024).

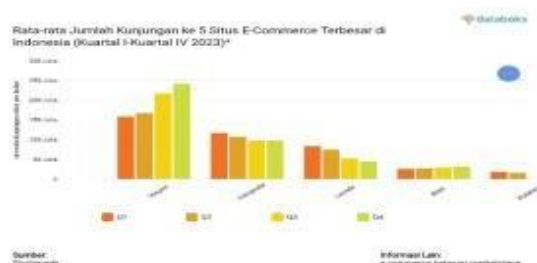


Figure 1. The most visited e-Commerce in Indonesia
Source: <https://databoks.katadata.co.id> (2025)

Shopee became the platform with the highest number of visits, stable at more than 200 million visits per month throughout the year, with the peak occurring in the fourth quarter.

The phenomenon of FoMO influences the way consumers think when making purchasing decisions, as it is shaped by what they see in their daily lives and on social media. This is driven by the Anxiety about being left out of a popular trend or viral event (Wachyuni et al., 2024). According to Przybylski, Murayama, DeHann and Gladwell, FOMO is defined as a pervasive worry when other people have more satisfying/valuable experiences and is characterized by the urge to always be connected with other people (Ningtyas & Fauzi, 2023). There are three indicators of FOMO according to Przybylski, Murayama, DeHann and Gladwell (Sachiyati et al., 2023) : a.) Fear b.) Worry c.) Anxiety. FoMO is often associated with social media use, where people feel the need to always check social media updates and activities To ensure they don't miss out on Relevant and widely shared information experiences among friends and other people around them (Sachiyati et al., 2023).

Consumers who have information about certain products or services can get a clearer perspective, so they can avoid losses due to products being used that are not appropriate (Elsa Rizki Yulindasari, 2022). Because this is the most important basic information that prospective buyers must have so that the desired product is in accordance with expectations. According to Goyette, it is a form casual and non-promotional digital interaction, where people share Thoughts about service or products (Rizkyta et al., 2024). There are several indicators according to Hening-Thurau as follows: a.) Provider of assistance b.) Expressing positive experiences c.) Venting negative feelings d.) Social benefits e.) Helping the company f.) Seeking advice g.) Attention to other consumers. Electronic Word of Mouth (E-WOM) involves sharing opinions and experiences informally via digital platforms and online networks, The Information sharing via electronic word-of-mouth (e-WOM) encourages customers to assess the product (Sari et al., 2022).

People's lifestyles tend to change and they prefer things that can be done quickly, easily, and conveniently through their smartphones. The advancement of technology and information has led to changes in people's lifestyles to change. Kotler and Keller state that an individual's lifestyle is the way they live worldwide, which signifies shown through daily routines, personal preferences, and viewpoints. Today's lifestyle can be a tool to attract consumers (Kinanti et al., 2024). There are three indicators according to Armstrong which consist of: a.) Product choice b.) Brand choice c.) Payment method.

The character of students who are active on social media and open to digital trends makes them vulnerable to experiencing FOMO (Fear of Missing Out), where they are afraid of missing out on trends or products that are currently popular (Nasution et al., 2023). This is influenced by the theory of consumer behavior because the behavior of each student is different. According to Engel, consumer behavior refers to activities directly related to acquiring, using, and disposing of products as well as solutions, along regarding the decision-making processes that occur before and after these actions (Simamora, 2008). In addition, digital technology also allows for the rapid dissemination of product reviews or recommendations through E-WOM is a digital form of word of mouth, where consumers share data on available products and offerings online. Consumers can convey experiences, recommendations, or reviews in the form of text, audio, or video to other consumers (Musprihadi, 2024).

Recommendations from fellow users greatly influence purchasing decisions because students can easily compare products based on other people's experiences. On the other hand, the increasingly digital and modern lifestyle of students also drives their preferences in choosing products that match trends and self-identity. Overall, the advancement of digital technology strengthens the influence of FOMO, E-WOM, and Lifestyle in shaping students' purchasing decisions, because they can quickly access information, trends and product recommendations online. It is known that FEBI students of Class of 2021 have a basic understanding of marketing theory, consumer behavior, and digital business economics. This understanding is obtained from the digital business

economics course that they have studied and completed, so this can support the context of this analysis.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is the way a person or group chooses, buys, uses and manages goods or services to meet their needs and desires. According to Kotler and Keller, consumer behavior includes not only the act of purchase, but also includes the process before and after the purchase itself. (Kotler, 2008) Engel in Simamora adds that consumer behavior includes actions that are directly involved in acquiring and using products and services, including the decision-making process that precedes them. (Simamora, 2008). According to Sunyoto in (N. A. Fitri & Basri, 2021), there are three indicators that can affect consumer behavior, namely: a. Individual consumers, b. The environment that affects the environment, c. Marketing strategy.

Fear of Missing Out (FOMO)

Przybylski, Murayama, DeHann dan Gladwell in (Ningtyas & Fauzi, 2023) define FoMO as fear or anxiety that arises when a person feels left behind or loses an important experience felt by others. JWT Marketing Communication in the research of (H. Fitri et al., 2024). Stated that FoMO is a negative feeling that arises because individuals do not know what others are doing, or feel that they do not have the information that others have. In digital marketing practice, FoMO is used as an urgency strategy, such as flash sales and limited discounts. The indicators of Fear of Missing Out (FOMO) according to Przybylski, Murayama, DeHann and Gladwell in Sachiyati, Yanuar and Nisa are: a. Fear, b. Worry, c. Anxiety. (Sachiyati et al., 2023).

Electronic Word of Mouth (E-WOM)

Kotler and Keller in (Kurniasih, 2021) explained that e-WOM is a form of marketing communication from consumers to consumers related to their experience of products or services, which is carried out through digital platforms. Information from E-WOM is considered more credible because it comes from the real experiences of other users.

Hening-Thurau in (Safitri Dwi Oktafia & Sri Sutarwati, 2023) have several indicators, including: a. Aid providers, b. Expressing positive experiences, c. Venting negative feelings, d. Social benefits, e.g. Helping the company, f. Seeking advice, g. Attention to other consumers.

Lifestyle

According to Kotler in (fadilah. nur., santoso. budi., 2023). Lifestyle is a person's way of living as reflected in their activities, interests, and opinions. Blackwell, as cited in (Yudawisastra et al., 2024), defines lifestyle as the way people manage their time and money. Modern lifestyle are greatly influenced by digital technology, including consumer purchasing preferences. According to Armstrong in (Ginting & Bangun, 2022), there are three indicators of lifestyle: a. Product choice, b. Brand choice, c. Payment methods.

HYPOTHESIS

A research hypothesis is a provisional answer formulated based on theoretical reviews and relevant literature, thus having a foundation of theoretical validity. However, to confirm its accuracy, the hypothesis must be tested empirically using data obtained from the research. (Djaali, 2021)

H₁= FoMO, E-WOM and Lifestyle simultaneously have a significant influence on purchasing decisions.

H₂= FoMO has a significant influence on purchasing decisions.

H₃= E-WOM has a significant influence on purchasing decisions.

H₄= Lifestyle has a significant influence on purchasing decisions.

METHODS

A quantitative methodology is employed in this research, an associative approach. (A. Muri Yusuf, 2014). The population in this study were active students of FEBI UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021 totaling 1,145 students. The sampling used was Proportionate Stratified Random Sampling with the Slovin formula so that the number of samples with the following details.

Table 1. of Proportionate Sample Counts

Courses	Proportionate Sample Count
Sharia Accounting	$\frac{142}{1.145} \times 92 = 11$
Sharia Economics	$\frac{246}{1.145} \times 92 = 20$
Sharia Business Management	$\frac{250}{1.145} \times 92 = 20$
Sharia Financial Management	$\frac{192}{1.145} \times 92 = 15$
Management of Zakat and Waqaf	$\frac{47}{1.145} \times 92 = 4$
Sharia Tourism	$\frac{119}{1.145} \times 92 = 10$
Sharia Banking	$\frac{148}{1.145} \times 92 = 12$
TOTAL	92

Source: Processed Data (2025)

RESULTS

Validity Test

Validity refers to the extent to which an instrument, method, or procedure accurately measures the concept it is designed to assess. The purpose validity testing aims to determine whether each statement item truly reflects the construct being measured. (Sarjono, 2011). The test results on SPSS 27 for Windows show that r count > r table (0.301) given the positive value, it can be inferred that the item is valid.

Table 2. Validity Test

Variabel	Item	r count	r table	Information
FOMO (X1)	X1.1	0,599	0,301	Valid
	X1.2	0,890	0,301	Valid
	X1.3	0,407	0,301	Valid
E-WOM (X2)	X2.1	0,780	0,301	Valid
	X2.2	0,773	0,301	Valid
	X2.3	0,412	0,301	Valid
	X2.4	0,847	0,301	Valid
	X2.5	0,712	0,301	Valid
	X2.6	0,708	0,301	Valid
	X2.7	0,666	0,301	Valid
Lifestyle (X3)	X3.1	0,779	0,301	Valid
	X3.2	0,804	0,301	Valid
	X3.3	0,762	0,301	Valid
Purchase Decision (Y)	Y.1	0,793	0,301	Valid
	Y.2	0,681	0,301	Valid
	Y.3	0,641	0,301	Valid
	Y.4	0,808	0,301	Valid
	Y.5	0,814	0,301	Valid

Source: Processed Data (2025)

Reliability Test

A reliability test assesses the consistency and dependability of a measurement instrument, determining whether it produces stable and repeatable results over time. (Amanda et al., 2019). Within this research, reliability was tested using the Cronbach's Alpha method. The test results on SPSS 27 for windows showed that Cronbach's Alpha > 0.600. Thus, his study involves the following variables: FoMO, E-WOM, lifestyle, and purchase decision considered reliable.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Criterion	Information
FOMO (X1)	0,792	0,600	Reliabel
E-WOM(X2)	0,866	0,600	Reliabel
Lifestyle (X3)	0,847	0,600	Reliabel
Purchase Decision (Y)	0,861	0,600	Reliabel

Source: Processed Data (2025)

Normality Test

Its purpose is to verify whether the data conform to a normal distribution pattern. In this study, the normality test uses the Kolmogorov-Smirnov method. (siti nurhasanah, 2023). The test results on SPSS 27 for windows show Kolmogrov-Smirnov with an Asymp. Sig. (2-tailed) value of 0.156. So it can be concluded that the data is normally distributed because Asymp. Sig. (2-tailed) 0.156 > 0.1 or 10%.

Table 4. normality tes Kolmogrov-Smirnov

	Unstandardiz Ed Residual
Asymp. Sig. (2-tailed) ^c	0,156

Source: Processed Data (2025)

Multicollinearity Test

Multicollinearity testing is conducted to verify that multicollinearity does not exist between independent variables, thereby ensuring the reliability of the regression results. are free from multicollinearity symptoms (Nugraha, 2022). Shows the test results with a tolerance value > 0.1 and VIF < 10 on each independent variable. So it is stated indicating the absence of multicollinearity symptom in the regression model.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF
FOMO (X1)	0,671	1,491
E-WOM (X2)	0,514	1,945
Lifestyle (X3)	0,633	1,581

Source: Processed Data (2025)

Heteroscedasticity Test

Heteroscedasticity testing may be conducted to done using the glejser method, namely by looking at the relationship between the absolute value and each variable. This test can be seen in the table 6.

Table 6. Heteroscedasticity Test

Variable	Sig.
FOMO (X1)	0,112
E-WOM (X2)	0,476
Lifestyle (X3)	0,360

Source: Processed Data (2025)

If the glejser test results show a significance value greater than 0.10 according to the SPSS output, it can be concluded that there is no heteroscedasticity (Nur Endah Saputri,

Haikal Aryandito, 2021). Shows the results of the significance value of the FOMO variable of 0.112, the E-WOM variable of 0.476 and the Lifestyle variable of 0.360. So from the three variables it is stated that there are no symptoms of heteroscedasticity because the significance value is > 0.1 or 10%.

Multiple Linear Regression Test

Multiple linear regression is utilized to determine how the independent variable influences the dependent variable (positive or negative), how big the influence is and to predict the value of the independent variable using the dependent variable (Ismail, 2018). Multiple linear regression analysis test produces the following equation:

$$Y = 1,406 + 0,017 X_1 + 0,376 X_2 + 0,662 X_3 + e$$

Table 7. Multiple Liniear Regression Test

Variable	Regression
Konstanta	1,406
FOMO (X1)	0,017
E-WOM (X2)	0, 376
Lifestyle (X3)	0,662

Source: Processed Data (2025)

So it can be concluded that when the FOMO, E-WOM, and Lifestyle variables are equal to zero (0), then the purchasing decision is 1.406; when the FOMO variable is equal to zero (0), then the purchasing decision is 0.017; when the E-WOM variable is equal to zero (0), then the purchasing decision is 0.376; when the Lifestyle variable is equal to zero (0), then the purchasing decision is 0.662.

T Test

The t-test functions as a tool to see the influence of independent variables individually on dependent variables by assuming other variables are constant. (Wiwik Saidatur Rolianah, nurul istifadoh, Hafidhotul mufidah, irdatul wardah, 2021). The t-test results yielded a significance value of FOMO (x1) of $0.880 > 0.1$, which means that FOMO does not affect purchasing decisions. The significance value of E-WOM (x2) is $< 0.001 < 0.1$, which means that E-WOM has a positive effect on purchasing decisions. The significance value of Lifestyle (x3) is $< 0.001 < 0.1$, which means that it has a positive effect on purchasing decisions.

Table 8. T Test

Variable	t	Sig.
FOMO (X1)	0,152	0,880
E-WOM (X2)	5,284	<0,001
Lifestyle (X3)	5,081	<0,001

Source: Processed Data (2025)

F Test

The F test is used to determine whether all independent variables have an effect on the dependent variable (Wiwik Saidatur Rolianah, nurul istifadoh, Hafidhotul mufidah, irdatul wardah, 2021). The results obtained show that the level of significance is $< 0.001 < 0.1$, so that simultaneously the FOMO, E-WOM and Lifestyle variables have a positive effect on purchasing decisions.

Table 9. F Test

Model	F	Sig.
Regression	51,418	< 0,001

Source: Processed Data (2025)

Coefficient of Determination

It is utilized to assess the degree to which the independent variables influence the dependent variable in a regression model. (Tambunan, 2023). Thus, it was found that the

FOMO, E-WOM and Lifestyle variables affected purchasing decisions, amounting to 62.4%.

Table 10. Coefficient of Determination

Model	Adjusted R Square
Regression	0,624

Source: Processed Data (2025)

Discussion

As indicated by the results of the SPSS test (F test) it states that the variables FOMO, E-WOM, and Lifestyle have a simultaneous effect and have a significant positive effect. FOMO, E-WOM and Lifestyle are aspects which may affect consumers' buying decisions in the Shopee marketplace. Kotler Keller's theory explains Consumer behavior involves examining the ways in which individuals, collectives, and organizations decide on and acquire, utilize, and acquire products, intangible products, innovative ideas, or meaningful experiences used to meet personal desires and requirements. (Philip, Kotler, Kevin Lane, 2009). The theory is consistent with the findings of this research where the three variables are aspects that influence purchase behavior. This finding is also consistent with the findings of previous research by Atikah Thahirah, et al., entitled "The Influence of Viral Marketing, FOMO Phenomenon and E-WOM on the Decision to Watch the Film 'Agak Laen' in Pekanbaru City" found that the FoMO and E-WOM variables simultaneously (together) have a positive and significant effect on the decision to watch (Thahirah et al., 2024).

According to the findings of research data through SPSS, the results of the partial test (T test) showed that the FoMO variable did not have a significant effect on purchasing decisions through the Shopee marketplace. However, not all individuals respond to FoMO with consumptive behavior. In accordance with this study, it shows that to be more rational in consumer purchase choices through Shopee, it is not solely driven by the fear of being left behind. Teori Przybylski, Murayama, DeHann dan Gladwell state that FOMO is a form of anxiety caused by the anxiety of being left out of valuable activities that other people have. (Syafaah & Santoso, 2022). In accordance with this study which shows that to take a more reasoned approach in purchasing decisions on the Shopee marketplace, it is not solely driven by the fear of being left behind. These findings are in accordance with previous study conducted by Atikah Thahirah, et al., entitled "The Influence of Viral Marketing, FOMO Phenomenon and E-WOM on the Decision to Watch the Film 'Agak Laen' in Pekanbaru City" found that FOMO did not Strongly influence the decision to watch (Thahirah et al., 2024). This shows that consumers consider the benefits of the product more carefully. FOMO is not always the dominant factor driving Purchase behavior.

According to the findings of the study through SPSS, the results of the partial test (T test) showed that E-WOM had a positive and significant effect on purchasing decisions through the Shopee market place. The results of this study are in accordance with the theory stated by Goyetee, a form of online communication that allows consumers to share and receive information about products or services widely and quickly. (Rizkyta et al., 2024). The results of the findings of this study are reinforced by earlier research conducted by Titik Inayati, et al., entitled "The Influence of Digital Marketing, Electronic Word of Mouth and Lifestyle on Purchasing Decisions on the Shopee Indonesia Market Place". (Titik Inayati, Mohamad Johan Efendi, 2022). The field findings show that respondents seek reviews from other buyers to ensure the quality of products before making a purchase on Shopee. The presence of E-WOM makes it easier for consumers to obtain information that matches the products they are looking for. In addition, consumers will also feel satisfied if the products they purchase meet their expectations. Based on the research results through SPSS, the partial test results (T test) were obtained which showed that Lifestyle exerted a meaningful and positive impact on buying

behavior through the Shopee market place. The results of this the study aligns with the theory stated by Blackwell in Yudawisastra Lifestyle describes how an individual lives, encompassing their daily habits, preferences, and daily activities pattern that concerns how people use their time and money (Yudawisastra et al., 2024). The results of this study align with those of prior research conducted by Ni Komang Dewi Laksmi Prabisini, entitled "The Influence of Lifestyle, Social Media Marketing and Online Customer Reviews on Purchasing Decisions for Panlandwoo Products". (Prabasini et al., 2023). Field facts show that consumers feel helped by flexible, convenient, and reliable payment methods. This convenience is in line with today's lifestyle which tends to be practical and fast, so it can have an impact on their purchasing decisions.

CONCLUSION

According to the findings obtained from the research that was conducted, It can be deduced that simultaneously the FOMO, E-WOM and Lifestyle variables have a positive and significant effect on students' purchasing decisions through Shopee. However, partially, only the E-WOM and Lifestyle variables have a positive and significant effect on purchasing decisions, while the FOMO the variable shows no significant impact . This shows that FEBI UIN Sayyid Ali Rahmatullah Tulungagung students are more influenced by product information and reviews (E-WOM) and the suitability of their lifestyle in determining purchasing decisions, rather than just the fear of missing out on trends (FOMO). Thus, business actors can focus their marketing strategies more on increasing the FOMO, E-WOM, and Lifestyle factors of consumers.

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