

The Influence of FOMO, Digital Advertising, and E-WOM on Generation Z Consumptive Behavior

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Abstract

This study aims to analyse the influence of Fear of Missing Out (FOMO), exposure to digital advertising, and electronic word-of-mouth (E-WOM) on the consumptive behaviour of Generation Z in Denpasar City. The emergence of digital technology has changed consumer behaviour, where high internet engagement and anxiety about missing out on trends (FOMO) drive impulsive purchasing decisions. The research method used was a quantitative approach involving 72 respondents selected through non-probability sampling techniques. Primary data were collected through a Likert scale questionnaire and analysed using multiple linear regression with SPSS software. The results showed that FOMO, exposure to digital advertising, and E-WOM had a significant effect on consumer behaviour, both simultaneously and partially. FOMO was found to be the strongest predictor, confirming the dominance of psychological factors in digital consumption. These findings suggest the importance of ethical digital marketing strategies and the need for further research on financial literacy variables to improve self-control among young consumers.

Keywords: FOMO, Digital Advertising, E-WOM, Consumptive Behaviour, Generation Z.

INTRODUCTION

The rapid development of digital technology and social media has significantly transformed consumer behavior, particularly among Generation Z. This generation is characterized by high levels of internet and social media usage in their daily lives. Extensive information exposure, persuasive digital advertising, and user-generated reviews or recommendations, known as electronic word-of-mouth (E-WOM), have the potential to stimulate consumptive behavior. The phenomenon of Fear of Missing Out (FOMO) causes individuals to experience anxiety about missing popular trends or information. This condition often leads to impulsive purchasing decisions that are not based on actual needs. In Denpasar City, an urban area with a high level of digital media usage, the consumptive behavior of Generation Z has emerged as an interesting phenomenon to be studied. The main objective of this study is to explain the extent to which Fear of Missing Out (FOMO), exposure to digital advertising, and electronic word-of-mouth (E-WOM) influence the consumptive behavior of Generation Z in Denpasar City. Therefore, this

research is important in providing data-based insights that can serve as a foundation for business decision-making and the development of marketing strategies.

METHOD

This study employed a quantitative research approach using a survey methodology. The target population consisted of Generation Z individuals residing in Denpasar City. A total of 72 respondents were selected as the research sample using non-probability sampling techniques. Data were collected through a structured questionnaire using a Likert scale. The independent variables in this study were Fear of Missing Out (X1), exposure to digital advertising (X2), and electronic word-of-mouth (X3), while the dependent variable was consumptive behavior (Y). Data analysis was conducted using SPSS software with multiple linear regression analysis to examine the simultaneous and partial effects of the independent variables on consumptive behavior

Table 1. Summary of Research Variable Scores

Responden t	<i>Fear of Missing Out (FOMO) X1</i>	<i>Digital Advertising Exposure X2</i>	<i>electronic mouth (E-WOM) X3</i>	<i>word-of-Consumer Behavior Y</i>
R1	8	18	17	8
R2	23	23	21	23
R3	5	21	21	5
R4	20	20	25	21
R5	15	20	19	19
R6	10	17	0	10
R7	15	20	8	15
R8	15	19	20	12
R9	17	21	22	21
R10	11	16	19	13
R11	14	18	21	24
R12	16	22	23	21
R13	10	25	25	24
R14	15	15	15	15
R15	14	13	20	13
R16	11	17	18	13
R17	15	20	24	15
R18	6	16	22	17
R19	10	17	18	14
R20	16	19	19	18
R21	13	9	16	19
R22	8	21	20	8
R23	7	10	15	5
R24	6	15	14	6
R25	15	15	15	15
R26	5	25	21	13
R27	15	15	15	15
R28	5	16	17	12
R29	8	20	17	21
R30	13	18	15	12

R31	7	5	19	5
R32	11	17	16	14
R33	10	16	17	11
R34	14	20	18	19
R35	18	20	21	16
R36	14	18	21	17
R37	11	17	20	11
R38	15	19	19	15
R39	12	13	20	10
R40	16	19	16	14
R41	18	20	21	21
R42	11	17	17	13
R43	10	20	22	16
R44	17	19	18	19
R45	16	19	20	14
R46	13	16	17	8
R47	9	15	14	12
R48	22	22	23	23
R49	12	19	16	16
R50	17	18	15	15
R51	16	21	16	20
R52	11	20	17	12
R53	12	23	24	22
R54	8	14	20	12
R55	12	20	18	19
R56	14	20	19	19
R57	10	13	17	10
R58	11	14	18	16
R59	15	18	18	15
R60	18	19	21	14
R61	15	13	16	13
R62	14	19	19	19
R63	6	21	15	12
R64	12	12	17	7
R65	10	16	17	10
R66	15	15	15	15
R67	15	19	21	19
R68	15	15	15	13
R69	10	17	18	16
R70	11	16	20	12
R71	16	18	13	13
R72	11	11	17	15

Table 2. Descriptive Statistics

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	Mean	Std. Deviation	N
Y	14.71	4.628	72
X1	12.65	3.930	72
X2	17.56	3.556	72
X3	18.10	3.723	72

Table 3. Coefficients

Model	Unstandardize dCoefficients	Std. Error	Standardize dCoefficient	Beta	Sig.	95,0% Confidence Interval for B		Tolerance	Collinearit yStatistics	VIF
						LowerBound	UpperB ound			
1	(Constan t)	-4.341	2.446		-1.774 .080	-9.222	.541			
	X1	.532	.103	.452	5.168 <,001	.327	.738	.920	1.087	
	X2	.444	.119	.341	3.729 <,001	.206	.682	.841	1.189	
	X3	.250	.111	.201	2.245 .028	.028	.471	.880	1.137	

RESULTS AND DISCUSSION

Based on descriptive analysis, the average score of consumptive behavior was 14.71. The average values of FOMO, exposure to digital advertising, and E-WOM were 12.65, 17.56, and 18.10, respectively, indicating a relatively high level of digital influence among respondents.

Based on the regression analysis results, the following regression equation was obtained: $Y = -4.341 + 0.532X_1 + 0.444X_2 - 0.250X_3 + e$.

The regression analysis showed that the F-test value was 24.680 with a significance level below 0.001, indicating that FOMO, exposure to digital advertising, and E-WOM simultaneously influence consumptive behavior. Pearson correlation analysis showed that all independent variables had a positive and significant correlation with consumptive behavior (Sig < 0.05), indicating that higher levels of FOMO, advertising exposure, and E-WOM are associated with increased consumptive tendencies. The coefficient of determination (R^2) was 0.521, meaning that 52.1% of the variance in consumptive behavior can be explained by the three independent variables.

The partial test results (t-test) showed that:

- Fear of Missing Out (FOMO) had a significant positive effect ($\beta = 0.452$; $p < 0.001$).
- Exposure to digital advertising had a significant positive effect ($\beta = 0.341$; $p < 0.001$).
- Electronic word-of-mouth (E-WOM) had a significant positive effect ($\beta = 0.201$; Sig = 0.028).

These findings support all proposed hypotheses, with FOMO emerging as the most significant determinant of consumptive behavior.

CONCLUSION

This study concludes that Fear of Missing Out (FOMO), exposure to digital advertising, and electronic word-of-mouth (E-WOM) significantly influence the consumptive behavior of Generation Z in Denpasar City, both simultaneously and partially. FOMO emerged as the strongest predictor, highlighting the importance of psychological factors in digital consumption patterns. These findings indicate that marketers should design ethical and responsible digital marketing strategies that consider the psychological vulnerability of young consumers. Future research is recommended to include additional variables such as financial literacy or self-control to enhance the explanatory power of the research model.

DECLARATION OF GENERATIVE AI

During the preparation of this work, the authors used ChatGPT to assist in translating the manuscript into English. After using this tool, the authors reviewed and edited the content as necessary and take full responsibility for the content of the publication.

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