

Perilaku Fear of Missing Out terhadap kemungkinan pembelian pada layanan konser K-Pop di Indonesia = Fear of Missing Out behaviour towards the possibility of purchasing on K-Pop concert services in Indonesia

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Abstrak

Fear of Missing Out adalah kecenderungan psikologis yang dirasakan seseorang ketika merasa khawatir akan kehilangan pengalaman atau hubungan sosial. Pesan daya tarik FoMO dapat mendorong individu untuk melakukan pembelian. Selain itu, emosi yang dirasakan oleh konsumen dapat memoderasi pengaruh seruan FoMO terhadap niat beli konsumen. Pada penelitian ini menunjukkan bahwa fear of missing out dapat mempengaruhi niat beli konsumen. Daya tarik fear of missing out dapat memperkuat niat beli dengan meningkatkan anticipated elation, self enhancement atau melemahkan niat pembelian dengan meningkatkan anticipated expense regret.

.....Fear of missing out is a psychological tendency refers to a person's concern over losing out on relationship or social interaction. FoMO appeal messages have the power to persuade people to buy. Furthermore, the impact of FoMO appeals on consumer's purchase intentions can be mitigated by the emotions they experience. This study demonstrates how consumer's intentions to buy might be influenced by their fear of losing out. The appeal of fear of missing out can strengthen purchase intention by increasing anticipated elation, self – enhancement or weaken purchase intention by increasing anticipated expense regret.