

# THE INFLUENCE OF FOMO AND VISUAL MERCHANDISING ON KKV PRODUCTS PURCHASE DECISIONS AMONG STUDENT IN MANADO CITY

## PENGARUH FOMO DAN VISUAL MERCHANDISING TERHADAP KEPUTUSAN PEMBELIAN PRODUK KKV PADA KALANGAN MAHASISWA DI KOTA MANADO

By:

Michael E. Soewarno<sup>1</sup>  
Merinda H. C. Pandowo<sup>2</sup>  
Maria V. J. Tielung<sup>3</sup>

<sup>123</sup>International Business Administration, Management Program  
Faculty of Economics and Business  
Sam Ratulangi University Manado

E-mail:

<sup>1</sup>[michaelsoewarno@gmail.com](mailto:michaelsoewarno@gmail.com)

<sup>2</sup>[merindapandowo@unsrat.ac.id](mailto:merindapandowo@unsrat.ac.id)

<sup>3</sup>[mariatielung@unsrat.ac.id](mailto:mariatielung@unsrat.ac.id)

**Abstract:** This study aims to test the influence of fear of missing out (FOMO) and visual merchandising towards purchase decision partially and simultaneously, data were collected through a questionnaire method with a population of 2423 and by using the slovin formula, 96.03 (97) samples were obtained. However, in this study the sample to be taken was rounded up to 100. The result indicates that both Fear of Missing Out (FOMO) and Visual Merchandising play crucial roles in influencing purchase decisions. When analyzed together (simultaneously), these factors have a combined effect that significantly impacts how consumers decide to buy products. Separately (partially), each factor also shows a distinct influence on purchase decisions. FOMO drives consumers to make purchases out of a fear of missing out on trends or exclusive offers, compelling them to act quickly. Meanwhile, Visual Merchandising enhances the attractiveness and appeal of products through strategic presentation, drawing in consumers and encouraging purchases. The combined and individual impacts of these factors underscore their importance in shaping consumer behavior and driving sales.

**Keyword:** Fear of Missing Out (FOMO), Visual Merchandising, Purchase Decision

**Abstrak:** Penelitian ini bertujuan untuk menguji pengaruh *fear of missing out* (FOMO) dan *visual merchandising* terhadap keputusan pembelian secara parsial dan simultan, data dikumpulkan melalui metode kuesioner dengan jumlah populasi sebanyak 2423 dan dengan menggunakan rumus slovin, diperoleh sampel sebanyak 96,03 (97). Namun dalam penelitian ini sampel yang akan diambil dibulatkan menjadi 100. Hasil penelitian menunjukkan bahwa *fear of missing out* (FOMO) dan *visual merchandising* memainkan peran penting dalam mempengaruhi keputusan pembelian. Ketika dianalisis secara bersama-sama (simultan), faktor-faktor ini memiliki efek gabungan yang secara signifikan mempengaruhi bagaimana konsumen memutuskan untuk membeli produk. Secara terpisah (parsial), masing-masing faktor juga menunjukkan pengaruh yang berbeda terhadap keputusan pembelian. FOMO mendorong konsumen untuk melakukan pembelian karena takut ketinggalan tren atau penawaran eksklusif, sehingga memaksa mereka untuk bertindak cepat. Sementara itu, *Visual Merchandising* meningkatkan daya tarik dan daya tarik produk melalui presentasi yang strategis, menarik konsumen dan mendorong pembelian. Dampak gabungan dan individu dari faktor-faktor ini menggarisbawahi pentingnya mereka dalam membentuk perilaku konsumen dan mendorong penjualan.

**Kata Kunci:** *Fear of Missing Out* (FOMO), *Visual Merchandising*, *Keputusan Pembelian*

## INTRODUCTION

### Research Background

In a competitive market, an engaging and pleasant shopping experience has a major influence on consumer purchase decisions. The purchasing decision process motivates consumers to recognize their needs, explore options, and choose particular products and brands (Gunawan et al., 2019). According to Kotler and Keller (2016), the process consumers undergo when making a purchasing decision involves several steps. Initially, they recognize a problem or need, followed by gathering information about specific products or brands. They then evaluate the alternatives, make a purchase decision, and finally, engage in post-purchase behavior to assess their

satisfaction with the choice.

There are various factors that influence purchase decisions, including psychological, social, and situational aspects. Among the various factors, there are Fear of Missing Out (FOMO) and visual merchandising. The purchase decisions of students are influenced by Fear of Missing Out (FOMO) and visual merchandising. FOMO, driven by social media dependency, social comparison, impulsive tendencies, and anxiety, creates a sense of urgency and desire to keep up with peers and trends. This psychological phenomenon drives customers to make purchases in order to avoid feeling excluded or missing out on perceived chances.

When making purchase decisions, consumers are typically affected by the fear of missing out on experiences or offers that they find desirable. This phenomenon known as FOMO, plays a crucial role in the buying process, especially in situations plentiful of choices and chances. FOMO referring to a condition where persons experience anxiety about potentially missing out on contemporary trends and occurrences. FOMO was specified as a type of social anxiousness characterized by a dread of getting left behind on social connections, new experiences, or other exciting activities, which is frequently induced by social media use (Dossey, 2014).

Visual merchandising is essential in influencing consumer behavior and purchase decisions by improving the retail environment to attract and engage customers. It achieves this through effective product presentation and store layout, creating an appealing shopping experience that captures shopper attention and stimulates interest. By strategically placing products and designing store atmospheres that encourage exploration and longer stays, visual merchandising increases the likelihood of spontaneous purchases and repeat visits. Beyond immediate sales impact, it also influences long-term consumer perceptions, building brand loyalty and satisfaction. In a competitive market, effective visual merchandising not only communicates brand identity but also evokes emotions and aligns with consumer preferences, ultimately driving sales and differentiation.

One of the retail stores that applies visual merchandising strategy as the main key is KKV store, a retail business company built in Shenzhen, China. KKV store entered Indonesia in 2020 and currently has several branches in several regions in Indonesia, one of which is in Manado City. KKV Retail Store's entry into Indonesia marks an innovative presence in the country's retail industry. In Manado, Miniso and Mr. DIY are the two main competitors in the KKV product market. Miniso is known for its stylish and affordable product collections, while Mr. DIY features household and self-improvement products at competitive prices. Both brands compete to attract consumers with product innovation, quality, and an engaging shopping experience in Manado. KKV as a retail store that carries a unique shopping concept starting from providing a variety of products in one place, allowing consumers to fulfill their various needs in one visit. KKV relies on creativity in the arrangement of their products to create a strong visual appeal and enrich the shopping experience for customers given that the majority of today's consumers often prioritize the visual elements of products they want to buy. Eye-catching store designs help attract the attention of more consumers, increase sales potential, and strengthen KKV's image as a trendy and modern brand among young people.

Purchasing decisions at KKV are influenced by the FOMO (Fear of Missing Out) phenomenon. Many people feel the need to shop at KKV for fear of being left behind by friends or others who have already shopped there. They are worried that if they do not shop at KKV immediately, they will be left behind in following trends and cannot experience the latest products that are popular. In addition, the attractive and creative visual merchandising at KKV is also a strong factor that triggers FOMO. The enticing images, elegant product arrangement, and appealing special offers make customers fearful of missing out on exclusive products. This sensation of anxiety, along with the need to quickly own these products, drives many people to purchase at KKV right away in order to avoid feeling left behind by others who have had an interesting shopping experience there.

This research topic is intriguing and significant to explore because it investigates the psychological and marketing aspects that influence consumer behaviour, particularly among Manado City students. Understanding the impact of FOMO and visual merchandising on purchasing decisions can help companies like KKV better engage and attract younger customers. The focus of this research is to find out how much FOMO (Fear of Missing Out) and Visual Merchandising influence KKV product purchasing decisions among Manado City students.

### **Research Objectives**

1. To know the influence of FOMO on students' purchase decision of KKV products.
2. To know the influence of visual merchandising on students' purchase decisions for KKV products.
3. To know the influence of FOMO and Visual Merchandising on purchase decision of KKV products among university students.

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**THEORETICAL FRAMEWORK****Marketing**

Marketing is a concept that describes news, entertainment, and advertisements (Ali and Anwar, 2021). Another definition, marketing involves planning and implementing strategies from conceptualization, pricing, promotion, to the distribution of goods, ideas, and services, aimed at facilitating exchanges that meet individual and institutional needs (Dianto et al., 2020). Kotler and Keller (2016) describe marketing as an organizational function and a series of procedures designed to generate, communicate, and deliver value to customers, thereby effectively managing relationships in a profitable manner for the organization and its stakeholders.

**Marketing Management**

Marketing management entails making choices, planning, and controlling the many marketing parts of a company within the framework of the marketing idea, and it is an essential component of the total marketing system (Naim, 2022). Marketing management, according to Kisiołek, Karyy, and Halkiv (2021) is the art and science of identifying a specific market and establishing profitable relationships with it.

**Consumer Behavior**

Consumer behavior explores how individuals make choices and engage with products, services, and brands within the marketplace. Rooted in psychology, sociology, and anthropology, it seeks to comprehend not only consumers' actions but also the underlying reasons, emotions, and cognitive processes influencing their behavior (Solomon, 2019). According to Engel, Blackwell and Miniard (2014) consumer behavior studies how individuals engage with the process of purchasing and utilizing goods and services.

**Purchase Decision**

A purchase decision results from a process whereby consumers choose products or services from the market to fulfill their needs or desires (Ansari et al., 2019). This process begins with recognizing a need, followed by searching for information, evaluating alternatives, making the purchase, and finally, post-purchase behavior (Kotler and Keller, 2016). According to Upadana, Wahyu, and Pramudana (2020), the purchase decision culminates when the consumer finalizes their choices and proceeds to buy and consume the products.

**Fear of Missing Out**

FOMO refers to a sentiment where customers fear missing out on opportunities or experiences that others have enjoyed (Zhang et al., 2022). Cambridge Dictionary (2020) defines FOMO is the anxiety that arises when individuals feel they are missing out on enjoyable and exciting events shared by their peers on social media. According to the Oxford Dictionary (2018), FOMO can additionally denote the anxiety of not participating in more captivating or stimulating activities observed on social media.

**Visual Merchandising**

Visual merchandising includes all visible elements, both inside and outside a store, designed to create a positive impression of a business and attract the customer's attention, interest, desire, and action (Sachitra and Konara, 2023). According to Sari et al. (2015), visual merchandising involves enhancing the appealing and attractive appearance of products through color, complementary accessories, and effective display techniques.

**Retailing**

According to various researchers, retailing encompasses a broad spectrum of activities involving the direct sale of goods and services to consumers for personal, non-commercial purposes. Kotler and Keller (2016) define retailing as all activities associated with selling products or services to consumers, emphasizing direct interaction and personal consumption. Similarly, Vaja (2015) describes retailing as the process of selling goods or services to end consumers for personal, non-business purposes, emphasizing the focus on the final user.

**Previous Studies**

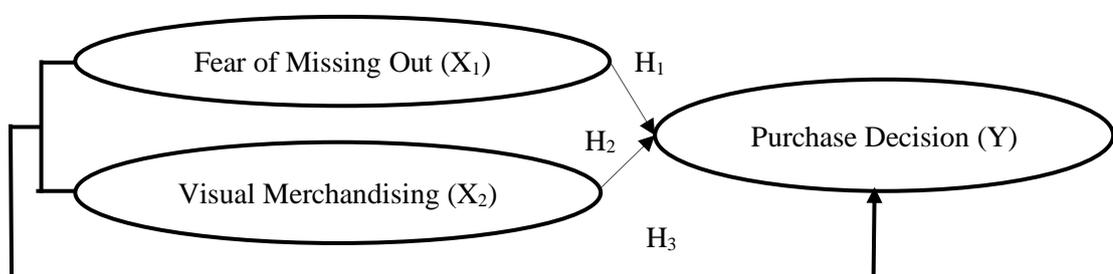
Teviana (2022) aimed to find the effect of Brand Image, Store Atmosphere and Visual Merchandising on Purchase Decision in Miniso Plaza Medan Fair. The population in this research is entire customers of Miniso Plaza Medan Fair in 2020 with the number of samples are 100 respondents. Method of data collection is using the questionnaires. Based on partial test obtained the result that brand image, store atmosphere, and visual

merchandising severally have positive and significant effect on purchase decision. Beside that simultaneous test obtained that brand image, store atmosphere, and visual merchandising simultaneously have positive and significant effect on purchase decision. The result of coefficient determination test is that R square value is 0,84 which means brand image, store atmosphere, and visual merchandising contribute the effect on purchase decision by 84% and the rest is affected by other factors that not included in this research. The conclusion is there are a positive and significant affect among brand image, store atmosphere, and visual merchandising on purchase decision in Miniso Plaza Medan Fair. Hisbullah et al. (2023), The findings suggest that viral marketing and Fear of Missing Out (FOMO) individually have a positive and significant effect on enhancing purchase decisions. Additionally, when considered together, viral marketing and FOMO collectively exert a positive influence on increasing purchase decisions.

Cordova et al. (2020) determined the factors of Visual Merchandising on consumers' purchase decision in retail stores in the districts of El Tambo and Huancayo, 2019. The study was carried out using the quantitative approach including the scientific method (general) and the deductive method (specific). In addition, the non-experimental - transversal - descriptive research design was used. The survey was used as a technique; applying two questionnaires, one for Visual Merchandising and the other for the purchase decision. The study sample was made up of 384 consumers aged between 20 and 60 years who went to retail stores in the districts of El Tambo and Huancayo and they were randomly selected for the application of the instrument. By means of the structural equation model, it was obtained that the organization of the outside of the business (OBA) had a significant influence on the cultural and social factors of the purchase decision; and a negative relationship with personal and psychological factors. Regarding the organization of the interior of the business (OBI), it did not have any positive relationship with the purchase decision of the consumers of the retail stores surveyed due to the low knowledge that retailers have regarding the organization of the product at the point of sale. The environmental factors of the business (EFB) generated a positive impact on the cultural, personal and psychological purchase decision factors. However, they did not generate a positive impact on the social factor of the purchase decision (CSPD). It is concluded that the factors (exterior architecture, interior architecture, and atmosphere) of Visual Merchandising determine the purchase decision of consumers from retail stores in the central region of Peru (districts of El Tambo and Huancayo).

Zulfita, Harmain, and Aisyah (2024) explained how knowledge about halal products, web-based entertainment shows, and concerns about big opportunities (FOMO) influence students' purchasing choices in Binjai City. This research aims to determine the impact of information about halal goods, virtual entertainment shows, and concerns about missing out on big opportunities (FOMO) on students' purchasing choices. Meanwhile, questionnaires were given to 97 sample students. The method of carrying out this exploration uses a quantitative methodology where this examination collects, displays, presents, and breaks down information quantitatively. This research uses primary data. The exploratory instrument used was a survey. Meanwhile, information-checking procedures include various relapse checks and t-count searches. There is an opinion that the information reported regarding halal products, web-based entertainment promotions, and anxiety about missing out on big opportunities (FOMO) in the purchasing choices of students in Binjai City. Based on the findings of data analysis, there is an influence on students' purchasing decisions in Binjai City on knowledge of halal products, social media marketing, and Fear of Missing Out (FOMO).

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

### Research Hypothesis

H<sub>1</sub>: There is a positive influence of fear of missing out on purchase decision of KKV Products Partially.

H<sub>2</sub>: There is a positive influence of visual merchandising on purchase decision of KKV Products Partially.

H<sub>3</sub>: There is a positive influence of fear of missing out and visual merchandising simultaneously on the purchase decision of KKV Products.

## RESEARCH METHOD

### Research Approach

This research employs a quantitative technique. According to Williams, Wiggins, and Vogt (2022), quantitative research involves evaluations where collected and coded data can be quantified numerically. The data collection method was carried out by distributing questionnaires form.

### Population, Sample, and Sample Technique

In this study, the population consists of students from the Faculty of Economics and Business, majoring in Management at Sam Ratulangi University. Based on calculations using the Slovin formula, 96.03 (97) was found to be the minimum sample. However, in this study the sample to be taken was rounded up to 100.

### Data Collection Method

The data collection methods employed in this study include questionnaire. In order to gather data, a set of assertions is given to respondents with the expectation that they will honestly respond to the questionnaire.

### Operational Definition and Measurements of Research Variables

The variable in this research divided into variables, as follows:

**Table 1. Operational Definition of Research Variables**

Variable	Definition	Indicators
Fear of Missing Out (X <sub>1</sub> )	Psychological phenomenon where individuals experience anxiety or unease about missing out on opportunities, experiences, or trends associated with KKV stores. It encompasses feelings of social comparison, anxiety, and the need to stay connected or involved with the latest products, promotions, or trends offered by KKV stores.	<ol style="list-style-type: none"> <li>1. Dependency on social media</li> <li>2. Social Comparisons</li> <li>3. Impulsive Tendencies</li> <li>4. Fears, Worries, and Anxieties (Hisbullah, Purnamasari, and Emilda, 2023; Kinasih et al., 2023)</li> </ol>
Visual Merchandising (X <sub>2</sub> )	Visual merchandising in KKV retail stores encompasses strategically utilizing visual elements and displays to enhance product presentation and promotion. This involves arranging merchandise, employing signage, lighting, colors, and store layout to create immersive experiences that attract attention, stimulate interest, and influence purchasing decisions by showcasing the unique aesthetics, themes, and qualities of KKV products within the retail environment.	<ol style="list-style-type: none"> <li>1. Store Layout</li> <li>2. Product Display</li> <li>3. Colour and Lighting</li> <li>4. Cleanliness (Mondol et al., 2021)</li> </ol>
Purchase Decision (Y)	Purchase decision in KKV retail stores involves customers evaluating product quality, aesthetics, price, and brand reputation to assess the appeal and perceived value of KKV products based on personal preferences and needs. Influenced by factors like visual merchandising, promotions, and external influences, customers make selections that lead to the acquisition of specific KKV items.	<ol style="list-style-type: none"> <li>1. Necessity</li> <li>2. Quality Products</li> <li>3. Product Design</li> <li>4. Purchase Recommendation (Kinasih et al., 2023)</li> </ol>

To determine the response score the author uses a 7 Likert scale. The questionnaire used is a multiple choice questionnaire and there are 7 preference choices for each item. With the following measurement results: 1) Strongly Agree, 2) Agree, 3) Partially Agree, 4) Neutral, 5) Partially Disagree, 6) Disagree, 7) Strongly Disagree.

## Data Analysis

### Test of Classical Assumption

#### Normality Test

The normality test determines if residual values follow a normal distribution. A regression model with regularly distributed residuals is thought to be well-fitted. Normality can be assessed using a P-P plot graph. If the data points closely follow the diagonal line on the graph, it indicates that the data is normally distributed and passes the normality test.

#### Multicollinearity Test

The purpose of testing for multicollinearity is to assess whether there are correlations among the independent variables in a regression model (Ghozali, 2001). To detect multicollinearity, one can examine the tolerance value and the Variance Inflation Factor (VIF). Multicollinearity is often indicated by a tolerance value below 0.10 or a VIF exceeding 10.

#### Heteroscedasticity Test

Testing for heteroscedasticity involves evaluating whether the variability (spread) of residuals in a regression model remains consistent across different values of the independent variable. This is typically assessed through visual inspection of a scatterplot. Heteroscedasticity is indicated by a discernible pattern in the scatterplot, such as points forming a systematic shape (e.g., a wave-like pattern, widening and narrowing).

#### Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to explore the connection between a single dependent variable and multiple independent variables (Montgomery, Peck, and Vining, 2021). Its purpose is to ascertain how the independent variables collectively impact the dependent variable and to forecast the dependent variable's value based on the independent variables. The regression equation is expressed as:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

- Y : Purchase Decision
- X1 : Fear of Missing Out (FOMO)
- X2 : Visual Merchandising
- a : Constant
- e : Error term
- $\beta_1, \beta_2$  : Regression coefficient

### Hypothesis Testing

#### Partially (t-Test)

This examination is conducted to ascertain how much an independent variable uniquely influences the variance in the dependent variable. The t-test is also employed to validate the accuracy of regression coefficients and determine their significance. Conducted at a 95% confidence level or a significance level ( $\alpha$ ) of 0.05, the test initially confirms overall significance and subsequently evaluates the significance of each individual independent variable.

#### Simultaneously (f-Test)

The F statistical test evaluates the collective impact of independent variables on the dependent variable by comparing the alpha value with the p-value. A p-value of 0.05 or less rejects the null hypothesis ( $H_0$ ), indicating that the independent variables collectively influence the dependent variable. Conversely, a p-value greater than 0.05 accepts the null hypothesis, suggesting that the independent variables do not have a simultaneous effect on the dependent variable.

**RESULT AND DISCUSSION**

**Result**

**Validity and Reliability Tests**

**Table 2. Validity Test**

Variable	Statements	Pearson Correlation	Description
Fear of Missing Out (FOMO)	X1.1	0.730	Valid
	X1.2	0.817	Valid
	X1.3	0.869	Valid
	X1.4	0.912	Valid
Visual Merchandising	X2.1	0.667	Valid
	X2.2	0.803	Valid
	X2.3	0.826	Valid
	X2.4	0.631	Valid
Purchase Decision	Y1.1	0.769	Valid
	Y1.2	0.772	Valid
	Y1.3	0.693	Valid
	Y1.4	0.800	Valid

Source: Data processed, SPSS 29 (2024)

Based on the data above, it indicates that all statement items related to variables X1: Fear of Missing Out (FOMO), X2: Visual Merchandising, and Y: Purchase Decision have Pearson correlation values greater than 0.3. Therefore, all research variable statement items are deemed valid.

**Table 3. Reliability Test**

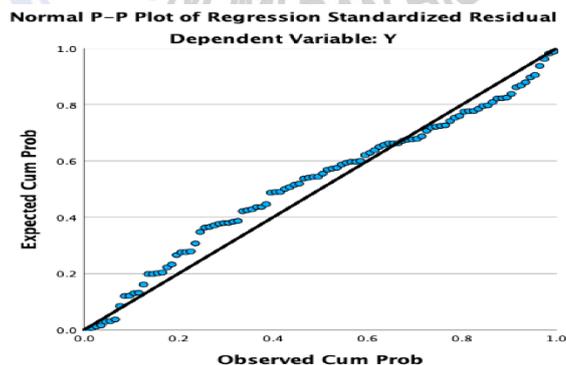
Variable	Cronbach's Alpha	Information
Fear of Missing Out (FOMO)	0.855	Reliable
Visual Merchandising	0.702	Reliable
Purchase Decision	0.748	Reliable

Source: Data processed, SPSS 29 (2024)

Based on this table, it shows that all X1: Fear of Missing Out (FOMO), X2: Visual Merchandising, and Y: Purchase Decision variables have a Cronbach's alpha value greater than 0.6. This indicates that the measurement tool is reliable.

**Classical Assumption Test**

**Normality Test**



**Figure 2. Normality Test**

Source: Data processed, SPSS 29 (2024)

Figure above shows that the dots are spreading near the diagonal line and follow the direction of the diagonal line, which mean the data are distributed normally.

**Multicollinearity Test**

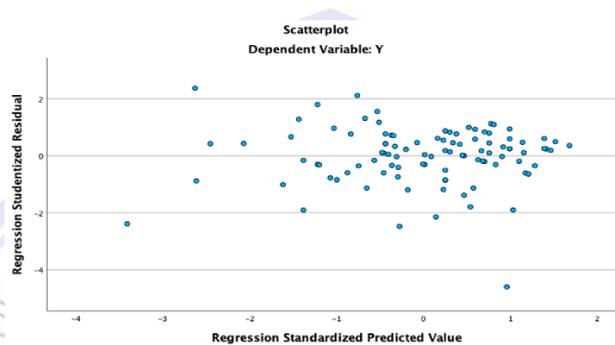
**Table 4. Multicollinearity Test**

Collinearity Statistics		
	Tolerance	VIF
	0.752	1.330
	0.752	1.330

Source: Data processed, SPSS 29 (2024)

As the results in the table 4, it shows that the tolerance values for Fear of Missing Out (FOMO) and Visual Merchandising exceed 0.1, while the VIF values are below 10. Given that all tolerance values exceed 0.1 and VIF values are below 10, this study indicates the absence of multicollinearity.

**Heteroscedasticity Test**



**Figure 3. Heteroscedasticity Test**

Source: Data processed, SPSS 29 (2024)

Based on the result above, it shows that the pattern of points is spreading above and below of zero point in ordinate. This is proved that there is no heteroscedasticity in this research regression.

**Multiple Linear Regression**

**Table 5. Multiple Linear Regression**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	7.047	1.973		3.572	<.001		
X1	.133	.060	.198	2.220	.029	.752	1.330
X2	.579	.098	.527	5.918	<.001	.752	1.330

a. Dependent Variable: Y

Source: Data processed, SPSS 29 (2024)

From the multiple linear regression equation above it can be interpreted as follows:

1. Constant value of 7.047 means that in a condition of ceteris paribus, if all independents' variables equal to zero, then Y: Purchase Decision as dependent variable is 7.047.
2. Fear of Missing Out (FOMO) coefficient value of 0.133 means that if there is one unit increase in X1: Fear of Missing Out (FOMO) then Y: Purchase Decision will improve and increase by 0.133.
3. Visual Merchandising coefficient value of 0.579 means that if there is one unit increase in X2: Visual Merchandising then Y: Purchase Decision will improve and increase by 0.579.

**Coefficient of Determination Analysis (R<sup>2</sup>)**

The result above shows that the R<sup>2</sup> is 0.421 which mean the independent variable (Fear of Missing Out/FOMO and Visual Merchandising) affecting the dependent variable (Purchase Decision) with 42.1% and the other remaining 57.9% variable are not in this research.

**Table 6. R and R Square Table**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.649 <sup>a</sup>	.421	.409	2.909	2.096

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data processed, SPSS 29 (2024)

### Hypothesis Testing

#### Partial (t-Test)

**Table 7. t-Test Table**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.047	1.973		3.572	<.001
X1	.133	.060	.198	2.220	.029
X2	.579	.098	.527	5.918	<.001

Source: Data processed, SPSS 29 (2024)

1. The table shows that  $t_{count}$  is 2.220 and since the level of significant is 5% ( $\alpha = 0.05$ ) then the  $t_{table}$  is 1.984, the result is  $t_{count} = 2.220 > t_{table} = 1.984$ . Since the  $t_{count}$  is higher than  $t_{table}$  then H1 is accepted. It means that variable fear of missing out (FOMO) is significantly influence purchase decision.
2. For H2, the table shows that  $t_{count}$  is 5.918 and since the level of significant is 5% (0.05) then the  $t_{table}$  is 1.984, the result is  $t_{count} = 5.918 > t_{table} = 1.984$ . Since the  $t_{count}$  is higher than  $t_{table}$  H2 is accepted. It means that variable Visual Merchandising is significantly influence Purchase Decision.

#### Simultaneous (F-Test)

**Table 8. F-Test Table**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	597.155	2	298.578	35.281	<.001 <sup>b</sup>
	Residual	820.885	97	8.463		
	Total	1418.040	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data processed, SPSS 29 (2024)

From the data above, the calculated  $F_{count}$  is higher than  $F_{table}$ ,  $F_{count} = 35.281 > F_{table} = 3.09$ . With the level of significance or alpha is 0.05,  $H_3$  is accepted. According to the findings, both independent variables (Fear of Missing Out/FOMO and Visual Merchandising) exert a significant influence on the dependent variable (Purchase Decision). In simultaneous testing, all independent variables demonstrate an influence on the dependent variable. This implies that hypotheses 1, 2, and 3 are accepted.

### Discussion

#### The Influence of Fear of Missing Out (FOMO) on The Purchase Decision of KKV Products

Based on the test results, the t-count value of 2.220 is greater than the t-table value of 1.984. This indicates that the Fear of Missing Out (FOMO) variable has a statistically significant effect on the purchase decisions of KKV products among students at the Management Faculty of Economics and Business (FEB) at UNSRAT. Fear of Missing Out, commonly known as FOMO, is a psychological condition where individuals feel anxious about missing out on valuable experiences or opportunities if they do not act quickly. In this context, students who experience FOMO are driven to buy KKV products immediately to avoid missing out on trends or the chance to own the desired items. This urgency is fueled by the fear of being left out or not being part of the current trend. The t-count value being higher than the t-table value statistically confirms that the influence of FOMO on purchase decisions is not due to random chance. Instead, it is a significant factor that shapes students' purchasing behavior. This means that the higher the level of FOMO felt by students, the more likely they are to decide to purchase

KKV products. The data suggests that students experiencing high levels of FOMO are more inclined to make immediate purchasing decisions to alleviate their anxiety about missing out.

These findings have important implications for marketing strategies. By triggering or enhancing feelings of FOMO, marketers can effectively drive purchase decisions among college students. KKV Store can leverage this insight by employing marketing techniques that emphasize exclusivity, limited availability, or time-sensitive promotions. For example, creating a sense of urgency through limited-time offers or highlighting the scarcity of certain products can heighten FOMO among students, prompting quicker purchasing decisions. Additionally, promoting exclusive items or early access to new products can further capitalize on FOMO, encouraging students to make purchases to avoid missing out.

In conclusion, the significant influence of FOMO on the purchase decisions of students at the Management FEB UNSRAT suggests that marketing strategies that effectively tap into this psychological condition can be highly effective. By understanding and leveraging the power of FOMO, KKV Store can better influence the purchasing behavior of college students, ultimately driving higher sales and achieving greater market penetration. This study similar to the research by Hisbullah, Purnamasari, and Emilda (2023), the results show that fear of missing out has a positive and significant impact on increasing purchasing decisions.

### **The Influence of Visual Merchandising on The Purchase Decision of KKV Products**

Based on the test results, with a t-count value of 5.918 being significantly greater than the t-table value of 1.984, it is evident that the Visual Merchandising variable has a substantial and statistically significant effect on the purchase decisions of KKV products among students. This indicates that the way KKV products are visually presented, including product arrangement, store design, and other visual marketing strategies, plays a crucial role in influencing students' purchasing decisions. The considerable difference between the t-count and t-table values underscores the strength of this relationship. Visual merchandising, which encompasses all the visual elements used to present and promote products, significantly impacts students' likelihood to buy KKV products. This includes attractive product displays, strategic store layouts, appealing color schemes, lighting, signage, and promotional materials, all of which contribute to creating an engaging shopping experience.

Given that the t-count value far exceeds the t-table value, we can conclude with a high degree of confidence that enhancements in visual merchandising will markedly increase the probability of students deciding to purchase products from KKV Store. This finding highlights the critical importance of an effective visual merchandising strategy. When done well, visual merchandising can capture consumer attention, create a compelling store environment, and ultimately drive sales. For KKV Store, this means investing in well-designed store layouts that facilitate easy navigation and highlight key products. It also involves creating visually appealing displays that can draw students' attention and make the shopping experience more enjoyable. Seasonal themes, promotional displays, and the use of digital signage can also play a significant role in engaging customers and encouraging purchases.

Moreover, effective visual merchandising can enhance the perceived value of products, making them more attractive and desirable to students. This is particularly important in a competitive market where students have many options. By standing out through superior visual presentation, KKV Store can differentiate itself and build a stronger brand identity. In conclusion, the significant influence of visual merchandising on purchase decisions among students at the Management FEB UNSRAT underscores the need for KKV Store to prioritize and continually improve its visual merchandising strategies. By doing so, KKV Store can better attract and retain student customers, driving higher sales and achieving a competitive advantage in the market. This study similar to the research by Teviana (2022), which indicate that visual merchandising has a positive effect on purchase decision.

### **The Influence of Fear of Missing Out (FOMO) and Visual Merchandising on The Purchase Decision of KKV Products**

Based on the results, which show that the Fcount value is significantly higher than the Ftable value ( $F_{count} = 35.281 > F_{table} = 3.09$ ), it can be concluded that H3 is accepted. This means that the independent variables, Fear of Missing Out (FOMO) and Visual Merchandising, simultaneously and significantly affect the Purchase Decision as the dependent variable. This conclusion indicates that both FOMO and Visual Merchandising positively influence the purchase decisions of students in Manado City concerning products sold at KKV Store. In other words, the higher the level of FOMO experienced by students and the more attractive the visual presentation of the products, the greater the likelihood that they will decide to purchase the product.

The FOMO factor plays a crucial role in this dynamic. Students experiencing FOMO are driven by the fear of missing out on popular or trendy products. This psychological condition makes them more likely to make

impulsive purchase decisions to avoid feeling left out or missing an opportunity to own something desirable. For instance, when students see that a product is gaining popularity among their peers, the fear of not having the same item can compel them to buy it quickly.

Simultaneously, effective visual merchandising enhances the appeal of the products on display. Visual merchandising involves strategically organizing and presenting products to maximize their attractiveness and draw customers' attention. Elements such as eye-catching displays, well-organized shelves, appealing color schemes, and effective lighting can significantly impact a customer's perception of the product. When students find the visual presentation of products appealing, it not only attracts their attention but also enhances their overall shopping experience, making them more inclined to make a purchase.

Together, these two factors FOMO and Visual Merchandising create a powerful combination that significantly influences students' purchasing behavior. FOMO creates a sense of urgency and desire, while visual merchandising ensures that the products are presented in the most appealing and attractive way possible. As a result, students are more likely to decide to buy products from KKV Store.

In summary, the significant Fcount value confirms that both FOMO and Visual Merchandising are key drivers of purchase decisions among students. This finding emphasizes the importance for KKV Store to focus on strategies that heighten students' fear of missing out and enhance the visual appeal of their products. By leveraging these factors, KKV Store can effectively boost its sales and solidify its position in the competitive market of Manado City.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Conclusions are drawn based on the results of this research are as follows:

1. Fear of Missing Out (FOMO) based on four indicators (Dependency on Social Media, Social Comparisons, Impulsive Tendencies & Fears, Worries, and Anxieties) positively influence the Purchase Decision of KKV Products among students partially.
2. Visual Merchandising based on four indicators (Store Layout, Product Display, Colour and Lighting, Cleanliness) partially has a positive influence on the Purchase Decision of KKV Products among students.
3. Fear of Missing Out (FOMO) and Visual Merchandising simultaneously has a positive influence on student purchasing decisions based on the four indicators (Necessity, Quality Products, Product Design, Purchase Recommendation) related to KKV.

### Recommendation

1. It is important to capitalize and build awareness of the trend and missed opportunities among college students. This can be done through marketing campaigns that emphasize exclusivity, product uniqueness, or limited-time offers that can encourage a sense of urgency to buy.
2. In terms of Visual Merchandising, efforts are needed to improve the visual appearance of KKV products in stores. This includes the arrangement of attractive displays, clear and eye-catching signage, and the use of appropriate lighting to highlight featured products. By ensuring that KKV products look attractive and accessible to college students, this can significantly improve their decision to purchase.
3. Given that both FOMO and Visual Merchandising have a significant influence simultaneously on purchase decisions, an integrated strategy that combines these two factors will be key. Developing campaigns that are not only visually appealing but also evoke consumers' emotions and desire to not miss out on trends can increase attraction and purchase conversions at KKV Store.

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