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The Influence of Viral Marketing and Fear of Missing Out on Chagee Product Purchasing Decisions

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Abstract

A This study is motivated by the increasing use of social media as a marketing tool that is able to influence consumer behavior in making purchases. In addition, the phenomenon of fear of missing out has also become a factor that can encourage consumers to purchase a product. This study aims to analyze the influence of viral marketing and fear of missing out on purchasing decisions for Chagee products. This study employs a quantitative approach using a purposive sampling technique. The sample in this study consisted of 110 respondents who had purchased Chagee products. The research results indicate that: (1) viral marketing has a positive and significant effect on purchasing decisions (β=0,542, p=0,000) with a large effect size (F2 = 0,549); (2) fear of missing out has a positive and significant effect on purchasing decisions (β=0,334, p=0,000) with a medium effect size (F2 = 0,209). Together, viral marketing and fear of missing out explain 51.3% of the variance in purchasing decisions (R2 = 0,513), while the remaining 48.7% is explained by other factors outside the research model. This study concludes that viral marketing is the primary driver of purchasing decisions, supported by psychological phenomena among Generation Z.

INTRODUCTION

Consumer behaviour has changed dramatically. With internet access now available via so many different devices (computers, tablets, smartphones etc) millions of Indonesians are now active on social media (Asih et al., 2020). As a result business transactions have slowly migrated from the traditional channels to the online world, with social media in particular becoming a key channel for marketing communication and consumer interaction. This transition has been driven by the continuous growth in social media users and the increasing reliance of businesses on digital platforms to reach broader audiences (Astuti et al., 2020; Sunaryo et al., 2025; Suwarno er al., 2023; Yoganandham, 2025; Zhou et al., 2025; Celestin, 2022).

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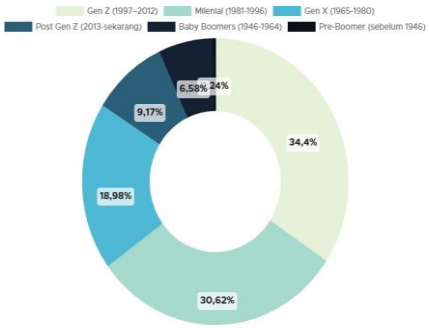


Figure 1. Pengguna Internet pada Tahun 2024

Source: GoodStats, 2024

This growth underlines the ever increasing role of the internet in our daily lives (in terms of communication, access to information, learning and doing business online) in Indonesia. It also shows that the younger generation (the cohort that has grown up in the digital age) continues to make up the largest proportion of internet users. The internet is thus an essential part of modern life, not just a tool for communication but a key enabler of economic activity, the flow of information and digital innovation in the modern world.



Figure 2. Media Sosial Favorit Gen Z dan Milenial Indonesia

Source: Databoks, 2024

Instagram is a visual platform, built around short-form video and the ability to post images and videos. It's a platform which is extremely good at the rapid spread of information and trends. Digital marketing, in particular viral marketing, is a very effective way of getting a product message out to a very large number of people very quickly and at a relatively low cost (Fitriani et al., 2022). Social media in general has become a very effective and practical marketing tool as it requires relatively little investment, allows you to reach a much wider audience and enables information to diffuse very rapidly (Kurniawan et al., 2025; Foyet & Child, 2024; Kumar et al., 2026; Li et al., 2023). In addition to the power of viral marketing, there's also been a great deal of research into the concept of Fear of Missing Out (FoMO). FoMO is the feeling that others are having a good time and you're not, which in turn leads to a strong desire to be constantly plugged into what's going on with others (Prentice, 2022; Littman-Ovadia & Russo-Netzer, 2024).

The modern beverage industry (particularly the milk tea sector) has seen massive growth and is now very much part of the contemporary lifestyle (Wang, 2025; Huda et al., 2024; Hirschfelder & Eifler, 2024). Milk tea has gone from being a fairly normal drink to a global phenomenon with huge market potential and very strong virality. It's one of the fastest growing industries in many countries (especially in Asia) (Shi et al., 2022).

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One of the brands that's getting a lot of publicity is Chagee, a premium tea brand from China which entered the Indonesian market in 2025. They have a range of premium tea drinks on offer (White Peach Oolong Milk Tea, Jasmine Green Milk Tea and Da Hong Pao Milk Tea to name a few) all in very modern and attractive packaging. They've employed a number of different marketing tactics, one of which is viral marketing. Viral marketing is a promotional approach that utilizes electronic media and social networking platforms to achieve marketing objectives through a series of interconnected communication processes that encourage consumers to voluntarily disseminate marketing messages (Hendrayati & Pamungkas, 2020; Kaur et al., 2025; Rinandiyana et al., 2022; Rachmad, 2025).

There's clearly a lot of research out there on viral marketing and the Fear of Missing Out (fomo) either in isolation or in combination. Rachmad et al. (2025) looked at viral marketing as part of a wider digital marketing context. Enjelika and Zagladi (2025) looked at the combined effect of FoMO and viral marketing on students' purchase decisions for electronic gadgets. There have also been studies in the marketplace context and in the food product space (Zharifah et al., 2025). The one area that has not been adequately researched though is the impact of viral marketing and Fomo in the context of the new and innovative beverage sector. In particular, there's very little research that looks at the impact of viral marketing and Fomo in the premium tea sector where brands like Chagee are so actively engaged in viral marketing via viral content, limited edition collaborations and user generated content. The absence of such research in this specific context suggests that the findings from previous studies cannot be readily applied to the premium beverage sector and thus there is a clear need for further research to address this gap.

These circumstances point to the fact that purchase decisions are not simply the result of rational calculation but are also the product of psychological and social factors which are in turn the product of our ongoing exposure to the digital world. Therefore, examining the interplay between viral marketing and Fear of Missing Out is essential for understanding the extent to which these factors drive consumers' purchasing decisions regarding Chagee products.

METHODS

Research Design

This was a quantitative study using a correlational research design to look at the relationships between viral marketing, fear of missing out (FoMO) and purchase decisions with respect to Chagee products. A quantitative approach was appropriate as the study was designed to test the hypotheses via the use of numerical data and statistical analysis. The research model posited viral marketing and FoMO as the independent variables and purchase decision as the dependent variable. The analysis was concerned with the estimation of the direction, strength and statistical significance of the relationships between the variables. The measurement and structural models were evaluated using Partial Least Squares Structural Equation Modelling (pls-SEM) via SmartPLS version 4. PLS-SEM is suitable for examining predictive relationships among latent constructs measured through multiple indicators (Hair et al., 2022).

Population and Sampling

The study was focused on Gen Z consumers in Bekasi City, Indonesia, in relation to their exposure to Chagee marketing content on social media. The population of interest were those who were already familiar with Chagee products, specifically those who were on social media and had seen Chagee marketing content. Purposive sampling was used as the appropriate sampling technique for this study as it is a non-probability sampling method whereby the researcher selects the sample based

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on the characteristics of the individuals that are relevant to the research objectives (Etikan et al., 2016).

110 respondents took part in the study. The eligibility criteria as specified in the original research were that the respondents were from Generation Z (aged 14–29), lived in Bekasi City, were active on social media (specifically Instagram) and had previously seen or come across Chagee content on social media. The aim of these criteria was to ensure that the respondents had some level of exposure to the digital marketing environment under investigation. The sample size and suitability of the analytical approach should be considered in relation to the complexity of the research model and its statistical requirements (Hair et al., 2022).

Data Collection and Research Instruments

The study utilised primary quantitative data from the respondents. Data collection was via a structured questionnaire which was designed to measure the three research constructs (viral marketing, FoMO and purchase decision). The questionnaire was the primary instrument for collecting the data which could then be quantified and subjected to statistical analysis. Each of the three constructs was represented by six measurement items, giving a total of 18 items as per the measurement model results reported in the paper.

The questionnaire indicators were derived from the variable codes VM1–VM6 (viral marketing), FOMO1–FOMO6 (FoMO) and KP1–KP6 (purchase decision). The respondents' answers were then converted into numeric data for the statistical analysis. The manuscript as currently presented gives no information as to the response scale, the original source of all the questionnaire items, the platform on which the questionnaire was distributed or the data collection period. These details should therefore be verified against the original research records and explicitly reported in the final manuscript rather than inferred.

Data Analysis

The data were analysed using SmartPLS version 4 in two stages: assessment of the measurement model and assessment of the structural model. The measurement model was assessed first in order to establish the validity and reliability of the indicators prior to testing the proposed relationships. Convergent validity was assessed via the outer loadings and the AVE (average variance extracted), with a general rule of thumb being that outer loadings should be at least 0.70 and the AVE at least 0.50. Discriminant validity was assessed via the cross-loadings to establish that each indicator was more strongly correlated with its own construct than with any of the other constructs.

Internal consistency reliability was established via composite reliability and Cronbach's alpha (with values above 0.70 taken as the accepted benchmark). The measurement model was then evaluated and the structural model was assessed using R^2, f^2 (effect size), Q^2 (predictive relevance) and the path coefficients. The hypotheses were tested via bootstrapping using the estimated path coefficients, t-statistics and p-values. Significance was at the 5% level with a t-statistic of 1.96 (for a two-tailed test) being used as the cut-off point. These procedures enabled the study to evaluate the explanatory and predictive performance of the model and determine whether viral marketing and FoMO were significantly associated with purchase decisions (Hair et al., 2022; Sarstedt et al., 2022).

Validity, Reliability, and Research Ethics

Instrument quality was evaluated empirically through the measurement model assessment. The reported results indicated that the 18 indicators met the study's stated outer-loading criterion, while the AVE, composite reliability, and Cronbach's

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alpha values were examined to assess convergent validity and internal consistency. Discriminant validity was assessed using cross-loadings. These procedures provided a basis for determining whether the constructs were measured consistently and represented distinct concepts.

Regarding research ethics, the final manuscript should document the actual consent procedures, confidentiality protections, voluntary participation arrangements, and any applicable institutional ethical approval. Because these procedures are not described in the available manuscript, their implementation must be verified before being reported as completed.

RESULTS AND DISCUSSION

This section presents the results of the empirical study on the relationships between viral marketing, fear of missing out (FoMO) and purchase of Chagee products among Gen Z consumers in Bekasi City. The analysis was carried out using SmartPLS 4 and covers measurement model quality, structural model performance and hypothesis testing. In addition to assessing the validity and reliability of the measurement scales, the results also look at the relative contribution of the two predictors, identify the strongest and weakest indicators for each construct and the extent to which the model as a whole explains purchase behaviour.

Measurement Model Assessment

The measurement model comprised three latent constructs: viral marketing, FoMO and purchase decision. Each construct was represented by six indicators (giving 18 in total). The measurement model assessment looked at the outer loadings, AVE, cross-loadings, composite reliability and Cronbach's alpha. These analyses established whether the indicators adequately represented their respective constructs and whether the measurement instruments demonstrated satisfactory internal consistency.



Figure 1. PLS-SEM Research Model

Source: Authors' data analysis using SmartPLS version 4 (2026).

Figure 1 shows the relationships between viral marketing, FoMO and purchase decision. Viral marketing and FoMO are the independent variables and purchase decision is the endogenous variable. The model shows that both of the independent variables have positive path coefficients leading to purchase decision. The estimated coefficient for viral marketing is 0.542 and the coefficient for FoMO is 0.334. These coefficients provide an initial indication of the direction and relative magnitude of the

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estimated relationships, which are examined further through the structural model assessment and hypothesis testing.

Indicator Performance and Convergent Validity

The outer loading results showed that all 18 indicators exceeded the reference threshold of 0.70. However, the magnitude of the loadings differed across indicators, revealing variations in their respective measurement contributions.

Table 1. Outer Loadings of Research Indicators

Construct	Indicator	Loading
Viral marketing	VM1	0.819
	VM2	0.829
	VM3	0.864
	VM4	0.821
	VM5	0.769
	VM6	0.822
FoMO	FOMO1	0.772
	FOMO2	0.807
	FOMO3	0.783
	FOMO4	0.781
	FOMO5	0.832
	FOMO6	0.703
Purchase decision	KP1	0.868
	KP2	0.858
	KP3	0.796
	KP4	0.824
	KP5	0.887
	KP6	0.783

Source: Authors' data analysis using SmartPLS version 4 (2026).

As per Table 1, VM3 had the highest loading for viral marketing (0.864) and VM5 the lowest (0.769). For FoMO, FOMO5 had the highest loading (0.832) and FOMO6 the lowest (0.703). For purchase decision, KP5 had the highest loading (0.887), KP1 the second highest (0.868) and KP6 the lowest (0.783). While the loadings varied across the indicators, all were above the threshold used in this study and so were all retained in the measurement model. The reasons for the differing loadings are not apparent without a look at the actual wording and dimensions of the individual items. Convergent validity was also assessed via AVE.

The purchase decision indicators had the highest loadings on average (mean = 0.836), followed by viral marketing (mean = 0.821) and FoMO (mean = 0.780). FoMO therefore had the weakest indicator loadings overall and FOMO6 (0.703) just about made it above the 0.70 threshold, indicating that this particular item is the weakest indicator in the model and should be treated with some care when interpreted. In contrast, the high loadings of KP5 (0.887), KP1 (0.868), and VM3 (0.864) indicate that these items were the most representative of their respective constructs

Table 2. Average Variance Extracted

Construct	AVE	Assessment
Viral marketing	0.674	Valid
FoMO	0.609	Valid
Purchase decision	0.700	Valid

Source: Authors' data analysis using SmartPLS version 4 (2026).

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Table 2 shows that all three constructs achieved AVE values above 0.50. Purchase decision had the highest value (0.700), viral marketing (0.674) and FoMO (0.609). All of the constructs therefore accounted for more than 50% of the variance in their respective indicators on average. The difference between the highest and lowest AVE values was 0.091, indicating that the amount of variance captured by the constructs was not the same. Nevertheless, each construct satisfied the convergent validity criterion applied in the study.

Discriminant Validity

Discriminant validity was assessed through cross-loadings to examine whether each indicator was more strongly associated with its designated construct than with the other constructs.

Table 3. Cross-Loading Assessment

Indicator group	Loading on intended construct	Range of cross-loadings on other constructs
Viral marketing indicators	0.769–0.864	0.148–0.609
FoMO indicators	0.703–0.832	0.011–0.559
Purchase decision indicators	0.783–0.887	0.362–0.593

Source: Authors' data analysis using SmartPLS version 4, 2026

Table 3 details the cross-loading patterns from the original analysis. Each indicator had its highest loading on the intended construct. The largest cross-loading for a viral marketing indicator was 0.609 (VM3 on purchase decision). For FoMO, FOMO5 had a cross-loading of 0.559 on purchase decision. For purchase decision, KP4 had a cross-loading of 0.593 on viral marketing. Whilst there were clearly some cross-construct loadings, the loadings on the intended construct were all higher than the corresponding cross-loadings. The results therefore support discriminant validity as per the cross-loading criterion in the original study. The cross-loadings do however indicate that some of the indicators do have associations with other constructs. Further support for discriminant validity could have been obtained via assessment using the HTMT but the HTMT results were not available in the analysis reported.

To complement that assessment we looked at the margins between each indicator's loading on its intended construct and its highest loading on some other construct. The margins ranged from 0.231 (KP4) to 0.495 (FOMO1) and the smallest margins were for KP4 (0.231), VM3 (0.255) and FOMO5 (0.273). Even the smallest margins were clearly positive so no indicator was loading more highly on another construct than on its own. This supports the conclusion that viral marketing, FoMO, and purchase decision were empirically distinguishable constructs, although the relatively smaller margins of KP4 and VM3 reflect the moderate association between viral marketing and purchase decision that is also evident in the structural model.

Internal Consistency Reliability

Internal consistency was assessed using composite reliability and Cronbach's alpha, with 0.70 used as the reference threshold.

Table 4. Reliability Assessment

Construct	Composite reliability	Cronbach's alpha
Viral marketing	0.925	0.903
FoMO	0.903	0.876
Purchase decision	0.933	0.914

Source: Authors' data analysis using SmartPLS version 4, 2026

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Table 4 shows that all the constructs were above the reference value for both reliability indices. Purchase decision had the highest composite reliability (0.933) and highest Cronbach's alpha (0.914). Viral marketing came next with 0.925 and 0.903 respectively. FoMO had 0.903 and 0.876. The differences between the highest and lowest values for composite reliability and Cronbach's alpha were 0.030 and 0.038 respectively.

The results provide evidence of acceptable internal consistency across the three constructs. In conjunction with the outer loadings and AVE results this would support the use of the measurement model in the subsequent structural analysis. The evidence reported is with respect to internal consistency and measurement validity and does not in any way establish the representativeness of the sample or rule out the possibility of sampling limitations.

Structural Model Assessment

Explanatory Power of the Model

Table 5. Coefficient of Determination

Endogenous construct	R^2	Explained variance
Purchase decision	0.513	51.3%

Source: Authors' data analysis using SmartPLS version 4 (2026).

R^2 for purchase decision was 0.513. So viral marketing and FoMO together explained 51.3% of the variance in purchase decision in the model. The remaining 48.7% was not accounted for by the two predictors in the model. That residual amount could be due to other factors not included in the model, measurement error or simply differences between the respondents. The results as they stand don't tell us which of those things it is. The R^2 result demonstrates that the proposed model explains a substantial portion of the observed variation in purchase decision, while also indicating that the two predictors do not fully account for differences in consumer purchasing decisions.

Relative Effect Sizes of the Predictors

Table 6. Effect Sizes of Structural Relationships

Relationship	f^2	Reported classification
Viral marketing → Purchase decision	0.549	Large
FoMO → Purchase decision	0.209	Medium

Source: Authors' data analysis using SmartPLS version 4 (2026).

As presented in Table 6, viral marketing recorded an f^2 value of 0.549, classified as a large effect in the original study. FoMO recorded an f^2 value of 0.209, classified as a medium effect. The difference between the two values was 0.340. Thus, viral marketing demonstrated the larger contribution to the explanatory performance of the structural model. The effect size pattern is consistent with the path coefficient results. Both predictors contributed to purchase decision, but viral marketing displayed the greater estimated contribution. These values describe the relative contributions of the predictors within the specified model and should not be interpreted as percentages of purchasing decisions caused by each variable.

Predictive Relevance

Table 7. Predictive Relevance of Purchase Decision

Endogenous construct	Q^2	Reported classification
Purchase decision	0.338	Medium

Source: Authors' data analysis using SmartPLS version 4 (2026).

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The reported Q^2 for purchase decision was 0.338 (greater than zero). The original study described this as indicative of medium predictive relevance. That Q^2 value therefore supports the existence of predictive relevance under the Q^2 calculation procedure employed. Because the original manuscript does not fully specify the calculation procedure, the precise scope of this predictive claim should be verified against the SmartPLS output before submission.

Hypothesis Testing

Hypothesis testing examined the direction, magnitude, and statistical significance of the two proposed relationships. The analysis used the original sample coefficients, standard deviations, t-statistics, and p-values reported in the original article.

Table 8. Structural Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	Coefficient	STDEV	t-statistic	Reported p-value	Decision
H1	Viral marketing → Purchase decision	0.542	0.064	8.486	0.000	Supported
H2	FoMO → Purchase decision	0.334	0.068	4.892	0.000	Supported

Source: Authors' data analysis using SmartPLS version 4, 2026

The first hypothesis looked at the relationship between viral marketing and purchase decision. The path coefficient was 0.542 (SD = 0.064, t = 8.486). The p-value reported as 0.000 should be written as $p < 0.001$. As the t-value was greater than 1.96 and the p-value was less than 0.05, H1 was supported. The positive coefficient suggests that higher viral marketing scores were associated with higher purchase decision scores in the model.

The second hypothesis looked at the relationship between FoMO and purchase decision. The path coefficient was 0.334 (SD = 0.068, t = 4.892). The p-value reported should be $p < 0.001$. The t-value was well above the critical value of 1.96 and so H2 was also supported. The difference between the two estimated coefficients was 0.208 with viral marketing having the higher coefficient. This is in line with the effect size results where viral marketing had $f^2 = 0.549$ and FoMO had $f^2 = 0.209$. Both the effect size and the path coefficient results indicate that viral marketing was the greater contributor to purchase decision in the model.

As the PLS-SEM path coefficients are all standardised the interpretation is straightforward: holding FoMO constant, a one standard deviation increase in viral marketing is associated with a 0.542 standard deviation increase in purchase decision; holding viral marketing constant, a one standard deviation increase in Fomo is associated with a 0.334 standard deviation increase in purchase decision. In summary, both hypotheses were supported (H1: $\beta = 0.542$, $t = 8.486$, $p < 0.001$; H2: $\beta = 0.334$, $t = 4.892$, $p < 0.001$), and the model explained 51.3% of the variance in purchase decision ($R^2 = 0.513$) with medium predictive relevance ($Q^2 = 0.338$).

Interpreting the Effects of Viral Marketing and Fear of Missing Out on Purchase Decisions

The findings suggest that viral marketing has a greater effect on Chagee purchase behaviour than fear of missing out (FoMO). This points to the fact that consumer behaviour is not simply driven by the psychological force to conform to the crowd, but is also influenced by the spread of brand-related information. The importance of viral marketing is consistent with prior research which has shown that gank

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marketing and shareable digital content via social media can in fact influence purchase decisions (Batta et al., 2026; Eklezia et al., 2025). Viral marketing can make a brand more socially visible, can increase the visibility of the product and can be used as a mechanism to get the product recommended from one person to another. Packaging, the drinking experience and the social media elements are all areas where the product is very much visible (in the case of a beverage product) and these can all serve to increase consumer attention to the product.

The finding further supports the broader argument that social media marketing can be used to turn digital exposure into customer response. The caveat of course is that digital exposure does not necessarily result in purchase (Cantrell et al., 2022; Lubis et al., 2022). In the present study the viral marketing coefficient is higher and the effect size is greater than that of FoMO in the proposed model thus indicating that viral marketing has a greater impact on purchase intention. That said the correlational survey design is not sufficient to establish that purchase is in fact the result of viral content. The relationship could simply be due to brand familiarity, consumer preference or some other unmeasured factor.

FoMO is also positively correlated with purchase intention, again pointing to the importance of the social and emotional aspects of the consumer decision process. This is in line with the findings of Abdrabbo et al. (2025) who found FoMO to be the mechanism through which social comparison with the influencer leads to purchase intention. The impact of FoMO on social media and the response to influencer endorsement has been looked at in a number of other studies (Dinh & Lee, 2022; Lee et al., 2025). The effect of scarcity in relation to purchase is also well documented with research showing that a sense of scarcity can lead to urgency and impulse purchase (Cengiz & Senel, 2024; Ali et al., 2025). Social media anxiety research has also shown that Fomo can have an effect on purchase intention, though the effect may be modulated by other psychological factors (Flecha Ortiz et al., 2024; Habib & Almamy, 2025; Hussain et al., 2023; Mert & Tengilimoğlu, 2023). All of these studies provide a reasonable explanation for why FoMO is relevant in the Chagee context but none of them actually validate the mediation of the relationships in this study by either scarcity or exposure to the influencer.

The findings are in line with other studies which have looked at the combined effect of viral marketing and FoMo in product purchase scenarios such as food and consumer goods (Enjelika & Zagladi, 2025; Zharifah et al., 2025). Our study takes this a step further by looking at viral marketing and Fomo in the case of a premium brand tea in the city of Bekasi. Theoretically it is a study of the two factors in tandem and their relative levels of explanatory power. The model explains 51.3% of the variance in purchase decisions with 48.7% of the variance remaining unexplained. There is therefore a significant but far from complete level of explanatory power.

In practice Chagee and the other beverage companies need to be focusing on producing shareable, authentic and engaging content and on the responsible use of trend based campaigns. The limited edition stuff needs to be telling the consumer the reality of the situation in terms of availability and not be attempting to create consumer anxiety. The novelty of the study is in the context rather than the theory; it's a study that takes the existing theory in digital marketing and consumer psychology and applies it to a specific case of a premium beverage.

Several limitations qualify these conclusions. The purposive sample of 110 respondents from Bekasi City restricts generalizability, while self-reported, cross-sectional data cannot establish temporal or causal relationships. The model also omits potential influences such as price, perceived quality, brand trust, and influencer credibility. Future research should use larger and more diverse samples, compare beverage brands and locations, and test these additional variables.

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Longitudinal surveys or experiments could further clarify whether viral exposure precedes purchasing and whether FoMO mediates or moderates this relationship.

CONCLUSION

Based on the findings of the data analysis and discussion, the study concludes that both Viral Marketing and Fear of Missing Out (FoMO) have a significant impact on the purchase decision of Gen Z consumers towards Chagee products in Bekasi City.

Firstly Viral Marketing has a positive and statistically significant effect on Purchase Decision (supports Hypothesis 1) with a path coefficient of 0.542, t = 8.486 and p = 0.000. The f^2 value of 0.549 indicates a large effect size and thus Viral Marketing is the strongest predictor in the model. This suggests that the effectiveness of the message delivery, the message content and the digital environment (instagram in this case) that Chagee utilises to promote its products is highly effective in increasing consumer awareness and is a very powerful stimulus to purchase. Secondly Fear of Missing Out (fomo) has a positive and statistically significant effect on Purchase Decision (supports Hypothesis 2) with a path coefficient of 0.334, t = 4.892 and p = 0.000. The f^2 value of 0.209 indicates a medium effect size and thus Fomo is a meaningful predictor of purchase. The findings suggest that the psychological factors at play here (the anxiety, the concern, the fear of being left out) are amplified by the use of scarcity based marketing techniques such as limited edition products and long queues. These factors create a strong emotional motivation that encourages Generation Z consumers to purchase Chagee products.

DECLARATION OF AI USE IN THE WRITING PROCESS

The authors used ChatGPT, an artificial intelligence (AI) tool developed by OpenAI, to assist in drafting and refining the Discussion section, improving academic language, and organizing written content. AI-generated suggestions were reviewed and adapted during manuscript preparation. The authors retain responsibility for the final manuscript and its submitted content.

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