
**THE INFLUENCE OF VIRAL MARKETING AND FEAR OF MISSING OUT
(FOMO) ON IMPULSIVE BUYING OF MINISO X HARRY POTTER PRODUCTS
IN SURABAYA**

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Abstract

The purpose of this study was to determine the effect of viral marketing and fear of missing out, or FOMO, on impulsive buying at Miniso X Harry Potter in Surabaya. This study uses quantitative methods with data collection techniques through distributing questionnaires to a population of Miniso X Harry Potter consumers in Surabaya. The sampling method is non-probability sampling with a purposive sampling technique, so that the total number of samples taken is 90 respondents. Performing data analysis with SmartPLS software. Based on the research results, it is known that viral marketing and fear of missing out or FOMO contribute to the impulsive buying of Miniso X Harry Potter collaboration products in Surabaya.

Keywords: Viral Marketing, Fear of Missing Out, Impulsive Buying, Retail, Miniso

INTRODUCTION

Modern retail business refers to a retail enterprise that operates with a modern management system and offers a wide variety of diverse products. Changes in consumer shopping behavior worldwide, especially in Indonesia, along with the increasing purchasing power of the public, have become the main reasons behind the emergence of various modern retail companies. One example of a foreign retail business that has gained significant attention from people across different segments in the Indonesian market is Miniso. To this day, Miniso remains one of the most frequently visited stores by many, especially among the younger generation, when shopping at malls due to its attractive store layout that is visually pleasing. This often leads consumers to make impulsive purchases without realizing it. Impulsive buying refers to consumer behavior where purchases are made suddenly without prior planning, driven by a strong inner urge to immediately buy a product without careful consideration of the consequences that may follow. (Ismaya & Mardhiyah, 2024).

One of the strategies used by Miniso is viral marketing, which refers to the role of consumers in spreading word-of-mouth information about a product to others through internet-connected media. Similar to the spread of a virus, the goal is for the advertising message to be widely and rapidly disseminated within society. Miniso's strength lies in its ability to attract consumer interest and engage fans through collaborations. Miniso partnered with the globally popular franchise Harry Potter, licensed by Warner Bros., which successfully shook the retail world. The launch of the collection featured various designs inspired by the four Hogwarts houses from the Harry Potter novels and series: Gryffindor, Hufflepuff, Ravenclaw, and Slytherin. Each house carries unique characteristics and colors as portrayed in the Harry Potter universe. The Miniso x Harry Potter collaboration implements viral marketing as one of its marketing strategies by promoting its products through social media platforms. On TikTok, for example, the Miniso Indonesia account frequently uploads content featuring their latest Harry Potter themed products, garnering millions of views. This content has become a hot topic of conversation in society and has influenced viewers to engage in impulsive buying. (Rimbasari et al., 2023).

The viral content has influenced impulsive purchases from viewers; however, Miniso itself has faced several issues. Numerous disappointing comments have emerged across various social media platforms, particularly on content related to the Miniso and Harry Potter collaboration. Many of these comments' express customer dissatisfaction due to viral marketing that does not align with reality specifically, the lack of product availability. While Miniso continues to actively post viral content and promotional messages about its products, it has not improved stock distribution, and the information provided remains insufficient.

This study aligns with several previous studies, such as the research conducted by Widiyawati and Patrikha (2023), which found that viral marketing has a positive and significant effect on impulsive buying. In contrast, a study by Bisma and Hadi (2024) indicated a positive but not significant relationship between viral marketing and impulsive buying. Furthermore, a different result was found in the study by Wati et al. (2022), which stated that viral marketing has no influence on impulsive buying decisions.

The emergence of the Fear of Missing Out (FOMO) phenomenon refers to the feeling of not wanting to be left behind from new and trending topics, along with the desire to always follow current trends something commonly experienced by the younger generation (Widodo,

2024). The higher a person's level of FOMO, the more likely they are to try to keep up with ongoing changes and current conditions. One effective way to boost sales is by leveraging FOMO, which takes advantage of a person's fear of missing out. A tendency to make quick and unplanned purchasing decisions often arises as a result of high levels of FOMO. Therefore, the higher an individual's FOMO, the greater the likelihood of engaging in impulsive buying. (Irza et al., 2024).

The success of the viral marketing campaign carried out through the collaboration between Miniso and Harry Potter has brought excitement to fans of the Harry Potter series, whether they are readers of the novels or viewers of the films. This is evident from the various responses, such as comments on social media and customer reviews. Being actively engaged in giving responses and reviews through the internet is a form of consumer behavior commonly referred to as E-WOM, or Electronic Word of Mouth. (Thahirah et al., 2024). Harry Potter fans, also known as *Potterheads*, have shown great enthusiasm in hunting for the latest Miniso collection. Interestingly, beyond the fans themselves, this viral marketing collaboration has also sparked interest among non-fans. This is where FOMO comes into play the fear of missing out on current trends has driven even those who are unfamiliar with Harry Potter to join in the hype and seek out the collection, simply because it is popular and trending. (Widodo, 2024). Miniso, through the success of its promotional strategy using viral marketing, has sparked the phenomenon of FOMO among the public. With various successful viral brand collaborations that have shifted consumer shopping behavior to become more impulsive, Miniso has yet to achieve the Top Brand Award in Indonesia.

This study is in line with several previous studies, such as the research conducted by Mentari Septynaputri Widodo (2024), which found that Fear of Missing Out (FOMO) has a significant effect on impulsive buying. This contrasts with the findings of Fumar et al. (2023), who stated that FOMO has an insignificant effect on impulsive buying.

Viral marketing is widely encountered in daily life today. This promotional strategy is considered effective because it leverages human emotions to quickly and easily introduce products on a broader scale, especially to the younger generation, who are very familiar with the digital world. This influences consumer shopping behavior, which continues to evolve alongside the development of internet networks. This study focuses on the community in Surabaya, known as the City of Heroes, which is the second-largest city in Indonesia. Although many similar studies exist, an in-depth examination of the latest marketing developments and changes in consumer shopping behavior, particularly impulsive buying and the viral phenomenon of the Miniso and Harry Potter collaboration, represents a novelty in this research.

REVIEW OF LITERATURE

Viral Marketing on Impulsive Buying

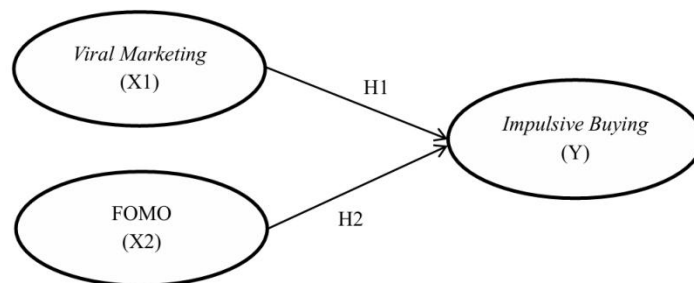
The implementation of viral marketing strategies on social media helps facilitate consumer decision-making (Suharto et al., 2023). Social media users receive a large amount of product information due to daily internet usage, which in turn influences consumers' impulsive buying behavior (Liyanapathirana 2021). This statement is supported by the research conducted by Syaiful Hadi Wiyono, Dian Kusumaningtyas, and Itot Bian Raharjo (2023), which found that viral marketing has a significant effect on impulsive buying.

FOMO on Impulsive Buying

FOMO can be utilized as a marketing strategy to influence an individual's purchasing decisions. FOMO increases a person's anxiety, which drives them to engage in shopping behavior, resulting in impulsive buying (Ghaniyah & Rufaidah, 2024). This aligns with the research conducted by Siti Nurjanah, Ati Sadiyah, and Rendra Gumilar (2023), which states that FOMO affects impulsive buying.

Conceptual Framework

Figure 1.
Conceptual Framework



Hypotheses

H1: It is hypothesized that Viral Marketing positively affects the impulsive buying behavior of Miniso x Harry Potter products in Surabaya.

H2: It is hypothesized that Fear of Missing Out (FOMO) positively influences the impulsive buying behavior of Miniso x Harry Potter products in Surabaya.

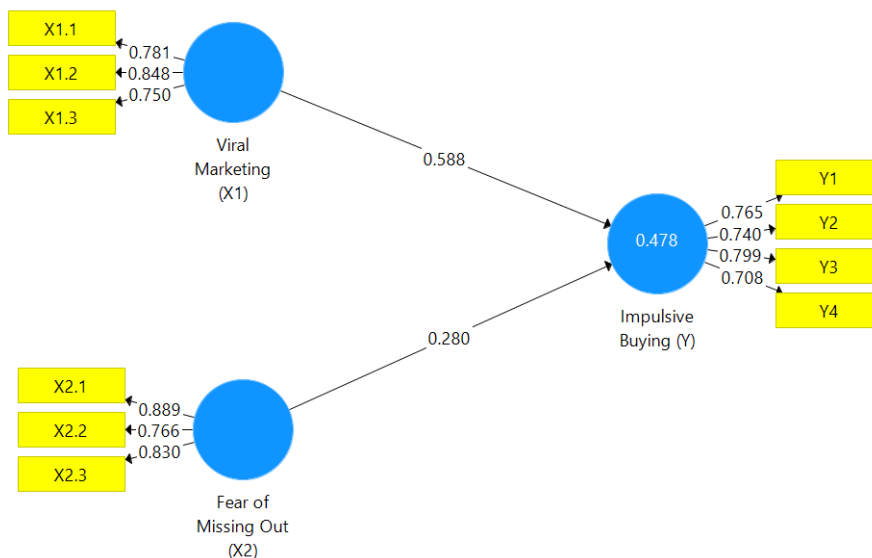
RESEARCH METHOD

The research method used is quantitative, with data collection conducted through the distribution of questionnaires to consumers of Miniso X Harry Potter in Surabaya who made purchases between October 19 and November 19, 2024. An ordinal scale was used as the measurement scale, applying the Likert scale technique. The sampling method employed was non-probability sampling with a purposive sampling technique, resulting in a total sample size of 90 respondents. Data analysis was conducted using PLS-SEM with the help of SmartPLS 3 software, utilizing both outer model and inner model analysis.

RESULTS AND DISCUSSION

This study uses a reflective measurement model consisting. The path model illustrating the research flow is presented in the measurement model (Figure 2).

Figure 2.
Path Diagram of PLS Output Results



Outer Loadings

Table 1.
Outer Loadings

Indikator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
XX1.1 <- Viral Marketing (X1)	0.781	0.773	0.061	12.894
XX1.2 <- Viral Marketing (X1)	0.848	0.845	0.036	23.399
XX1.3 <- Viral Marketing (X1)	0.750	0.743	0.070	10.759
XX2.1 <- Fear of Missing Out (X2)	0.889	0.887	0.035	25.174
XX2.2 <- Fear of Missing Out (X2)	0.766	0.750	0.083	9.221
XX2.3 <- Fear of Missing Out (X2)	0.830	0.823	0.056	14.822
YY1 <- Impulsive Buying (Y)	0.765	0.763	0.050	15.156
YY2 <- Impulsive Buying (Y)	0.740	0.740	0.056	13.328
YY3 <- Impulsive Buying (Y)	0.799	0.794	0.043	18.790

YY4 <- Impulsive Buying (Y)	0.708	0.694	0.077	9.185
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Source: Processed data, PLS output

The validity of indicators is assessed based on the Factor Loading (original sample) values for each variable and its corresponding indicators. A Factor Loading value above 0.5 indicates acceptable validity, as it reflects the strength of the relationship between an indicator and its associated variable. Indicators with Factor Loading values exceeding 0.5 are regarded as valid. Furthermore, indicators are considered statistically significant when their T-statistic values surpass 1.96. The results of the estimation confirm that all indicators used in this research fulfill the criteria for strong validity.

Composite Reliability

Table 2.
Composite Reliability

Variabel	Composite Reliability
Viral Marketing (X1)	0.837
Fear of Missing out (X2)	0.868
Impulsive Buying (Y)	0.840

Source: Processed data, PLS output

Composite reliability is utilized to assess the reliability of a construct. A construct is deemed reliable when its composite reliability score exceeds 0.70, signifying that the indicators consistently reflect the underlying latent variable. The test results reveal the following composite reliability scores: Viral Marketing (X1) at 0.837, Fear of Missing Out (X2) at 0.868, and Impulsive Buying (Y) at 0.840. As each of these values is greater than 0.70, it can be inferred that all constructs in this study demonstrate reliable measurement.

Average Variance Extracted (AVE)

Table 3.
Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Viral Marketing (X1)	0.631
Fear of Missing Out (X2)	0.688
Impulsive Buying (Y)	0.569

Source: Processed data, PLS output

The Average Variance Extracted (AVE) reflects the proportion of variance in the indicators that is accounted for by their corresponding latent variables. An AVE value greater than 0.5 signifies strong convergent validity, indicating that the latent variable explains more than half of the variance in its indicators. The AVE results in this study are as follows: 0.688 for Viral Marketing (X1), 0.569 for Fear of Missing Out (X2), and 0.631 for Impulsive Buying (Y). Since all AVE values exceed the 0.5 threshold, it can be concluded that each construct demonstrates good convergent validity.

R-Square

Table 4.
R-Square

Variabel	R-Square
Viral Marketing (X1) Fear of Missing Out (X2) Impulsive Buying (Y)	0.478

Source: Processed data, PLS output

An R² value of 0.478 suggests that 47.8% of the variance in Impulsive Buying can be accounted for by the independent variables Viral Marketing and Fear of Missing Out. The remaining 52.2% of the variance is influenced by other factors not included in this research model.

Hypothesis Testing

Table 5.
Hypothesis Testing

Variabel	Original Sample	T Statistics	P Values	Notes
Viral Marketing (X1) -> Impulsive Buying (Y)	0.588	6.518	0.000	Accepted
Fear of Missing Out (X2) -> Impulsive Buying (Y)	0.280	2.525	0.012	Accepted

Source: Processed data, PLS output

Hypothesis 1: Viral Marketing positively influences the impulsive buying of Miniso x Harry Potter products in Surabaya and is supported. This is evidenced by a T-statistic of 6.518, which exceeds the critical value of 1.96 (at a significance level of 0.05), and a P-value of 0.000, which is less than 0.05, indicating a statistically significant positive effect.

Hypothesis 2: Fear of Missing Out (FOMO) positively impacts the impulsive buying of Miniso x Harry Potter products in Surabaya and is supported. This is demonstrated by a T-statistic of 2.525, greater than the critical value of 1.96 (at the 0.05 significance level), and a P-value of 0.012, below 0.05, confirming a significant positive effect.

Viral Marketing on Impulsive Buying

The research results indicate that Viral Marketing has a positive effect on the impulsive buying of Miniso x Harry Potter products in Surabaya. The most influential indicator for viral marketing is the clarity of product information. Viral content that provides clear information about a product, such as various types with different characters and their clear functions or uses, supports this. Additionally, the product's colors and designs that match the theme enhance this effect. The more informative, clear, and accurate the product availability presented in the content, the greater the audience's attraction to the promoted product.

The findings of this study are consistent with the research by Reindra Prasista Bisma and Effed Darti Hadi (2024), which found that viral marketing exerts a positive and significant influence on impulsive buying behavior. This suggests that a higher volume of viral content increases audience exposure, ultimately enhancing the tendency for impulsive purchases.

FOMO on Impulsive Buying

The results show that Fear of Missing Out (FOMO) contributes to impulsive buying of Miniso x Harry Potter products in Surabaya. This indicates that FOMO, triggered by exposure to social media, reduces a person's self-control. The emotional feelings arising from the fear of missing out on current trends—especially on viral or limited-edition products—lead individuals to make quick purchases without much thought. The most influential indicator of FOMO is anxiety. This anxiety stems from the fear of missing out on popular products and regretting it later, as well as the concern about falling behind social trends if they do not purchase the viral Miniso x Harry Potter collaboration products.

The results of this study align with the findings of Novia Aishwarya Irza, Haryaji Catur Putera Hasman, Nindya Yunita, and Alfifto Alfifto (2024), which demonstrate that Fear of Missing Out (FOMO) has a positive and significant impact on impulsive buying behavior. This indicates that the heightened sense of FOMO—driven by frequent daily use of social media—contributes to a rise in impulsive purchasing tendencies.

Research Limitations

This study has several limitations that should be considered for future research. First, the research is confined to Surabaya, limiting the generalizability of the results to other areas with potentially different consumer behaviors. Second, the sample size of 90 respondents may not comprehensively represent the entire population of Miniso consumers. Finally, the focus on the Miniso x Harry Potter collaboration restricts the applicability of the findings to other Miniso brand partnerships.

CONCLUSION

Viral Marketing contributes to the impulsive buying of the Miniso x Harry Potter product collaboration in Surabaya, indicating that the better the viral marketing with engaging content, the stronger the consumer's urge to make impulsive purchases. Fear of Missing Out (FOMO) also contributes to the impulsive buying of the Miniso x Harry Potter collaboration products in Surabaya, showing that the higher the level of FOMO experienced by consumers, the greater their tendency to engage in impulsive buying.

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