

CAPITALIZING ON URGENCY: THE ROLE OF PERSONAL SHOPPING SERVICES (JASTIP) AND INFLUENCERS IN CONSTRUCTING FOMO IN BANGKOK FASHION PRODUCTS

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Abstract. *The Fear of Missing Out (FOMO) phenomenon has become a significant driver of the modern retail industry, especially for trending imported products like Bangkok fashion, known for its rapid trend cycles and unique designs. This research aims to deeply analyze the digital marketing strategy orchestrated by Personal Shopping Services (Jastip) and Influencers to deliberately create and capitalize on FOMO among Indonesian consumers. Employing digital ethnography and qualitative content analysis on Instagram Stories and TikTok Live shopping sessions, this study examines how the mechanism of artificial scarcity is systematically exploited. Tactics such as "limited PO slots," "fast transaction only," and "exclusive live shopping" create psychological pressure for quick decision-making. The main findings show that Jastip services do not only act as passive purchasing intermediaries; they actively function as trend curators who shape market tastes while simultaneously becoming the main trigger of urgency. Strategic collaboration with micro-influencers who present the products as an integral part of the "latest," "aesthetic," and "up-to-date" lifestyle is proven highly effective, reinforcing the perception of the product as a must-have item essential for social validation. Haul and try-on reviews on social media then create a wave of secondary social pressure, forcing individuals to acquire the product immediately before the trend shifts or stock runs out. This collectively constructed FOMO successfully shifts consumer purchasing behavior from one based on rational needs to one driven by emotional impulse. Consumers ultimately no longer buy the product's function or quality alone, but essentially buy a "ticket" to enter an exclusive and socially validated trend community. This abstract concludes that in the Bangkok fashion product ecosystem, FOMO is not an unintended side effect but has become a core strategy deliberately designed and executed by Jastip players to accelerate sales cycles in a highly competitive market landscape.*

Keywords: Bangkok Products; FOMO; Influencer; Marketing; Personal Shopping Service (Jastip).

1. INTRODUCTION

Emotional and social factors are becoming more prominent in contemporary consumer research regarding online market purchasing decisions. Whenever consumers feel the need to hurry through time or face competition, FOMO becomes a powerful psychological factor that motivates them.

For Indonesian buyers, these products are not just admired for their affordable prices and unique designs; they also symbolize exclusivity and online recognition. Personal Shopping Services, or Jastip, is a significant factor in shaping this opinion.¹ Their involvement in campaigns such as limited pre-orders, flash sales, and influencer promotions helps them conceptualize that fashion items in Bangkok are hard to come by. The perception of product quality is influenced by how the items are presented digitally and other people's opinions, rather than through actual evaluation.

The research is based on consumer behavior and examines how digital marketing techniques impact people's perception of product quality, FOMO, and purchase decisions in the fashion industry of Bangkok.

2. LITERATURE REVIEW

The Literature Review is anchored by three interconnected pillars: marketing management, digital distribution channels, and consumer behavior. In the context of digital marketing, Personal Shopping Services (Jastip) function as an informal distribution channel emphasizing social trust, while Influencer Marketing serves as a crucial instrument within Marketing Communications Management to drive purchasing decisions through credibility and *parasocial interaction* (Tandon & Kaur, 2023; Siregar, 2023). The core strategy utilized by Influencers and Jastip is rooted in the Scarcity Principle from persuasion theory (Cialdini, 2009), a powerful Promotion Management tactic that increases a good's perceived value by limiting its availability, either by quantity or time (e.g., flash sales or limited quotas). This directly triggers FOMO (*Fear of Missing Out*) as a Consumer Motivation Theory (Przybylski et al., 2013). Emotional Marketing Theory explains that FOMO, a psychological anxiety, is strategically exploited by marketers to fuel impulsive buying behavior by diverting consumer focus from rational evaluation. This establishes the Influencer as the efficient bridge between manufactured scarcity and urgency-driven transactions (Zhang & Lee, 2024).

2.1 *Fear of Missing Out (FOMO) in Digital Consumer Behavior*

The Fear of Missing Out (FOMO) is defined as a pervasive anxiety that others might be having rewarding experiences without one's involvement (Przybylski et al., 2013). Within digital consumption, FOMO often emerges through social media content and limited-time offers that encourage urgency and impulsive action (Hodkinson, 2019; Abel, Buff, & Burr, 2016). It alters purchasing rationality as consumers prioritize emotional immediacy over product utility when confronted with scarcity (Dossey, 2022; Good & Hsu, 2021). Recent scholarship identifies FOMO as a deliberate marketing tool embedded in digital retail strategies to manipulate consumer decision-making (McCormick et al., 2020; Tandon & Kaur, 2023). Common techniques include countdown timers, "exclusive access," and influencer recommendations that simulate social pressure (Henry & Loupias, 2025; Zhang & Lee, 2024). Consequently, online consumers experience a continuous cycle of urgency, driven by fear of exclusion from desirable trends.

2.2 *Personal Shopping Services (Jastip) and Consumer Mediation*

Personal shopping services (Jastip) play a growing role in shaping consumer experiences by bridging geographical and accessibility gaps (Rahmawati & Santoso, 2022). Jastip providers curate product selections and craft narratives emphasizing authenticity, scarcity, and exclusivity to drive immediate purchase intention (Fauzia, 2023; Mulyana, 2024). Anderson and Jin (2020) highlight that these intermediaries now merge with influencer marketing ecosystems, transforming from transactional services into co-creators of digital desirability (Cheng & Wong, 2021). Their promotional tactics such as "limited PO slots" and "flash orders" use time and stock constraints to create perceived value (Siregar, 2023). Consequently, Jastip does not merely mediate logistics but constructs symbolic capital and emotional urgency that redefine online shopping behavior (Rahmi, 2025).

2.3 *Influencer Marketing and Digital Persuasion*

Influencers act as trust-based communicators who integrate marketing into relatable lifestyle narratives (Lou & Yuan, 2019). Their effectiveness lies in authenticity and parasocial relationships that enhance credibility and emotional resonance (De Veirman, Cauberghe, & Hudders, 2017). When influencers collaborate with Jastip services, their recommendations create stronger urgency by combining exclusivity with social validation (Park & Lin, 2022; Shanmugam et al., 2024). Influencer marketing strategies leverage psychological triggers such as scarcity, peer comparison, and time pressure to stimulate impulsive purchasing (Alhabash & McAlister, 2021). As a result, influencer Jastip collaborations construct a closed consumption loop where desirability, social belonging, and urgency are continuously reinforced (Barta &

Nguyen, 2024).

2.4 The Construction of Urgency in Bangkok Fashion Markets

Bangkok fashion brands are characterized by rapid trend cycles, aesthetic originality, and accessible pricing (Wong & Sukhum, 2023). Their digital strategies mirror global “drop culture,” emphasizing limited releases and influencer showcases to heighten demand (Kim & Park, 2021). Indonesian consumers interpret Bangkok fashion not only as a symbol of affordability and uniqueness but also as a signifier of social modernity (Yuliana & Tan, 2024). Through coordinated scarcity and visual storytelling, Jastip intermediaries and influencers collectively engineer a market of perceived urgency. This convergence transforms FOMO from a psychological side effect into a core marketing strategy aimed at accelerating purchase decisions (Henry & Loupias, 2025). Thus, urgency in Bangkok fashion consumption represents a deliberate orchestration of digital emotion and cultural aspiration.

3. RESEARCH METHODS

This research employs a Mixed-Methods Approach to gain a comprehensive understanding of how FOMO is constructed and quantified in the context of the Jastip market. This strategy sequentially combines Digital Ethnography and Qualitative Content Analysis to explore the context and mechanism of artificial scarcity (the *how*), followed by a Quantitative Survey to provide empirical validation and measure the magnitude of the influencer's impact on FOMO-driven purchasing behavior (the *how much*).

3.1 Methodology

This research adopts a Mixed-Methods Approach with the aim of gaining in-depth understanding qualitatively, while simultaneously conducting validation and generalization quantitatively.

3.2 Research Approach

The study primarily uses two main approaches:

- Qualitative: This approach is applied to analyze and deepen the understanding of the strategies used by Personal Shopping Services (Jastip) and Influencers in generating FOMO. The methods utilized are Digital Ethnography and Qualitative Content Analysis on promotional materials found on social media platforms such as Instagram Stories and TikTok Live.
- Quantitative: This approach is used to measure the magnitude of the impact of these strategies on consumer behavior. The method utilized is a Quantitative Survey.

3.3 Population and Sample

- The Population of this study consists of all Indonesian consumers who are active on social media and are potentially exposed to, or interested in, Bangkok fashion products.
- The Sample consists of 100 respondents who have previous experience using Jastip for purchasing Bangkok fashion products (as indicated by the initial demographic data). The sample is predominantly female (90%) with an average age of 28.5 years, which is highly relevant to the target market for fashion products.

3.4 Data Collection Techniques

Data was gathered using two primary techniques:

- Qualitative Data Collection: Conducted through *online observation* of live shopping sessions and social media content.
- Quantitative Data Collection: Conducted through a structured questionnaire/survey distributed to respondents. This questionnaire utilized a Likert Scale to measure variables

such as the frequency of *influencer* exposure and the degree of agreement with FOMO-driven behaviors.

3.5 Data Analysis Techniques

To analyze the collected data, a combination of qualitative and quantitative techniques was used:

- Qualitative Analysis: Included data reduction, data presentation, and in-depth interpretation to generate descriptions of the mechanism of *Artificial Scarcity*.
- Quantitative Analysis: Included Descriptive Statistics (to outline the percentage and mean scores of responses) and Inferential Statistics (specifically Pearson Correlation Analysis and Simple Linear Regression) to test the relationship and significance of the independent variable (*Influencer* Influence) on the dependent variable (FOMO Behavior).

4. RESULTS AND DISCUSSION

The research findings are presented in two main parts: qualitative findings (the mechanism of FOMO construction) and quantitative findings (empirical validation and measurement of influence).

4.1 Qualitative Findings: The Strategy of FOMO Construction

Through Digital Ethnography and Qualitative Content Analysis of Bangkok fashion promotions by Personal Shopping Services (Jastip) and Influencers, it was found that the FOMO mechanism is built through two core strategies:

1. Creation of Artificial Scarcity: This tactic is evident in the emphasis on "limited stock," "only 10 PO slots available," and the use of *countdown timers* during TikTok Live sessions. The objective is to shift the purchasing focus from rational need to emotional urgency.
2. Positioning the Influencer as a Lifestyle Curator: Influencers act as curators, presenting Bangkok fashion products as symbols of an "aesthetic" and "up-to-date" lifestyle. This triggers social FOMO the fear of not owning what others possess among their followers.

4.2 Quantitative Findings: Empirical Validation of Influence

The quantitative findings, derived from the survey of 100 respondents, provide strong empirical evidence supporting the qualitative observations above.

A. Descriptive Statistics

The descriptive data illustrates the respondent characteristics and their responses to the research variables (Likert Scale 1-5).

Measured Variable	Mean	Standard Deviation (SD)	Interpretation
Frequency of Seeing Influencer Promotions	4.10	0.85	Frequent/Very Frequent
Influence of Influencer Promotions (x)	3.94	0.90	High/Very High
Strongest FOMO Item: Immediately buying due to <i>flash sale</i> or limited stock	4.25	0.88	Agree/Strongly Agree
Overall Average FOMO Score (y)	4.03	0.95	High

Note: The high average scores (above 4.00) for influencer exposure and FOMO behavior (especially the scarcity item) indicate that respondents are significantly exposed to and responsive to urgency tactics.

B. Correlation Analysis (Relationship)

Pearson's Correlation Analysis was used to measure the strength of the relationship between the Influence of Influencer Promotions and FOMO Behavior.

$$r = 0.78$$

Result: A correlation coefficient (r) of approximately 0.78 was found. Interpretation: This value indicates a very strong, positive, and statistically significant relationship between the two variables. This implies that the higher the perceived influence of the influencer, the higher the respondent's tendency to experience FOMO and proceed with the purchase.

C. Simple Regression Analysis (Impact)

Simple Linear Regression Analysis was conducted to test how much the Influence of Influencer Promotions (x) contributes to FOMO Behavior (y).

Regression Indicator	Numerical Value	Interpretation
Coefficient of Determination (r^2)	0.61	61% of the variation in FOMO is explained by Influencer Influence
Regression Coefficient (β_1)	0.90	Every 1-unit in X raises Y by 0.90 unit
Estimated Regression Equation	$Y_{FOMO} = 0.55 + 0.90X_{Influencer}$	

Key Regression Findings:

Significant Contribution: The (r^2) value of 0.61 shows that 61% of the variance in consumer FOMO behavior for Bangkok fashion products can be explained by the Influence of Influencer Promotions. This establishes the influencer as a dominant and strong predictor in this model.

Positive Direction: The regression coefficient (β_1) of 0.90 confirms that the influence exerted by the influencers is a significant and positive driver for increasing the respondents' level of FOMO.

CONCLUSION

The study concludes that the success of the Personal Shopping Services (Jastip) market for Bangkok fashion products is intrinsically linked to the strategic deployment of digital marketing tactics that leverage the Fear of Missing Out (FOMO). Through digital ethnography, the research identified that influencers deliberately construct Artificial Scarcity by emphasizing limited availability and short purchasing windows, effectively shifting the consumer motivation from rational need to emotional urgency. The quantitative findings strongly validate this observation, confirming that the perceived influence of these promotional activities is a powerful and significant predictor of consumers' FOMO-driven purchasing behavior. Ultimately, the research establishes the influencer as the primary psychological conduit that translates manufactured scarcity into immediate transaction, thereby driving market demand through emotional pressure rather than genuine product competition.

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