

ABSTRACT

THE INFLUENCE OF FEAR OF MISSING OUT AND BRAND AWARENESS ON PURCHASE DECISIONS OF EAGLE BRAND SHOES (Case Study of Generation Z Through TikTok Shop)

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This study aims to analyze the influence of Fear of Missing Out (FOMO) and Brand Awareness on the purchase decisions of the local athletic shoe brand EAGLE, with a case study of Generation Z through TikTok Shop. TikTok, as an interactive digital platform, has emerged as an effective e-commerce channel in shaping consumer behavior, especially among Generation Z. Features such as live shopping, viral content, and TikTok's personalized algorithm contribute to heightened FOMO and stronger brand awareness. This research adopts a quantitative approach using a survey method, distributing questionnaires to 150 Generation Z respondents who have purchased EAGLE shoes via TikTok Shop. The data analysis technique used is multiple linear regression, incorporating model feasibility tests, partial t-tests, and the coefficient of determination (R^2). The results show that both FOMO and brand awareness have a partially positive and significant effect on purchase decisions. These findings highlight the importance of digital marketing strategies that leverage social trends and enhance brand awareness to influence local product purchasing decisions—particularly among young consumers who are highly engaged on social media.

Keywords: Fear of Missing Out (FOMO), Brand Awareness, Purchase Decision, TikTok Shop, Generation Z, EAGLE Shoes.