

The Influence of Fear of Missing Out, Shopping Lifestyle, and Social Media Marketing on iPhone Purchase Decisions Among Generation Z in Kakas Barat District

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Article history

Submitted: 2026/09/26; Revised: 2026/09/28; Accepted: 2026/10/03

Abstract

Digitalization has transformed smartphones from communication devices into markers of identity, lifestyle, and social belonging. This study examines whether Fear of Missing Out (FOMO), Shopping Lifestyle, and Social Media Marketing influence iPhone purchase decisions among Generation Z in Kakas Barat District, North Sulawesi. Using a quantitative causal-associative design, data were collected through a five-point Likert questionnaire from 97 Generation Z respondents selected through purposive sampling and analyzed using multiple linear regression with SPSS 25. The findings show that FOMO, Shopping Lifestyle, and Social Media Marketing jointly have a positive and significant effect on iPhone purchase decisions ($F = 20.284$; $p < 0.001$). Individually, FOMO ($B = 0.407$; $\beta = 0.399$; $t = 4.550$; $p < 0.001$), Shopping Lifestyle ($B = 0.280$; $\beta = 0.285$; $t = 3.332$; $p = 0.001$), and Social Media Marketing ($B = 0.186$; $\beta = 0.186$; $t = 2.242$; $p = 0.027$) each show a positive and significant association with purchase decisions. The model explains 39.6% of the variance in purchase decisions ($R^2 = 0.396$). The results indicate that iPhone purchase decisions in this setting are shaped by interconnected psychological, lifestyle, and digital-marketing factors, with FOMO showing the largest standardized coefficient.

Keywords

Fear of Missing Out; Generation Z; iPhone; Purchase Decision; Shopping Lifestyle; Social Media Marketing



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INTRODUCTION

Digitalization has changed the meaning of smartphones in contemporary consumer culture. Beyond communication and technical functionality, smartphones increasingly operate as symbols of identity, lifestyle, social belonging, and participation in digital communities. The thesis underlying this article reports that iPhone's global market share increased from 18.8% in 2022 to 23.5% in the first quarter of 2025, while the estimated number of iPhone users in Indonesia increased from 5.2 million in 2021 to 10.4 million in 2025 (IDC, 2025; Statcounter GlobalStats, 2025). This development provides a relevant context for examining why young consumers choose a premium smartphone even when the decision cannot be explained solely by functional considerations.

Generation Z is particularly relevant because its consumption behavior is closely connected to digital media, social validation, and rapidly changing trends. In the thesis, Generation Z is defined as individuals born between 1997 and 2014, corresponding to approximately 14–29 years old in the study context. Their purchase decisions may be shaped by the desire to remain socially connected, the fear of being left behind by current trends, shopping-oriented lifestyles, and continuous exposure to social media content. The literature reviewed in the thesis links FOMO to purchase-related behavior, while studies on shopping lifestyle and social media marketing indicate that lifestyle orientation and digital promotional exposure can also contribute to consumer decisions (Ali et al., 2023; Kurniawan & Indriana, 2023; Ramadhani et al., 2023; Susanto & Wijaya, 2025).

The study is framed by the Theory of Planned Behavior (TPB). In the thesis, FOMO is conceptually associated with subjective social pressure, Shopping Lifestyle with attitudes toward consumption and lifestyle expression, and Social Media Marketing with information and access that can support consumers in translating purchase intentions into actual decisions. From this perspective, purchase decisions are not isolated acts but are influenced by psychological, social, and environmental stimuli.

The research context is Kakas Barat District, Minahasa Regency, North Sulawesi, an area described in the thesis as semi-rural but increasingly exposed to digital technology and social media. The local social environment is relatively close-knit, making social visibility and peer influence potentially important in consumption decisions. Previous studies have examined FOMO, lifestyle, social media marketing, and smartphone or premium-product purchases in different settings. However, the thesis identifies a contextual gap because the three variables had not been jointly examined in relation to iPhone purchase decisions among Generation Z specifically in Kakas Barat.

Accordingly, this article addresses four research questions: (1) whether FOMO, Shopping Lifestyle, and Social Media Marketing jointly affect iPhone purchase decisions; (2) whether FOMO affects iPhone purchase decisions; (3) whether Shopping Lifestyle affects iPhone purchase decisions; and (4) whether Social Media Marketing affects iPhone purchase decisions among Generation Z in Kakas Barat. The objective is to present the empirical results of the thesis in a concise journal-article format and interpret the findings in relation to the theoretical and empirical literature reviewed in the study.

METHODS

This study employed a quantitative approach with a causal-associative design. The research was conducted in Kakas Barat District, Minahasa Regency, North Sulawesi, during approximately three months from June to August 2026. The population consisted of Generation Z residents of Kakas Barat who were born between 1997 and 2014, aged approximately 14–29 years, and who had purchased an iPhone or had a strong intention to purchase one. The thesis reports a population of 2,860 Generation Z residents based on 2025 local population data. A 10% margin of error was applied using the Slovin formula, resulting in a target sample of 97 respondents.

Respondents were selected through purposive sampling. Primary data were obtained through a self-report questionnaire distributed directly and through Google Forms. The questionnaire used a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The instrument contained five items for each construct: FOMO, Shopping Lifestyle, Social Media Marketing, and iPhone Purchase Decision, giving 20 substantive items in total. Before the main survey, the instrument was tested with 30 respondents outside the research sample. All items were reported as valid because their calculated correlations exceeded the critical value of 0.361.

Reliability was assessed using Cronbach's alpha. The coefficients were 0.902 for FOMO, 0.775 for Shopping Lifestyle, 0.907 for Social Media Marketing, and 0.863 for Purchase Decision, all above the 0.60 criterion used in the thesis. The analysis therefore proceeded with the complete set of questionnaire items. Descriptive statistics were used to summarize the data, followed by classical assumption tests and multiple linear regression using SPSS version 25. The assumptions reported in the thesis included normality, multicollinearity, heteroscedasticity, and autocorrelation. The residual normality test produced an Asymp. Sig. of 0.200; tolerance values were above 0.10 and VIF values below 10; the Glejser significance values were above 0.05; and the Durbin–Watson statistic was 2.190.

FINDINGS AND DISCUSSION

The final dataset consisted of 97 respondents. The largest age group was 21–23 years (33 respondents; 34.0%), followed by 18–20 years (29; 29.9%), 24–26 years (24; 24.7%), and 14–17 years (11; 11.3%). Female respondents accounted for 57.7% and male respondents for 42.3%. Most respondents were students or university students (80.4%). In terms of social media use, 41.2% reported more than four hours per day and 40.2% reported two to four hours per day. These characteristics indicate that the

sample was predominantly composed of young, highly connected digital users, consistent with the population focus of the study.

Table 1. Selected characteristics of the 97 respondents

Characteristic	Category	n	%
Age	21–23 years	33	34.0
Age	18–20 years	29	29.9
Gender	Female	56	57.7
Status	Student/university student	78	80.4
Social media use	> 4 hours/day	40	41.2

Source: Primary data processed in SPSS, 2026.

The descriptive results show moderate levels across all four constructs. The mean score for FOMO was 3.20 (SD = 0.94), Shopping Lifestyle was 3.06 (SD = 0.97), Social Media Marketing was 3.18 (SD = 0.96), and Purchase Decision was 3.20 (SD = 0.96). Thus, the respondents did not display extremely high levels of any construct, but the variables were sufficiently present to form consistent patterns in the regression model.

Table 2. Descriptive statistics and reliability of the research constructs

Variable	Mean	SD	Cronbach's α
Fear of Missing Out	3.20	0.94	0.902
Shopping Lifestyle	3.06	0.97	0.775
Social Media Marketing	3.18	0.96	0.907
Purchase Decision	3.20	0.96	0.863

Source: Primary data processed in SPSS, 2026.

The multiple regression model produced the equation $Y = 0.451 + 0.407X_1 + 0.280X_2 + 0.186X_3 + e$. All three coefficients were positive. The standardized coefficient for FOMO was $\beta = 0.399$, followed by Shopping Lifestyle at $\beta = 0.285$ and Social Media Marketing at $\beta = 0.186$. The simultaneous F test yielded $F = 20.284$ with $p < 0.001$, indicating that the three predictors jointly contributed to the explanation of iPhone purchase decisions. The coefficient of determination was $R^2 = 0.396$, meaning that the model explained 39.6% of the observed variation in purchase decisions, while 60.4% remained associated with factors outside the model.

Table 3. Multiple regression and hypothesis-testing results

Predictor	B	β	t	p
Fear of Missing Out	0.407	0.399	4.550	< 0.001
Shopping Lifestyle	0.280	0.285	3.332	0.001
Social Media Marketing	0.186	0.186	2.242	0.027
Constant	0.451	—	1.200	0.233

Source: SPSS output reported in the thesis, 2026. Simultaneous test: $F = 20.284$; $F_{table} = 2.70$; $p < 0.001$. $R^2 = 0.396$; Adjusted $R^2 = 0.376$.

Joint Effect of FOMO, Shopping Lifestyle, and Social Media Marketing

The first research question is answered by the simultaneous test. FOMO, Shopping Lifestyle, and Social Media Marketing jointly have a positive and

statistically significant relationship with iPhone purchase decisions ($F = 20.284$, $p < 0.001$). The finding supports the thesis proposition that consumer decisions are formed through the interaction of psychological, lifestyle, and digital-social factors rather than through one isolated stimulus. This is consistent with the literature reviewed in the thesis, including Ali et al. (2023), who examined FOMO, lifestyle, and digital marketing in Generation Z social commerce, and Pasaribu and Nasution (2025), who studied the same three predictors in relation to iPhone purchase decisions in another Indonesian setting.

Within the TPB framework used in the thesis, the three predictors represent complementary dimensions of the decision process. FOMO reflects perceived social pressure to keep up with trends; Shopping Lifestyle reflects a consumption orientation in which products can express identity and lifestyle; and Social Media Marketing provides information, social proof, and product-related stimuli. Their simultaneous significance suggests that iPhone purchase decisions in the research setting are better understood as a combined psychological-social-digital phenomenon.

Effect of Fear of Missing Out on iPhone Purchase Decisions

The second research question is answered by the partial regression result for FOMO. FOMO had a positive coefficient ($B = 0.407$), a standardized coefficient of $\beta = 0.399$, and a t value of 4.550 with $p < 0.001$. The result indicates that higher FOMO scores were associated with higher iPhone purchase decisions after controlling for Shopping Lifestyle and Social Media Marketing. Among the three predictors, FOMO had the largest standardized coefficient and the highest t statistic in this model.

The finding is consistent with the thesis literature review, which links FOMO with purchase-related behavior among younger consumers (Kristiyanto, 2022; Kurniawan & Indriana, 2023; Putri & Setiawan, 2022; Ramadhan & Fauziah, 2024). In the Kakas Barat context, the thesis interprets the result in relation to a relatively close social environment in which individuals can easily observe the consumption choices of peers. Consequently, iPhone ownership may function not only as a functional choice but also as a way of remaining connected to prevailing social trends.

Effect of Shopping Lifestyle on iPhone Purchase Decisions

The third research question is supported by the Shopping Lifestyle result. The variable had a positive regression coefficient ($B = 0.280$), $\beta = 0.285$, $t = 3.332$, and $p = 0.001$. Thus, stronger shopping-oriented lifestyle tendencies were associated with higher iPhone purchase decisions, controlling for FOMO and Social Media Marketing.

The result is compatible with the thesis discussion that iPhone consumption may carry symbolic meaning beyond technical utility. For Generation Z, shopping behavior can be connected to self-expression, social identity, and perceptions of contemporary lifestyle. The finding also complements previous studies cited in the thesis concerning lifestyle and smartphone or premium-product purchasing (Mokoginta et al., 2024; Susanto & Wijaya, 2025; Wulandari & Hidayat, 2023). At the same time, the thesis notes that the strength of Shopping Lifestyle can differ across studies because researchers use different operational dimensions of lifestyle and consumption.

Effect of Social Media Marketing on iPhone Purchase Decisions

The fourth research question is also supported. Social Media Marketing produced a positive coefficient ($B = 0.186$), $\beta = 0.186$, $t = 2.242$, and $p = 0.027$. Therefore, exposure to and perceptions of social-media marketing were positively associated with iPhone purchase decisions. Its standardized coefficient was smaller than those of FOMO and Shopping Lifestyle, but its effect remained statistically significant.

The finding is consistent with studies cited in the thesis that identify a role for social media marketing in consumer decisions, including Ramadhani et al. (2023) on smartphone purchasing and Sendow and Luntu (2023) on young consumers in North Sulawesi. The thesis also discusses differences from studies in which social media marketing was the strongest predictor. Such differences may reflect contextual factors, including the structure of local social networks and differences in how social media marketing is operationalized. In Kakas Barat, social-media content may reinforce information and social proof that already circulate through personal peer networks.

Model Explanatory Power and Research Limitations

The R^2 value of 0.396 indicates that the three predictors explain 39.6% of the variation in iPhone purchase decisions. This result provides empirical support for the proposed model but also shows that purchase decisions remain multidimensional. The thesis identifies several possible factors outside the model, including family financial capacity, brand loyalty, family influence, price, and technical product considerations.

The thesis also identifies four principal limitations. First, the cross-sectional design captures consumer behavior at one point in time and therefore cannot describe changes associated with new iPhone launches or changing social-media trends. Second, the self-report questionnaire may be affected by social-desirability

tendencies. Third, purposive sampling within one district limits generalization to the wider Generation Z population in North Sulawesi. Fourth, only three independent variables were included. Future studies are therefore recommended to use longitudinal or mixed-method designs, expand the geographic scope, and test additional variables such as financial literacy, brand loyalty, and family influence.

CONCLUSION

The study answers all four research questions. First, FOMO, Shopping Lifestyle, and Social Media Marketing jointly show a positive and statistically significant effect on iPhone purchase decisions among Generation Z in Kakas Barat ($F = 20.284$, $p < 0.001$), with the model explaining 39.6% of the variance. Second, FOMO has a positive and significant partial effect ($B = 0.407$; $\beta = 0.399$; $p < 0.001$). Third, Shopping Lifestyle has a positive and significant partial effect ($B = 0.280$; $\beta = 0.285$; $p = 0.001$). Fourth, Social Media Marketing also has a positive and significant partial effect ($B = 0.186$; $\beta = 0.186$; $p = 0.027$).

Taken together, the findings indicate that iPhone purchase decisions in the research setting are associated with a combination of psychological pressure to keep up with trends, shopping-oriented lifestyle, and exposure to social-media marketing. The standardized coefficients show that FOMO had the largest contribution within the estimated model, while the other two variables also made significant contributions. Because 60.4% of the variance remained unexplained, the results should be interpreted as evidence for the contribution of the studied variables rather than as a complete explanation of Generation Z's purchase decisions. Further research should broaden the population and incorporate financial, family, brand, and product-related factors.

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