

THE ROLE OF SOCIAL MEDIA CONTENT AND FEAR OF MISSING OUT (FOMO) IN SHAPING GENERATION Z PURCHASE DECISIONS ON TIKTOK: A STUDY OF CARUMBY GORPCORE FASHION BRAND

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Abstract

This study aims to examine the influence of social media content and Fear of Missing Out (FoMO) on the purchase decisions of Generation Z consumers on the TikTok platform, with a case study of the Gorpcore fashion brand Carumby. The rapid growth of TikTok as both a social media and digital commerce platform has significantly shaped consumer behavior, particularly among Generation Z, who are highly responsive to trends and digital content. This research employed a quantitative approach with an explanatory design. Data were collected through questionnaires distributed to 105 respondents using a purposive sampling technique. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The results indicate that both social media content and FoMO have a positive and significant effect on purchase decisions, both partially and simultaneously. Social media content was found to have a more dominant influence compared to FoMO. The coefficient of determination (R^2) shows that 63.4% of the variation in purchase decisions can be explained by these variables, while the remaining 36.6% is influenced by other factors not examined in this study. In conclusion, effective social media content that is creative, informative, and engaging, combined with psychological triggers such as FoMO, plays an important role in influencing the purchase decisions of Generation Z consumers on TikTok.

Keywords: Social Media Content, Fear of Missing Out (FoMO), Purchase Decision, Generation Z, TikTok

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer behavior, particularly in the context of purchase decision-making. Social media is no longer merely a communication tool but has evolved into a powerful marketing platform capable of influencing consumer preferences and decisions directly. In Indonesia, the number of active social media users has reached more than 190 million, with a large proportion coming from Generation Z (Manggopa et al., 2023). This generation, characterized by high digital literacy and intensive social media usage, represents a highly potential market segment that is strongly influenced by online content (Juniartika et al., 2023).

Generation Z demonstrates unique consumption behavior compared to previous generations. Their purchasing decisions are often influenced not only by rational considerations but also by emotional and social factors, including trends and peer influence. This tendency frequently leads to impulsive buying behavior, especially when consumers are exposed to engaging and visually appealing digital content (Irfani, 2024). In this context, platforms such as TikTok have emerged as dominant forces in shaping consumer behavior due to their ability to deliver short, interactive, and personalized content (Fadhilah & Ginanjar, 2021).

TikTok has rapidly grown into one of the most influential social media platforms globally and in Indonesia. Its integration of entertainment and commerce, particularly through features such as TikTok Shop, enables users to seamlessly transition from content consumption to purchase decisions within a single platform (Sa'adah et al., 2022). This transformation highlights the role of TikTok not only as a social networking platform but also as a digital commerce ecosystem. The expansion of TikTok Shop and its competition with other platforms further strengthen its position as a key driver of online purchasing behavior (Perez, 2021; Korn, 2023).

Within this digital environment, the fashion industry has become one of the most prominent sectors, particularly among Generation Z consumers. Fashion products, especially those aligned with current trends, are highly popular and frequently purchased through digital platforms. One emerging trend is gorpcore fashion, which combines outdoor functionality with modern lifestyle aesthetics. This trend reflects the shift in consumer preferences, where products are valued not only for their utility but also for their symbolic and social meanings (Ginting & Febriani, 2020).

Social media content plays a crucial role in shaping consumer perceptions and purchase decisions in this context. Engaging, relevant, and interactive content can attract consumer attention, increase engagement, and build emotional connections with brands (Ilhami & Sudrajat, 2024). However, excessive exposure to similar content may also lead to audience fatigue or negative responses, indicating that the effectiveness of social media content is not always linear (Vidyanata, 2022).

In addition to content-related factors, psychological aspects such as Fear of Missing Out (FoMO) also influence consumer behavior. FoMO refers to a feeling of anxiety about missing out on experiences, information, or trends that others are engaging in (Suhartini & Maharani, 2023). In the context of social media, FoMO is intensified by constant exposure to curated content that highlights trends, popularity, and social validation. This condition

often drives individuals to make faster and sometimes impulsive purchase decisions in order to remain socially relevant (San et al., 2020).

The phenomenon of FoMO is particularly evident among Generation Z, who tend to be highly connected to social media and sensitive to digital trends. For example, products that are perceived as viral or limited in availability often trigger a sense of urgency, encouraging consumers to make immediate purchases. This is observable in the case of Carumby, a local fashion brand specializing in gorpcore products, where certain items frequently sell out within a short period despite receiving mixed reviews regarding product quality.

Previous studies have shown inconsistent findings regarding the influence of social media content on purchase decisions. Some studies indicate that social media content has a significant positive effect (Puspayani et al., 2021), while others suggest that the effect is not direct or significant (Vidyanata, 2022). These inconsistencies indicate a research gap that requires further investigation, particularly by incorporating psychological variables such as FoMO in the analysis.

Based on these phenomena, this study offers novelty by examining the combined influence of social media content and FoMO on purchase decisions among Generation Z consumers on TikTok, specifically focusing on a local brand, Carumby. This study is expected to provide a more comprehensive understanding of consumer behavior by integrating digital marketing and psychological perspectives.

Therefore, the objectives of this study are: (1) to analyze the effect of social media content on purchase decisions, (2) to examine the influence of FoMO on purchase decisions, and (3) to determine the simultaneous effect of social media content and FoMO on the purchase decisions of Generation Z consumers on the TikTok platform.

REVIEW OF LITERATURE

Marketing is a managerial process aimed at fulfilling consumer needs and wants through the creation, offering, and exchange of valuable products. This process does not only involve selling activities, but also includes planning, distribution, and communication of products to consumers. Laksana (in Seran et al., 2023) defines marketing as a transactional activity between sellers and buyers in exchanging products, while Tjiptono and Diana (in Seran et al., 2023) emphasize that marketing includes production, distribution, promotion, and pricing processes to deliver customer satisfaction. In practice, marketing is closely related to marketing management, which refers to the process of analyzing, planning, implementing, and controlling marketing activities to achieve organizational goals effectively (Kotler in Priangani, 2013).

In developing marketing strategies, the concept of the marketing mix plays a crucial role. The marketing mix consists of product, price, place, and promotion, which work together to create value for consumers (Ulandari, 2023). Product reflects the quality, features, and design offered, while price represents the value that consumers must exchange to obtain the product. Place refers to distribution channels that ensure product availability, and promotion serves as a communication tool to influence purchasing decisions (Kotler & Armstrong, 2016). Along with technological advancements, marketing strategies have

shifted towards digital marketing, which utilizes digital platforms as the main medium for interaction between companies and consumers.

Digital marketing enables companies to reach broader markets without geographical limitations and facilitates direct interaction with consumers (Indrapura & Fadli, 2023). It also allows marketers to measure performance more accurately and in real time. One of the most rapidly growing forms of digital marketing is the use of social media. Social media refers to internet-based platforms that allow users to communicate, collaborate, and share information in various forms such as text, images, and videos (Qadir & Ramli, 2024). The development of social media has transformed communication patterns into more interactive and two-way processes, where consumers act not only as information receivers but also as content creators.

The utilization of social media in marketing is known as social media marketing, which aims to build brand awareness, increase engagement, and influence consumer behavior (Taan et al., 2021). Attractive and relevant content is the key factor in the success of this strategy, as it can create emotional connections between consumers and brands (Novila et al., 2021). Through social media marketing, companies are able to better understand consumer needs and establish long-term relationships (Fathurrahman & Wibowo, 2023).

In this context, social media content becomes a crucial element that directly shapes consumer perception and behavior. Social media content is not only a tool for delivering information but also a means of building emotional connections with audiences. Felix, Rauschnabel, and Hinsch (in Fitriani, 2025) state that effective content should combine both strategic and emotional aspects. Similarly, Ashley and Tuten (in Fitriani, 2025) argue that high-quality content must possess visual appeal, relevant information, interactivity, and credibility to influence consumer decisions. Therefore, social media content plays a significant role not only in communication but also in encouraging purchasing behavior.

One of the fastest-growing social media platforms is TikTok. TikTok is a short-video-based platform that enables users to create and share creative content using various features. Since its launch by ByteDance in 2016, TikTok has become one of the fastest-growing platforms globally (Pardianti & Valiant, 2022). Its popularity is driven not only by entertainment features but also by its effectiveness as a marketing tool. Through features such as TikTok Shop, the platform integrates content and transactions, allowing consumers to make purchases directly within the application.

Consumer behavior in the digital era has undergone significant changes due to the influence of social media. Consumer behavior refers to the processes involved when individuals search for, purchase, use, and evaluate products to satisfy their needs (Nugroho, 2002; Peter & Olson, 2010). In the digital context, purchasing decisions are influenced not only by rational factors but also by emotional and social factors formed through online interactions. Kotler and Armstrong define purchasing decisions as the process through which consumers choose products from various available alternatives (Hanaysha et al., 2021). Factors such as perceived product quality, brand trust, and consumer experience play important roles in this process.

In addition to social media content, psychological factors such as Fear of Missing Out (FoMO) also significantly influence purchasing decisions. FoMO refers to the feeling of anxiety or concern about missing out on information, trends, or experiences that others are having (Suhartini & Maharani, 2023). This condition encourages individuals to stay continuously connected to social media and to follow current trends. Kurniawan and Utami

(2022) explain that FoMO can trigger impulsive behavior, especially when individuals feel the need to remain socially relevant. In digital marketing, FoMO is often utilized to create urgency, for example through viral content or limited product availability.

This phenomenon is particularly relevant to Generation Z, a group born between 1997 and 2012, who are considered digital natives with high dependence on technology and social media (Efendi & Guyana, 2025). They tend to respond more to visual, interactive, and trend-based content, making them more susceptible to digital marketing strategies. In addition, Generation Z often seeks social validation and actively follows trends through social media platforms (Andini et al., 2024).

Previous studies indicate that social media and digital content significantly influence purchasing decisions, especially among Generation Z. However, there are inconsistencies in findings regarding the extent of this influence, particularly when combined with psychological factors such as FoMO. Some studies suggest that social media content has a direct impact on purchasing decisions, while others indicate that the effect is indirect or mediated by additional variables. Therefore, further research is necessary to better understand the relationship between social media content, FoMO, and purchasing decisions within a more specific context.

Based on the theoretical framework and previous research, it can be concluded that social media content (X1) and FoMO (X2) act as independent variables influencing purchasing decisions (Y). The relationship suggests that the more engaging and relevant the social media content, and the higher the level of FoMO experienced by consumers, the greater the likelihood of purchasing decisions. Accordingly, the hypotheses proposed in this study state that social media content and FoMO, both simultaneously and partially, have a significant effect on purchasing decisions for fashion products on the TikTok platform.

RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to examine the causal relationship between social media content and Fear of Missing Out (FoMO) on the purchase decisions of Generation Z consumers on the TikTok platform. A quantitative method was selected as it enables the generation of measurable, objective, and systematic numerical data for hypothesis testing (Abubakar, 2021). In addition, this approach allows for statistical analysis of the influence of independent variables on the dependent variable (Balaka & Abyan, 2022).

The population of this study consisted of Generation Z individuals (born between 1997 and 2012) who are active TikTok users and have been exposed to, interacted with, or purchased Gorpcore Carumby products on the platform. The sampling technique used was non-probability sampling with a purposive sampling method, where respondents were selected based on specific criteria relevant to the research objectives (Creswell, 2019; Sekaran & Bougie, 2016). The criteria included: (1) belonging to Generation Z, (2) being an active TikTok user, and (3) having experience in viewing, interacting with, or purchasing Carumby products on TikTok.

The sample size was determined using the Cochran formula due to the unknown population size. The formula used is:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2} (1)$$

Where:

n = sample size

Z = z-score at 95% confidence level (1.96)

p = probability (0.5)

q = 1 – p (0.5)

e = margin of error (0.05)

Based on the calculation, the minimum required sample size was 96.04, which was rounded to 97 respondents. To improve data reliability, the total sample used in this study was 105 respondents.

Primary data were collected through an online questionnaire distributed via Google Forms (Creswell, 2019). The instrument consisted of closed-ended questions measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). This scale was used to measure respondents' perceptions of the variables. The independent variables in this study are social media content (X1) and FoMO (X2), while the dependent variable is purchase decision (Y). The measurement indicators include content quality, relevance, creativity, interaction, and psychological aspects of FoMO such as anxiety about missing trends (Ilhami & Sudrajat, 2024; Suhartini & Maharani, 2023).

Before conducting data analysis, the instrument was tested for validity and reliability. Validity testing was carried out using item-total correlation, while reliability testing used Cronbach's Alpha coefficient. Data analysis was then conducted using multiple linear regression to determine the effect of independent variables on the dependent variable. The regression equation used is:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon (2)$$

Where:

Y = purchase decision

a = constant

b1, b2 = regression coefficients

X1 = social media content

X2 = FoMO

e = error term

Hypothesis testing was conducted using the t-test to examine the effect of each independent variable individually, and the F-test to examine the effect of variables together. The coefficient of determination (R^2) was used to measure how much the independent variables explain the dependent variable. Before regression analysis, classical assumption tests were conducted, including normality, heteroscedasticity, and multicollinearity tests.

All data processing and analysis were performed using SPSS version 25. The study was conducted from September to December 2025, including the stages of instrument preparation, data collection, analysis, and report writing.

RESULTS AND DISCUSSION

This study involved 105 respondents from Generation Z who had made purchasing decisions for Gorpcore Carumby fashion products through TikTok. Based on respondent characteristics, the majority were female, totaling 78 respondents (74.3%), while male respondents accounted for 27 individuals (25.7%). In terms of age, most respondents were in the range of 18–24 years (92 respondents or 89.5%), followed by 13–17 years (6 respondents or 5.7%) and 25–28 years (5 respondents or 4.8%). All respondents (100%) reported frequently using TikTok on a daily basis.

Table 1.
Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	27	25.7%
	Female	78	74.3%
Age	13–17 years	6	5.7%
	18–24 years	92	89.5%
	25–28 years	5	4.8%
TikTok Usage	Frequently	105	100%

The instrument testing results indicate that all items in the variables of social media content (X1), FoMO (X2), and purchase decision (Y) are valid, as the *r-count* values exceed the *r-table* value (0.192). Furthermore, the reliability test results show Cronbach's Alpha values of 0.709 for social media content, 0.660 for FoMO, and 0.639 for purchase decision. All values exceed the threshold of 0.6, indicating that the instruments are reliable (Sugiyono, 2019).

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	Description
Social Media Content (X1)	0.709	Reliable
FoMO (X2)	0.660	Reliable
Purchase Decision (Y)	0.639	Reliable

The classical assumption tests confirm that the regression model meets all required conditions. The normality test shows a significance value of 0.200 (> 0.05), indicating normally distributed data. The multicollinearity test shows tolerance values of 0.801 (> 0.1) and VIF values of 1.248 (< 10), indicating no multicollinearity. The heteroscedasticity test

also shows significance values greater than 0.05, indicating no heteroscedasticity (Ghozali, 2018).

The results of the multiple linear regression analysis are presented below.

Table 3.
Multiple Linear Regression Results

Variable	Coefficient (B)	t-value	Sig
Constant	3.189	1.967	0.052
Social Media Content (X1)	0.498	8.039	0.000
FoMO (X2)	0.372	5.891	0.000

The regression equation is formulated as follows:

$$Y = 3.189 + 0.498X_1 + 0.372X_2 + \varepsilon \quad (3)$$

Where:

Y = Purchase Decision

X₁ = Social Media Content

X₂ = FoMO

ε = Error term

The regression coefficients indicate that both social media content and FoMO have positive effects on purchase decisions.

Furthermore, the coefficient of determination (R²) is 0.634, indicating that 63.4% of the variation in purchase decisions can be explained by social media content and FoMO, while the remaining 36.6% is influenced by other variables not examined in this study.

Table 4. Coefficient of Determination

R	R Square	Adjusted R Square
0.796	0.634	0.627

The hypothesis testing results show that simultaneously, social media content and FoMO significantly affect purchase decisions, with an F-value of 88.392 and a significance level of 0.000 (< 0.05).

Table 5. F-Test Results

F-value	Sig
88.392	0.000

Partially, social media content has a positive and significant effect on purchase decisions (t = 8.039; sig = 0.000). Likewise, FoMO also has a positive and significant effect on purchase decisions (t = 5.891; sig = 0.000).

Discussion

The findings of this study demonstrate that social media content and FoMO significantly influence purchase decisions for Gorpcore Carumby fashion products on

TikTok, both partially and simultaneously. These results highlight the importance of digital and psychological factors in shaping consumer behavior, particularly among Generation Z.

The significant positive effect of social media content on purchase decisions indicates that the quality of content plays a crucial role in influencing consumer perceptions and behavior. Content on TikTok is typically visual, concise, and engaging, allowing it to capture users' attention quickly. This type of content is not only informative but also capable of evoking emotional responses, building interest, and creating perceived value for the audience. As a result, well-designed content can effectively encourage consumers to move from awareness to actual purchase decisions.

This finding aligns with digital marketing theory, which emphasizes the role of engagement in influencing consumer behavior. High-quality content increases user interaction, such as likes, comments, and shares, which in turn enhances visibility and strengthens brand awareness. When consumers are repeatedly exposed to appealing content, their familiarity with the product increases, making them more likely to consider purchasing it.

Generation Z, as the primary focus of this study, is known for its strong attachment to digital platforms and social media. This generation tends to rely heavily on online information when making purchasing decisions. TikTok, with its personalized algorithm, continuously delivers content tailored to users' preferences, increasing the likelihood of repeated exposure to specific products. This repeated exposure reinforces brand recognition and gradually shapes consumer preferences.

In addition to social media content, FoMO (Fear of Missing Out) also shows a significant positive influence on purchase decisions. FoMO reflects a psychological condition in which individuals feel anxious about missing out on trends or experiences that others are enjoying. In the context of social media, this phenomenon becomes more pronounced, as users are constantly exposed to curated content showcasing products, lifestyles, and trends.

On TikTok, FoMO is often triggered by viral content. When users frequently encounter videos featuring a particular product such as product reviews, outfit inspirations, or unboxing experiences they may perceive the product as popular and desirable. This perception creates a sense of urgency, encouraging users to make purchases quickly to avoid feeling left behind.

The influence of FoMO highlights the importance of emotional and psychological drivers in consumer decision-making. Consumers do not always act based on rational considerations such as price or functionality; instead, they are often influenced by social pressure and the desire to stay relevant within their social circles. This is especially true for Generation Z, who tend to value social validation and digital presence.

The simultaneous influence of social media content and FoMO, which accounts for 63.4% of the variance in purchase decisions, indicates a strong combined effect of external and internal factors. Social media content acts as an external stimulus that captures attention and provides information, while FoMO serves as an internal psychological trigger that accelerates decision-making. Together, these factors create a powerful mechanism that drives consumer behavior in the digital environment.

From a theoretical perspective, these findings support consumer behavior theories that emphasize the interaction between environmental and psychological factors. Social

media content represents a marketing stimulus, while FoMO reflects an internal emotional response. The interaction between these elements results in a more dynamic and complex decision-making process.

From a practical standpoint, the results of this study have important implications for businesses, particularly in the fashion industry. Companies should focus on creating engaging, relevant, and visually appealing content to attract consumers' attention. Additionally, leveraging trends and viral content can be an effective strategy to increase product visibility and stimulate purchase intentions.

However, while FoMO can be a powerful marketing tool, it should be used carefully. Excessive reliance on psychological pressure may lead to negative consumer perceptions, such as feeling manipulated or overwhelmed. Therefore, businesses should balance persuasive marketing strategies with ethical considerations to maintain consumer trust.

Furthermore, the R^2 value of 0.634 suggests that there are still other factors influencing purchase decisions that were not included in this study. These factors may include price, product quality, brand image, trust, and electronic word-of-mouth. Future research is encouraged to explore these additional variables to provide a more comprehensive understanding of consumer behavior.

Overall, this study confirms that TikTok plays a significant role in shaping the purchasing behavior of Generation Z. Social media content and FoMO emerge as key drivers that influence purchase decisions, highlighting the importance of integrating digital marketing strategies with an understanding of consumer psychology.

CONCLUSION

Based on the results of this study, it can be concluded that social media content plays a significant role in influencing the purchase decisions of Gorpcore Carumby jacket products. Creative, relevant, and engaging content is able to attract audience attention, increase interaction, and build emotional connections with consumers. This, in turn, encourages the development of trust and purchase intention, especially among Generation Z consumers who are active on the TikTok platform.

In addition, the phenomenon of Fear of Missing Out (FoMO) also has a positive and significant effect on purchase decisions. The psychological drive in the form of fear of being left behind or missing current trends encourages consumers, particularly Generation Z, to make faster and more impulsive purchasing decisions.

Furthermore, social media content and FoMO are interrelated and jointly contribute to shaping consumer purchase decisions. Content that highlights trends, user activities, and product popularity can trigger FoMO, which then strengthens the urge to make a purchase. Therefore, the synergy between high-quality social media content and the psychological aspect of FoMO creates a strong sense of urgency in the decision-making process, leading to a positive and significant influence on consumer purchase decisions.

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