

Examining the Role of FOMO in TikTok Storytelling on Purchase Decisions of One Piece Comics

Alberta Adinata^{1*}, Sudarmiati², Heri Pratiko³

¹⁻³Department of Management Science, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

*Corresponding Author: alberta.adinata.2404139@students.um.ac.id

Abstract: Digital transformation has reconstructed the marketing landscape, positioning TikTok as a narrative and affective space that significantly shapes consumption decisions. This study investigates the interaction between Storytelling Marketing (STM), Electronic Word of Mouth (e-WOM), and Fear of Missing Out (FOMO) in influencing and mediating One Piece comic purchase intention. Using a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach involving 385 respondents, the findings reveal that STM and e-WOM not only exert a direct effect on purchasing decisions but also generate psychological resonance manifested as FOMO, which further strengthens consumers' impulsive and consumptive tendencies. In this context, TikTok functions not merely as a digital platform, but as an affective field where narratives, emotions, and social pressures intertwine, blurring the boundaries between storytelling and economic decision-making. The results highlight that content strategies on social media operate as mechanisms of meaning construction that activate symbolic ownership through collective emotional urgency. Thus, consumption behavior is shaped not only by rational evaluation but also by socially constructed emotional experiences embedded within digital interactions on TikTok.

Keywords: Affective Strategies; E-WOM; FOMO; Narasi Digital; One Piece.

1. Introduction

In today's digital era, marketing strategies are undergoing significant changes by utilizing technology and social media as the main tools to influence consumer purchasing decisions. One of the increasingly popular strategies is storytelling marketing, which aims to build emotional attachment with consumers through compelling and authentic narratives (Puspita & Pardede, 2023; Christy & Sirait, 2024; Putri et al., 2023). In the context of digital marketing, storytelling marketing enables brands to build closer relationships with their audiences, increase brand awareness, and drive customer loyalty.

In addition to storytelling marketing, electronic word of mouth (e-WOM) has become a key factor in shaping consumer perceptions. Previous studies found that e-WOM has a significant influence on purchasing decisions, especially through social media such as TikTok (Anggreani et al., 2024; Hamdani et al., 2023; Wulandari et al., 2023). Consumers tend to trust recommendations from fellow users more than traditional advertising, making e-WOM a very effective marketing tool.

Received: April 24, 2026
Revised: April 30, 2026
Accepted: May 28, 2026
Published: May 30, 2026
Curr. Ver.: May 30, 2026



Copyright: © 2025 by the authors.
Submitted for possible open
access publication under the
terms and conditions of the
Creative Commons Attribution
(CC BY SA) license
(<https://creativecommons.org/licenses/by-sa/4.0/>)

One platform that has had a huge impact in digital marketing is TikTok. With its engaging short video format and an algorithm that allows content to go viral in a short period of time, TikTok has become a very powerful marketing tool for brands and products (Rosilawati et al., 2024; Romanisti et al., 2024; Sirojuddin et al., 2024). Recent data shows that Indonesia is the country with the largest TikTok users in the world, reaching 157.6 million users in 2024, beating the United States and Brazil. This shows the huge potential of marketing through this platform, especially for industries related to popular culture such as comics.

The phenomenon of Fear of Missing Out (FOMO) is becoming increasingly prominent in consumer behavior in the digital era. FOMO is a feeling of anxiety or fear of missing out on a growing trend, which often drives individuals to make purchasing decisions quickly (Maulany et al., 2024; Amalia et al., 2021; Poturak & Softic, 2019). In the context of TikTok, viral content often triggers FOMO, where users feel the need to buy certain products in order not to be left behind by the ongoing trend.

In the entertainment industry, one product that has a huge influence among fans is the One Piece manga. Since it was first published, One Piece has become one of the most popular manga in the world with a vast fan base. Content related to One Piece often trends on TikTok, whether in the form of theories, reviews, or merchandise promotions (Alianto & Indudewi, 2024; Chandra et al., 2023; Hamdani et al., 2023). The combination of storytelling marketing, e-WOM, and FOMO can create a strong incentive for fans to buy comics or other related products.

Table 1. Teen Countries With The Highest. (Percentage Of One Piece Viewers)

No	Country	Population	Audience one piece
1	Jepang	123,337,300 juta	75.87% of the population, 63.2 million viewers.
2	Amerika Serikat	346,603,902 juta	71.86% of the population, about 167.6 million viewers.
3	Filipina	116.446.404 juta	70.58% of the population 82.1 million Viewers
4	Peru	34,447,668 juta	70.02% of the population 24.12 million viewers
5	Brasil	212.524.179 juta	65.08% of the population 13.83 million viewers
6	Meksiko	131,551,341 juta	63,37% dari populasi 83,36 juta penonton
7	Malaysia.	35,828,898 juta	62,56% dari populasi 22,26 juta penonton
8	Vietnam	101,598,527 juta	62,14% dari populasi 63,13juta penonton
9	Argentina	45.795.064 juta	61,94% dari populasi 28,36 juta penonton
10	Indonesia	284.934.420 juta	61,32% dari populasi 174 juta penonton

Source: Mojok.co, 2024.

Previous research has revealed that storytelling marketing and e-WOM have a significant impact on purchasing decisions, especially when mediated by FOMO (Nguyen et al., 2024; Romadhoni et al., 2023; Prastiwi, 2022). However, specific research examining the relationship between these three factors in the context of TikTok and One Piece comics is limited. The first objective of this research is to reveal how storytelling marketing can build emotional connections with audiences and increase loyalty and purchase decisions for One Piece comics on TikTok and in stores. The second examines how electronic word of mouth

(e-WOM) on TikTok creates consumer trust and increases viral product appeal. The third analyzes the role of Fear of Missing Out (FOMO) as a psychological factor that drives purchase urgency through the interaction of storytelling marketing and e-WOM on TikTok. The fourth Develop data-driven strategic recommendations for marketers and creative industries to optimize the use of TikTok as an innovative and persuasive marketing tool.

2. Theoretical Framework and Hypothesis Development

Theoretical Uses and Gratifications (U&G)

Uses and Gratifications (U&G) theory explains how individuals actively select and use media to fulfill their social and psychological needs. Different from traditional mass communication theories that focus on the effects of media on audiences, U&G emphasizes that media users have certain goals in their media consumption, such as entertainment, information, social interaction, or escape from reality (Wibowo, 2022). In the digital age, this theory is increasingly relevant in understanding social media use and content consumption on platforms such as TikTok (Liestia, 2023). Recent studies have shown that U&G is related to media consumption behavior during the pandemic, where the need for information and entertainment has increased significantly (Liestia, 2023). In addition, recent research links this theory to over-the-top (OTT) media consumption, showing that users select content based on their cognitive, affective and social needs (Karunakaran & Selvabaskar, 2022).

In the context of storytelling marketing and e-Word of Mouth (e-WOM), U&G theory can be used to analyze how audiences consume and share promotional content, especially in social media ecosystems such as TikTok. Storytelling-based marketing content can fulfill users' emotional and social needs, increase engagement and encourage them to share their experiences through e-WOM (Choi & Lim, 2023). The Fear of Missing Out (FOMO) phenomenon also acts as a mediator in purchasing decisions, where users who are afraid of missing out on trends tend to make consumption decisions faster (Ruggiero, 2000). TikTok, as a short video-based platform, offers a format that supports the fulfillment of various gratifications, such as entertainment, information, and social interaction, which then has an impact on users' purchasing behavior

Mediating Effect of FOMO

The mediation of Fear of Missing Out (FOMO) has been widely studied in a variety of contexts, including social media use, purchase decisions, and its impact on individual well-being. FOMO acts as a mediator in the relationship between various psychological factors and social media user behavior. For example, research shows that FOMO significantly mediates the relationship between hedonic motivation and influencer marketing on purchase decisions on e-commerce platforms (Solaiman & Pangaribuan, 2024). In addition, FOMO is also associated with social media addiction, where individuals who have a high emotional attachment to social media tend to experience disruptions in their daily lives (Rozgonjuk et al., 2020). In the context of academic and social life, FOMO was also found to be a mediator in the relationship between social efficacy and life satisfaction. Studies show that individuals with

lower levels of social efficacy tend to experience higher FOMO, which then negatively impacts their life satisfaction (Deniz, 2021). In addition, in the world of work, FOMO was found to be a mediator in the relationship between social media engagement and job burnout, where individuals who experience FOMO are more prone to burnout and decreased work performance (Fridchay & Reizer, 2022). Other studies have also shown that FOMO plays a role in increasing unhealthy social media consumption, especially in an effort to maintain social connections and avoid feeling left out of their social group (Alabri, 2022).

Direct Effect of STM on PD

STM has a direct influence on purchasing decisions by building emotional engagement and increasing consumer recall of a brand. The study by Jing (2024) shows that emotionally evocative narratives in advertisements on social media increase consumer engagement, create deeper relationships with brands, and increase PD. In addition, research by Mavilinda et al. (2023) revealed that STM plays a role in building customer engagement, which then indirectly influences purchasing decisions.

On the other hand, the STM approach in sustainable marketing or "green storytelling" is also proven to be able to influence purchasing decisions by instilling environmental awareness in consumers. A study by Lauwrensia and Ariestya (2022) found that STM that raises environmental issues can change consumers' perceptions of environmentally friendly products and increase their PD. In addition, research by Joshi et al. (2022) also showed that storytelling-based advertising increases purchase intention through factor analysis and regression. Overall, storytelling marketing is proven to be effective in influencing purchase decisions, both through emotional engagement and social awareness. H1: STM is positively associated with PD.

Direct Effect of E-WOM on PD

Electronic Word-of-Mouth (e-WOM) has a direct influence on purchasing decisions by providing credible information and previous customer experiences to potential buyers. The study by Hasan and Utami (2024) found that e-WOM directly influences purchasing decisions in the thrift clothing industry, suggesting that recommendations and reviews from other users can increase consumer trust and purchase intention (Hasan & Utami, 2024). In addition, research by Sriyanto (2024) showed that e-WOM plays an important role in purchasing decisions on the TikTokShop platform, with consumers being more likely to purchase after reading reviews and recommendations from other users (Sriyanto, 2024).

In addition to the information credibility factor, a study by Arta and Yasa (2019) revealed that e-WOM not only influences purchase intention directly, but also through trust built from other customer reviews (Arta & Yasa, 2019). Trust in e-WOM can strengthen purchasing decisions, especially in the context of restaurants in Bali. Thus, e-WOM plays an important role in shaping customer perceptions of a product or service, as well as accelerating the purchasing decision-making process. H2: E-WOM is positively associated with PD

Direct Effect of STM On FOMO

STM has a direct influence on FOMO and may act as a major trigger in PD. The study by Mavilinda et al. (2023) showed that emotionally appealing STMs are able to increase customer engagement, which in turn encourages them to connect more with the brand (Mavilinda et al., 2023). In addition, research by Atiq et al. (2022) also found that influencer STMs can increase audience trust and engagement, which contributes to the emergence of FOMO feelings in the context of social media (Atiq et al., 2022).

FOMO itself acts as a mediating variable that strengthens the influence of storytelling marketing on purchasing decisions. Mohanan and Shekhar (2021) found that FOMO resulting from social media exposure can influence individuals' intention to engage in consumptive behavior, especially in the context of travel (Mohanan & Shekhar, 2021). In addition, research by Rahmania et al. (2023) also confirmed that FOMO may act as a mediator between social anxiety and social media fatigue, which may impact impulse-based PD (Rahmania et al., 2023). Finally, a study by Bekman (2022) showed that FOMO also plays a role in mediating the relationship between audience surveillance awareness and online purchase behavior, reinforcing how attractive STMs can prompt consumers to make immediate purchases for fear of missing out on an opportunity (Bekman, 2022).

H3: STM is positively associated with FOMO

Direct Effect OF E-WOM On FOMO

Electronic Word-of-Mouth (e-WOM) has a direct influence on Fear of Missing Out (FOMO) by creating urgency in consumers' decisions to purchase a product or service. Study by Aenaya et al. (2024) found that e-WOM spread through online reviews and social media can increase feelings of FOMO among consumers, although the impact on impulse purchases may vary depending on other factors such as self-control (Aenaya et al., 2024).

In addition, research by Perwiro Atmojo et al. (2019) shows that e-WOM significantly affects consumers' social engagement and trust, which then increases their tendency to experience FOMO in the context of online shopping (Perwiro Atmojo et al., 2019). In addition, a study by Holiday et al. (2023) confirmed that e-WOM can increase social pressure and consumer expectations of a product, which contributes to the emergence of FOMO especially in e-commerce ecosystems such as Shopee (Holiday et al., 2023).

H4: E-WOM is positively associated with FOMO

Direct Effect OF FOMO On PD

FOMO has a direct influence on purchase decisions by creating a sense of urgency and fear of missed opportunities. A study by Solaiman and Pangaribuan (2024) found that FOMO significantly increases PD in an e-commerce environment, with a strong direct effect on consumers' decision to purchase (Solaiman & Pangaribuan, 2024). Another study by Bekman (2022) showed that FOMO can mediate the relationship between audience surveillance and online purchase behavior, suggesting that consumers who feel watched or influenced by digital trends are more likely to make impulse purchases (Bekman, 2022).

In addition, research by Ortiz et al. (2023) revealed that FOMO, along with other factors such as Fear of Better Options (FoBO) and Fear of Doing Anything (FoDA), affect consumer purchase intentions in the context of social media (Ortiz et al., 2023). The results of research by Munawar et al. (2021) also showed that FOMO can increase the likelihood of purchasing hedonic services, especially in a collective social environment (Munawar et al., 2021). The study by Wachyuni et al. (2024) found that FOMO contributes to PD, reinforcing the impact of viral marketing on PD (Wachyuni et al., 2024). Finally, a study by Tumiwa and Susanti (2024) revealed that social comparisons that trigger FOMO have a direct and significant influence on purchase intention, particularly in the consumption of popular foods (Tumiwa & Susanti, 2024).

H5: FOMO is positively associated with PD

Indirect effect of STM on PD mediated by FOMO

STM has an indirect influence on purchasing decisions through FOMO as a mediating variable. The study by Mavilinda et al. (2023) revealed that STM can increase customer engagement, which in turn triggers FOMO and accelerates PD (Mavilinda et al., 2023). In addition, the study by Mahmud et al. (2023) showed that although STM can influence PD, the mediating effect of FOMO in this relationship is not always significant in the fashion industry (Mahmud et al., 2023).

The study by Bekman (2022) confirms that FOMO can strengthen the influence of STM marketing storytelling by creating psychological urgency for consumers to buy products immediately (Bekman, 2022). Meanwhile, research by Munawar et al. (2021) revealed that FOMO triggered by social media-based STM increases the likelihood of purchasing hedonic service products (Munawar et al., 2021). The study by Kao and Huang (2024) also supports these findings, stating that FOMO generated from STM in live streaming can drive faster purchase decisions (Kao & Huang, 2024). Finally, research by Tumiwa and Susanti (2024) showed that social comparison-based STM can amplify FOMO and significantly increase consumers' purchase intention (Tumiwa & Susanti, 2024).

H6: STM is positively associated with PD mediated by FOMO

Indirect effect of E-WOM On PD mediated by FOMO

E-WOM has an indirect effect on purchasing decisions with Fear FOMO as a mediating variable. The study by Arta and Yasa (2019) shows that e-WOM has a significant influence on information credibility, which then triggers purchase intention and ultimately PD, with a strong mediating effect (Arta & Yasa, 2019). In addition, research by Prastowo and Nur (2023) confirms that e-WOM directly affects consumer behavior, which in turn increases purchasing decisions with trust as an intermediate variable (Prastowo & Nur, 2023).

Meanwhile, research by Tjhin and Aini (2019) found that e-WOM plays an important role in creating FOMO among apparel industry customers, with trust as the main mediating factor in PD (Tjhin & Aini, 2019). In addition, a study by Zulkarnain (2021) found that e-WOM and perceived value by consumers contribute directly and indirectly to purchasing

decisions on e-commerce platforms, with FOMO as a psychological factor that accelerates the purchasing process (Zulkarnain, 2021).

H7: E-WOM is positively associated with PD mediated by FOMO

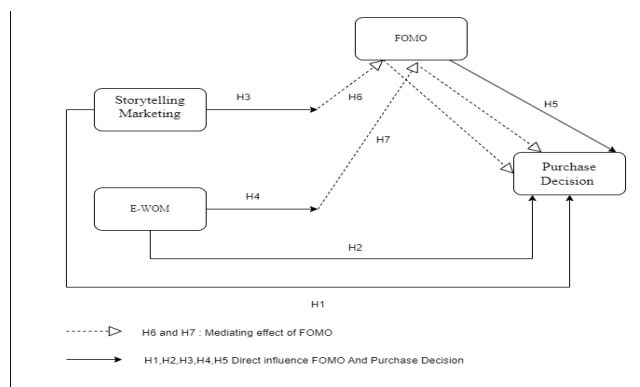


Figure 1. Research framework.

3. Proposed Method

The questionnaire survey in this study was conducted through TikTok and Instagram social media in Indonesia. With a population of 284,934,420, around 61.32% of the population, or around 174 million users, actively use these platforms as a source of information and entertainment (Mojok.co, 2024). Social media has become an effective means of reaching a wider audience and increasing respondent participation in research (Kemp, 2023). The use of social media as a questionnaire distribution tool is also in line with the digitization trend in marketing research, where online surveys have proven to be more efficient in reaching respondents at a lower cost than traditional methods (Hair et al., 2021).

The selection of Indonesia as the object of research provides an advantage for various comic shops that sell One Piece, such as Gramedia, online stores, and physical comic shops spread across the country. The popularity of One Piece in Indonesia has been proven by the high demand for the manga across various sales platforms (Statista, 2023). In addition, the trend of digital media consumption has also accelerated the growth of the comic industry and increased fan engagement in online communities (Pratama & Santoso, 2022). To determine the number of representative samples, calculations were made using a sample calculator from Calculator.Net, which resulted in a sample size of 385 respondents. This number is considered adequate to obtain results that can be generalized to the population of One Piece fans in Indonesia.

The data collected was analyzed using the Smart PLS 3 application with various statistical test methods. The analysis includes Convergent Validity, Discriminant Validity, and reliability testing to ensure the quality of the data obtained. In addition, Multicollinearity Test was conducted to identify the relationship between variables, R-Square Test and F-Square Test to evaluate the predictive power of the research model, and hypothesis testing using the Bootstrapping method. Partial Least Squares Structural Equation Modeling (PLS-SEM) based approaches such as this are increasingly popular in marketing research because they are able to handle models with many latent variables and provide more accurate results than traditional approaches (Hair et al., 2019). The results of these tests will provide insights into the factors

that influence consumer preferences for One Piece comics in Indonesia as well as implications for the marketing strategies of comic shops in the country.

Table 2. Demographic Information.

Size	Categories	Frequency	Percentage (%)
Gender	Male	190	49.4%
	Female	195	50.6%
Age	18-20	120	31.2%
	21-23	150	39.0%
	24-25	115	29.8%
	Sma	140	36.4%
Education	S1	190	49.4%
	S2	55	14.2%
	Students	130	33.8%
Jobs	Employees	180	46.8%
	Self-employed	75	19.4%

This study involved 385 respondents consisting of various categories based on gender, age, education level, and occupation. The following is a breakdown of respondent data consisting of 190 men (49.4%) and 195 women (50.6%). This shows an almost balanced gender distribution in this study (Sugiyono, 2018). The majority of respondents were in the age range of 21-23 years, as many as 150 people (39.0%). A total of 120 people (31.2%) were aged 18-20 years, while respondents with an age range of 24-25 years totaled 115 people (29.8%) (Santoso, 2020). Most respondents had a Bachelor's degree (S1), as many as 190 people (49.4%). Respondents with a high school educational background were 140 people (36.4%), while those with a Master's education were 55 people (14.2%) (Hasibuan, 2019). Respondents consist of various employment backgrounds, with the majority being employees as many as 180 people (46.8%). As many as 130 people (33.8%) are students, while 75 people (19.4%) work as entrepreneurs (Suryani, 2021).

This research also examines the influence of Storytelling Marketing and e-Word of Mouth on purchase decisions, specifically in the context of One Piece comics. Social media like TikTok plays an important role in shaping consumer opinions through story-based content and recommendations from other users. In addition, the phenomenon of Fear of Missing Out (FOMO) acts as a mediator in the relationship between marketing strategies and purchase decisions, where individuals tend to be encouraged to buy a product so as not to feel left behind by the growing trend. Thus, this research highlights how a combination of story-based marketing, e-Word of Mouth, and psychological factors such as FOMO can influence purchase decisions in the digital ecosystem.

4. Results and Discussion

Table 3. Assessment of Reliability and Convergent validity

Construction	Indicator	Converge	Relibilitas	AVE	Composite reliabilitas
Storytelling Marketing	STM 1	0.714	0.780	0.632	0.850
	STM 2	0.747			
	STM 3	0.750			
	STM 4	0.784			
	STM 5	0.750			
E-Word of Mouth	E-WOM 1	0.804	0.720	0.646	0.827
	E-WOM 2	0.755			
	E-WOM 3	0.742			
	E-WOM 4	0.744			
Fomo (Fear of Missing Out)	Fomo 1	0.712	0.778	0.631	0.848
	Fomo 2	0.763			
	Fomo 3	0.737			
	Fomo 4	0.754			
	Fomo 5	0.772			
Purchase Decision	PD 1	0.748	0.746	0.749	0.831
	PD 2	0.762			
	PD 3	0.703			
	PD 4	0.781			
	PD 5	0.726			

Storytelling Marketing (STM) shows a good level of reliability with a Composite Reliability of 0.850 and an AVE of 0.632, indicating that narratives in marketing can increase product appeal. Fog, Budtz, & Yakaboylu (2004) state that storytelling marketing is able to build an emotional connection with the audience, creating a deeper attachment than conventional promotions. This strategy is effective in shaping consumer preferences because stories are easier to remember and influence purchasing behavior (Pulizzi, 2012). E-Word of Mouth (E-WOM) has a Composite Reliability of 0.827 and an AVE of 0.646, confirming that digital communication between users, such as reviews on TikTok, plays an important role in purchasing decisions. Hennig-Thurau et al. (2004) explain that E-WOM is more influential than traditional marketing because consumers tend to trust the opinions of fellow users more than advertisements. Cheung & Thadani (2012) also found that information obtained from E-WOM increases consumer trust and purchase intention. FOMO (Fear of Missing Out) sebagai variabel mediasi memiliki Composite Reliability sebesar 0.848 dan AVE 0.631. Przybylski et al. (2013) define FOMO as a feeling of anxiety when a person feels left behind from an experience that is being enjoyed by others. In social media, such as TikTok, this phenomenon is becoming increasingly dominant, causing users to be encouraged to buy products immediately so as not to be left behind by the trend (Hodkinson, 2016). Dogan (2019) found that FOMO plays a major role in impulse purchase decisions, especially on trend-based platforms such as TikTok.

Purchase Decision has a Composite Reliability of 0.831 and an AVE of 0.749, indicating that the STM, E-WOM, and FOMO factors contribute significantly to influencing consumer decisions to buy One Piece comics. Kotler & Keller (2016) state that purchasing decisions are influenced by various factors, including emotional involvement, information from the social environment, and psychological pressures such as FOMO. Solomon (2018) also emphasizes

that consumers often make decisions based on social impulses, not just rational needs. Thus, the combination of storytelling marketing and E-WOM, mediated by FOMO, is an effective marketing strategy in increasing sales of fandom-based products such as One Piece comics on TikTok.

Table 4. Direct Effect Rating.

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
STM - PD	0.442	0.446	0.060	7.345	0.000
E-WOM - PD	0.474	0.471	0.058	5.383	0.000
FOMO - PD	0.240	0.241	0.066	3.651	0.000
STM - FOMO	0.535	0.537	0.053	9.999	0.000
E-WOM - FOMO	0.312	0.314	0.058	5.383	0.000

Notes: STM=Storytelling Marketing, E-WOM= E-Word of Mouth, FOMO= Fear of Missing Out, PD= Purchase Decision. Based on the results of statistical analysis, STM has a significant influence on PD with a t-statistic value of 7.345 and a p-value of 0.000. This is in line with the opinion of Fog et al. (2010) which states that effective storytelling can increase brand appeal and drive purchasing decisions through audience emotional engagement..

Similarly, E-WOM has an effect on PD with a t-statistic of 5.383 and a p-value of 0.000. This result supports the findings of Hennig-Thurau et al. (2004) which revealed that reviews and recommendations from other users on social media have a significant impact on purchasing decisions due to higher credibility than traditional advertising.

The role of FOMO as a mediating variable is also confirmed in this study. STM affects FOMO with a t-statistic of 9.999 (p-value 0.000), while E-WOM on FOMO has a t-statistic of 5.383 (p-value 0.000). This is in accordance with the research of Przybylski et al. (2013), which states that FOMO triggers user engagement in digital platforms and can increase the intensity of interaction with content. In addition, FOMO has an influence on PD with a t-statistic of 3.651 and a p-value of 0.000, which corroborates Hodgkinson's (2016) study, where FOMO can create urgency in purchasing decisions, especially in the context of social media.

The results of this study confirm that story-based marketing strategies and social interactions in the form of E-WOM play an important role in influencing purchasing decisions, especially in the presence of the psychological effect of FOMO. Therefore, marketers can optimize storytelling-based content and trigger social interactions to increase the effectiveness of One Piece-related product promotion campaigns on TikTok.

Table 5. Indirect Effect Assessment (Mediation analysis).

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
STM – FOMO - PD	0.129	0.129	0.037	3.436	0.001
E-WOM – FOMO - PD	0.075	0.076	0.026	2.908	0.004

Notes : STM=Storytelling Marketing, E-WOM= E-Word of Mouth, FOMO= Fear of Missing Out, PD= Purchase Decision. Mediation analysis shows that STM affects PD through FOMO, with a t-statistic of 3.436 and a p-value of 0.001. This suggests that engaging storytelling can increase the fear of missing out on trends (FOMO) among TikTok users, which ultimately drives purchase decisions. Przybylski et al. (2013) stated that FOMO is a psychological factor that plays a role in increasing users' interest in a product or digital trend.

Results show that E-WOM also has a mediating effect through FOMO on PD, with a t-statistic of 2.908 and a p-value of 0.004. This suggests that social interactions and positive reviews on TikTok can trigger a sense of FOMO, which then contributes to the purchase decision. Hodgkinson's (2016) study supports these findings by stating that FOMO-based marketing strategies can create urgency in purchasing, especially in the context of social media.

Thus, this study confirms that STM and E-WOM have a direct influence on PD, as well as an indirect influence through FOMO. Therefore, marketing strategies on TikTok that rely on strong storytelling and social interaction can increase the effectiveness of One Piece comic-based product marketing campaigns by capitalizing on the psychological effect of FOMO.

The text continues here.

5. Discussion and Conclusion

Theoretical Implications

The results of this study make a theoretical contribution to understanding the relationship between Storytelling Marketing (STM), Electronic Word of Mouth (E-WOM), and Fear of Missing Out (FOMO) on purchase decisions. From a Uses and Gratifications Theory (U&G) perspective, this study reinforces the finding that consumers actively choose social media, such as TikTok, to fulfill their emotional and social needs through story-based marketing content (Choi & Lim, 2023). Effective storytelling not only increases emotional engagement but also encourages social interaction through E-WOM, which ultimately contributes to purchase decisions (Pulizzi, 2012). In addition, the FOMO phenomenon further accelerates decision-making by creating a psychological urgency that encourages consumers to buy products immediately so as not to be left behind by the growing trend (Przybylski et al., 2013).

This study corroborates previous findings that E-WOM has a significant influence on purchase decisions, especially in the social media ecosystem where trust in other users' recommendations is higher than in traditional advertising (Hennig-Thurau et al., 2004). In addition, the mediating effect of FOMO in the relationship between STM and E-WOM with purchase decision suggests that social pressure and fear of being left behind can significantly increase purchase intention (Hodgkinson, 2016). Therefore, these findings enrich the literature related to digital marketing by highlighting the psychological role of FOMO as a mediating

factor that strengthens the impact of storytelling marketing and E-WOM on consumer behavior in the digital era.

Managerial Implications

The results of this study provide insight for marketers and creative industry players in designing more effective marketing strategies in the digital era. The use of Storytelling Marketing in digital marketing needs to be further optimized by creating compelling, emotional, and authentic narratives in order to build engagement with audiences. Content that contains strong story elements will be more memorable and has greater potential to go viral, especially on platforms like TikTok. Electronic Word of Mouth (E-WOM) can be utilized as a key promotional tool, especially through reviews, testimonials, and discussions involving the user community. Businesses can work with content creators or influencers to increase product credibility and expand market reach. Marketing strategies should consider the psychological effect of Fear of Missing Out (FOMO) by creating a sense of urgency through time-limited campaigns, limited editions, or exclusive promotions. By tapping into consumer psychology, companies can increase conversion opportunities and accelerate purchase decisions. Marketers need to constantly monitor trends in social media and understand consumer behavior in order to adjust marketing strategies in real-time. Using data analytics to identify interaction patterns and consumer responses to different types of content will help in optimizing the effectiveness of digital marketing campaigns.

6. Conclusions

This study confirms that Storytelling Marketing (STM) and Electronic Word of Mouth (E-WOM) have a significant influence on purchasing decisions, both directly and through the mediation of Fear of Missing Out (FOMO). The use of strong narratives in marketing not only increases consumers' emotional engagement but also encourages them to share their experiences through E-WOM, which ultimately strengthens purchase decisions. In addition, FOMO acts as a psychological factor that accelerates purchase decisions, especially in digital environments such as TikTok, where trends and recommendations from the community are highly influential. Thus, the combination of story-based marketing strategies, social interaction through E-WOM, and the utilization of the psychological effect of FOMO can be an effective approach for marketers to increase product appeal and drive purchase decisions in the digital era.

References

- Aenaya, A. S., Gunawan, F. W. P., Anggraini, N., Nurhasanah, S., & Suryaningsih, Y. (2024). The effect of electronic word of mouth (eWOM) and fear of missing out (FOMO) on impulse buying in Shopee moderated self-control. *Journal of Economics, Finance and Management Studies*. <https://doi.org/10.47191/jefms/v7-i7-19>
- Alabri, A. (2022). Fear of missing out (FOMO): The effects of the need to belong, perceived centrality, and fear of social exclusion. *Human Behavior and Emerging Technologies*. <https://doi.org/10.1155/2022/4824256>
- Alianto, S., & Indudewi, Y. R. (2024). Deciphering the influential role of e-service quality, e-WOM, and e-payment in shaping customer purchase decisions in TikTok Shop. *Journal of Economics, Finance and Management Studies*. <https://doi.org/10.47191/jefms/v7-i1-71>

- Anastasya, A., Misjedi, N. B., Gunawan, M. J., Leo, M., & Tunjungsari, H. K. (2022). The impact of storytelling marketing on brand equity and purchase decisions on Shopee during the Covid-19 pandemic. In *Proceedings of the 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)*. <https://doi.org/10.2991/assehr.k.220404.332>
- Anggia, S. A., Juniwati, W., Pebrianti, W., Heriyadi, & Jaya, A. (2024). Does e-WOM and product quality impact purchase decision in TikTok Indonesia? *Ilomata International Journal of Management*.
- Arta, I. P. S., & Yasa, N. (2019). The role of purchase intention on mediating the relationship of e-WOM and e-WOM credibility to purchase decision. *Russian Journal of Agricultural and Socio-Economic Sciences*. <https://doi.org/10.18551/rjoas.2019-02.06>
- Atiq, M., Abid, G., Anwar, A., & Ijaz, M. (2022). Influencer marketing on Instagram: A sequential mediation model of storytelling content and audience engagement via relatability and trust. *Information*. <https://doi.org/10.3390/info13070345>
- Bekman, M. (2022). The mediating effect of FOMO in the effect of audience surveillance on online purchasing behavior. *Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*.
- Chandra, C. A., Putranto, T. D., & Angellie, B. (2023). E-word of mouth brand Bittersweet by Najla via TikTok. *Jurnal Komunikasi Global*. <https://doi.org/10.24815/jkg.v12i2.32640>
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Choi, J. S., & Lim, H. C. (2023). A study on the consumption behavior of local food consumers applying the uses and gratifications theory. *Foodservice Management Society of Korea*. <https://doi.org/10.47584/jfm.2023.26.6.391>
- Christy, E., & Sirait, T. (2024). The influence of electronic word of mouth through TikTok social media platform on consumer purchase intention on beauty products. *Devotion: Journal of Research and Community Service*. <https://doi.org/10.59188/devotion.v5i8.779>
- Deniz, M. (2021). Fear of missing out (FoMO) mediates relations between social self-efficacy and life satisfaction. *Psicologia, Reflexão e Crítica*. <https://doi.org/10.1186/s41155-021-00193-w>
- Dogan, V. (2019). Why do people experience the fear of missing out (FOMO)? *Computers in Human Behavior*, 90, 1–8.
- Fog, K., Budtz, C., & Yakaboğlu, B. (2004). *Storytelling: Branding in practice*. Springer.
- Fog, K., Budtz, C., & Yakaboğlu, B. (2010). *Storytelling: Branding in practice*. Springer. <https://doi.org/10.1007/978-3-540-88349-4>
- Fridchay, J., & Reizer, A. (2022). Fear of missing out (FOMO): Implications for employees and job performance. *The Journal of Psychology*, 156, 257–277. <https://doi.org/10.1080/00223980.2022.2034727>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications. <https://doi.org/10.3926/oss.37>
- Hair, J. F., Page, M., & Brunsveld, N. (2021). *Essentials of business research methods* (5th ed.). Routledge.
- Hamdani, N. A., Widiasih, N., Gumilar, I. R., Herlianti, A., & Setiana, S. (2023). Promotion and experiential marketing on purchasing decisions mediated by e-WOM in coffee SMEs. *Journal of Eastern European and Central Asian Research*.
- Hasan, G., & Utami, N. A. D. (2024). The influence of product quality, price, promotion, lifestyle, and e-WOM on purchase decision of thrift apparel mediated by purchase intention. *International Journal of Social Science Humanity & Management Research*. <https://doi.org/10.58806/ijsshmr.2024.v3i2n03>
- Hasibuan, M. S. P. (2019). *Manajemen sumber daya manusia*. Bumi Aksara. <https://doi.org/10.31219/osf.io/x3j64>

- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hodkinson, C. (2016). Fear of missing out (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 20(1–2), 65–78. <https://doi.org/10.1080/13527266.2016.1234504>
- Holidah, S., Wiryaningtyas, D. P., & Praja, Y. (2023). Pengaruh electronic word of mouth (E-WOM) dan flash sale terhadap keputusan pembelian mahasiswa. *Jurnal Mahasiswa Entrepreneurship (JME)*. <https://doi.org/10.36841/jme.v2i9.3612>
- Jing, S. (2024). The role of storytelling in social media marketing in China: A qualitative investigation. *International Journal of Academic Research in Business and Social Sciences*. <https://doi.org/10.6007/IJARBS/v14-i8/22316>
- Jo, E. J., Kim, M. J., & Koh, E. Y. (2024). The relationship between anxious attachment and SNS addiction tendencies of college students. *Korean Association for Learner-Centered Curriculum and Instruction*.
- Joshi, S., Domb, M., Chanda, B., & Bais, A. (2022). Evaluating the impact of storytelling ads on consumer purchase intention. *Journal of Service Science and Management*. <https://doi.org/10.4236/jssm.2022.151002>
- Kao, C. Y., & Huang, C. (2024). Investigating the impact of fear of missing out on inaction inertia in live streaming purchase intention. *Aslib Journal of Information Management*. <https://doi.org/10.1108/AJIM-01-2024-0030>
- Karunakaran, R., & Selvabaskar, S. (2022). Drivers of Zoomers' OTT consumption. In *2022 International Conference for Advancement in Technology (ICONAT)*. <https://doi.org/10.1109/ICONAT53423.2022.9726064>
- Kemp, S. (2023). Digital 2023: Global overview report. DataReportal.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Lauwrensia, A. P., & Ariestya, A. (2022). The green storytelling marketing: Influencing consumer purchase decision through environmental consciousness. *Jurnal Komunikasi Profesional*. <https://doi.org/10.25139/jkp.v6i1.4390>
- Liestia, M. N. (2023). Utilization of uses and gratifications in media use literature during the Covid-19 pandemic. *Journal of Social Research*. <https://doi.org/10.55324/josr.v2i8.1299>
- Mahmud, D., Heryanto, F. N., Muzaki, H., & Mustikasari, F. (2023). The influence of hedonic motivation, influencer marketing on purchase decision with FOMO as mediation. *International Journal of Professional Business Review*. <https://doi.org/10.26668/businessreview/2023.v8i11.3834>
- Maulany, S., Nurohmah, N. I., & Aliana, E. N. (2024). The influence of content marketing and e-WOM on social media on purchasing decisions. *Return: Study of Management, Economic and Business*. <https://doi.org/10.57096/return.v3i6.236>