

# CLICK, SWIPE, BUY: ANALYZING DIGITAL FOMO'S IMPACT ON PANORAMIC TRAIN TICKET SALES

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**Abstract.** This study examines the influence of variety-seeking behavior on the panoramic train tickets purchase decision, with FOMO (Fear of Missing Out) contributing as a moderating variable. The study seeks to enhance comprehension of consumer reactions to experience-based transportation products advertised through social media. A quantitative methodology was employed, utilizing data gathered through an online survey from 157 people selected by purposive sampling, specifically targeting KAI users who have experienced the panoramic train. The data were analyzed using SmartPLS 3.0 to investigate the associations among variables. The results suggest that the intention of variety-seeking behavior enhances the purchase decision of panoramic train tickets. However, this effect weakens while customers experience FOMO. This indicates that FOMO might shift purchase decisions from intrinsic motivation to external social influence. Research reveals that FOMO does not contribute to purchasing behavior, particularly with experiential products. This research represents as one of the initial studies in Indonesia to explore the moderating effect of FOMO on variety-seeking behavior regarding panoramic train ticket purchases. provides valuable insights for digital marketing and social media strategies, particularly for the promotion of travel experiences. This study highlights the significance of understanding the psychological factors that can affect consumer behavior in tourism services.

**Keywords:** FOMO, Purchase Decision, Panoramic Train, Consumer Behavior, Variety Seeking Behavior.

## Introduction

The geographical conditions of Indonesia necessitate railway transportation since it enhances regional accessibility, facilitates mass passenger transit, and mitigates highway congestion. At the end 2022, PT KAI introduced an innovation in Indonesian railways, known as Panoramic Train. Panoramic Train is Indonesia's inaugural train designed according to international standards (Chaniago & Prasetya, 2022). This train capitalizes on Indonesia's natural beauty, featuring a glass ceiling and expansive windows that provide panoramic views throughout the journey. The Panoramic train initially functioned on a singular route within the Taksaka train series, specifically connecting Jakarta and Yogyakarta. Ultimately, the panoramic train introduced a new route, which is integrated with the Argo Parahyangan Passenger Train (Gambir-Bandung) and Argo Wilis (Bandung-Surabaya Gubeng) (Simangunsong & Widyanti, 2022).

Technological advancements are progressively evolving in conjunction with scientific advancements. In this modern era, the growth of social media is accelerating the pace of information communication (Ngafifi, 2014). TikTok is one of the most popular social media sites in Indonesia. Based on Feldkamp

(2021), the significant user base of TikTok has encouraged brands and businesses to utilize the platform for promoting their products. This involves PT KAI, which actively showcases its panoramic train offerings on TikTok. The promotional campaign on TikTok was evaluated as successful, attracting 395,000 viewers and acquiring 46,000 likes on posts related to the Panoramic Train on PT. KAI's official TikTok account (PT KAI, 2023).

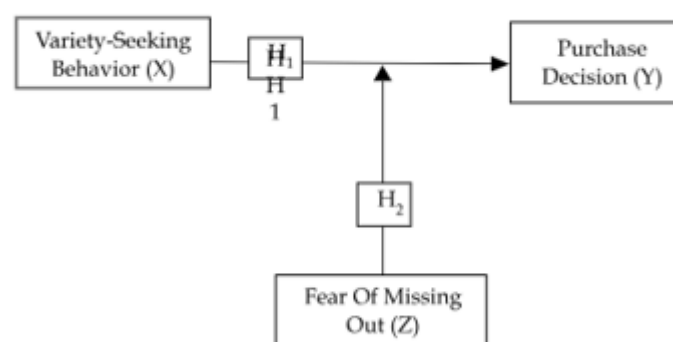
The popularity of the Panoramic Train has been enhanced by the phenomenon of FOMO, particularly prevalent among millennials. Kurniawan (2019) indicates that as many as 68% of Indonesians, especially among the millennial demographic, experience FOMO, which is characterized by feelings of fear or anxiety caused by being left out of a popular trend or conversation. Previous studies have also mentioned that teenagers experience significantly more FOMO phenomena than adults (Akbar et al., 2018). The significant prevalence of FOMO, particularly within the context of rapidly advancing information technology, drives certain social media users, including individuals on TikTok, to purchase tickets for the Panoramic Train. Between December 24, 2022, and January 4, 2023, PT KAI documented that the Panoramic Train served to 1,613 passengers in its first 12 days of service. This data indicates significant public interest in the Panoramic Train from its inception, with an average daily occupancy of 85% (Jalaludin, 2023).

FOMO, considered as a moderating variable, could significantly improve the impact of current consumption behaviors by introducing emotional distress. Multiple studies have investigated Fear of Missing Out (FOMO), consumer behavior, and purchasing decisions. Previous studies indicate that FOMO affects consumer decision-making, especially within the fast-moving consumer goods (FMCG) sector (Suhartini & Maharani Dwi, 2023; Wilson-Nash & Xiao, 2019). The research regarding the impact of FOMO on transportation services is insufficient. This study seeks to investigate the impact of variety-seeking behavior on consumer decision-making, as consumers may pursue product variations to satisfy their curiosity. This study examines the significance of variety-seeking behavior, fear of missing out (FOMO), and purchasing decisions regarding non-routine products such as transportation services. The findings are expected to offer substantial insights for firms in strategically utilizing consumer behavior via social media marketing, leading to enhanced sales performance.

Consumer behavior is influenced by multiple factors that determine how individuals make purchasing decisions in both online and offline contexts. Ajzen (2015) Theory of Planned Behavior (TPB) is a leading concept in the study of consumer behavior. The Theory of Planned Behavior states that attitude, subjective norms, and perceived behavioral control shape intentions, which then influence behaviors. An individual's orientation toward behavior reflects their assessment of the action's outcomes, subjective norms involve social pressures or the opinions of significant others, and perceived behavioral control relates to their confidence in performing a certain task. Ajzen asserts that external circumstances can directly influence behavior, particularly when actual control diverges from perceived control. Consequently, the Theory of Planned Behavior offers a comprehensive perspective on how individual attitudes, social norms, and perceived control influence consumer purchasing decisions. Research framework in figure 1 is utilized as a theoretical and practical guide to understanding the impact of FOMO in influencing consumer behavior on panoramic train ticket purchase decisions.

Consumer behavior is intricately linked to consumer trust. Consumers are more inclined to engage in frequent transactions on an online shopping platform when they possess a high degree of trust in it. Moreover, innovative promotional methods can capture consumer attention and affect their purchasing decisions (Zhang, 2022). The extent of consumers' receptiveness to the variety of products they choose can be shaped by cultural environment and social conventions, leading to behavioral differences among distinct demographic groups. Consumer behavior is the process of using, consuming, and disposal of acquired goods or services with various factors influencing purchase decisions and product use (Manongko et al., 2021). Variety-seeking behavior defines an individual aspect of consumer behavior, highlighting someone's internal inclination for exploring diverse products or services. This exploration is motivated not by dissatisfaction but by a desire for novelty and internal stimulation. This behavior suggests that consumers might choose for variation to improve their overall experience or avoid

monotony, even if the alternative options do not offer superior functional benefits (Van Trijp et al., 1996).



**Figure 1.** Research Framework

Purchase decisions represent an important aspect of consumer behavior, involving a complex process that includes several stages: problem recognition, information search, evaluation of alternatives, decision to purchase, and post-purchase behavior. Each step is influenced by internal factors including motivation, perception, attitude, and learning, as well as external factors such as social influences, culture, and market conditions (Vishesh, 2020). The decision to buy a panoramic train ticket involves both cognitive and emotional factors, and it can be influenced by multiple types of social and psychological aspects. Product restrictions and exclusivity are important concerns in regard to purchasing decisions, especially for tourist transportation services such as panoramic trains. Previous study has indicated that when buyers perceive a product or service as exclusive, such as restricted availability or a short buying period, they are more likely to make a rapid decision (Malika & Maheswaran, 2023). This is identical with the scarcity principle, which is widely employed in marketing to create a sense of urgency among consumers. Consumers' purchase decisions in every transaction are influenced by multiple elements. Factors that can influence consumer behavior, attitudes, interests, and preferences ultimately impact product purchasing decisions (Begum & Israel, 2024). Therefore, we propose the following hypothesis:

*H1: Variety-seeking behavior positively influences consumer purchase decision of panoramic train tickets.*

The fear of missing out (FOMO) can impact purchase decisions; the inability to acquire a desired item may lead to gratification upon its eventual acquisition. In other terms, it can enhance purchase satisfaction (Solaiman & Pangaribuan, 2024). FOMO refers to the persistent urge to engage in others' activities and to partake in experiences deemed valuable and exclusive (Przybylski et al., 2013). Fear of missing out can expedite purchasing decisions, particularly when consumers assess ephemeral or limited offerings, such as panoramic train tickets that provide a distinctive visual experience. Prior research indicates that FOMO can increase consumers' likelihood of making rapid purchases of products or services (Yaputri et al., 2022). Individuals often accelerate their decision-making when purchasing tickets for exclusive events or trips, motivated by the fear of missing out. Social media creates a sense of fear of missing out (FOMO) by showcasing consumer experiences, thereby fostering social pressure to participate. This is crucial for enhancing panoramic train travel, which relies on exceptional views that are seldom found in other modes of transportation. The exclusivity of the panoramic train experience and limited ticket availability enhance the fear of missing out in purchase decisions. The value of a product is directly influenced by its scarcity (Law et al., 2020). While consumers are informed that panoramic train tickets are in short supply or available for a limited duration, they prioritise their purchase due to the apprehension of missing a unique and extraordinary experience. FOMO contributes to heightened emotional engagement of consumers with the provided product or service. Consumers influenced by FOMO frequently believe a necessity to expedite their purchasing decisions to preserve social standing or derive emotional gratification from experiences regarded essential. This can be seen in the phenomenon of purchasing tickets for events or trips that offer unique experiences, where consumers feel that they must buy the tickets to "be part of something" that has high social value (Japutra et al., 2025).

The role of social media on the escalation of FOMO is essential. Social media serves as a platform for the swift distribution of information related to exclusive offers or experiences (Dinh & Lee, 2024). In the context of panoramic train ticket acquisitions, positive evaluations, visuals, and testimonials shared on social media may accelerate consumers' purchase decisions due to a perceived urgency to act immediately. FOMO plays a significant role in shaping customer purchasing decisions regarding panoramic train tickets. The phenomenon of FOMO can prompt consumers to make expedited purchasing decisions, influenced by elements such as scarcity, social dynamics, and the appeal of distinctive experiences. In addition, a comprehensive grasp of FOMO and its associated psychological traits is essential for crafting effective marketing strategies, especially regarding experiential products or services like panoramic trains. Therefore, we propose the following hypothesis:

*H2: FOMO strengthens the moderating relationship between variety-seeking behavior and consumer purchase decision of panoramic train tickets.*

## Methods

The current study employed a quantitative methodology, collecting data through an online market survey utilising the Google Form tool over a three-month period, from May to July 2024, due to its rapid efficiency in safeguarding respondent privacy and securely storing comprehensive data. The sampling tech-nique used was purposive sampling with the criteria of respondents being KAI users who have used the panoramic train service. The contributors were recruited through the writers' networks of university, personal, and professional contacts via a shared link disseminated on social media sites, including Facebook, X (Twitter), Instagram, and WhatsApp, which are popular in Indonesia. The current participants were asked for recommendations to assist in recruitment and requested to distribute the link among their networks; participation in the survey was entirely voluntary and adhered to informed consent guidelines. The final sample consisted of 157 valid respondents from Surabaya, Jabodetabek, Bandung, Yogyakarta, and other cities on the island of Java.

To operate the constructs, a pre-validated item scale from prior studies was used. Grünhagen et al. (2012) used a four-item measure to assess variety-seeking behavior. Hamdan et al. (2021) collected purchase decisions using five questions, whereas Jabeen et al. (2023) used five items to capture Fear of Missing Out (FOMO). This study used a five-point Likert scale with values ranging from 1 ("strongly disagree") to 5 ("strongly agree").

The proposed research model was assessed with SmartPLS 3.0 software. A Confirmatory Factor Analysis (CFA) was conducted to assess the validity and reliability of the measurement scales. Structural Equation Modelling (SEM) was employed to evaluate model fit and test the proposed hypotheses, analysing the interactions among the research constructs within the SEM framework.

Table 1: Sample Profile

Information	Item	Percentage
Age	19 and below	7%
	20-25	50%
	26-30	22%
	31-35	15%
	36-40	4%
	41 and above	2%
Occupation	Student	45%
	Civil servant	4%
	Freelancer	4%
	Teacher/Lecturer	4%
	Employee	40%
	Other	3%

According to the sample profile shown in Table 1, a significant majority of respondents are between the ages of 20 and 25 (50%), followed by those aged 26 to 30 (22%). Additionally, it is essential to emphasize that a significant portion of the population consists students (45%) and employees (40%). The results show that the majority of participants are young, either engaged in their studies or beginning their professional paths. This group is recognized for significant digital engagement and often experiences a fear of missing out (FOMO) (Priporas et al., 2017). Individuals in the younger demographic often demonstrate a desire for variety, influenced by their curiosity and the impact of social factors, which leads them to investigate a range of brands and products (Mor et al., 2021).

The distribution of occupations among respondents shows a notable presence of students at 45% and employees at 40%, while civil servants, freelancers, and lecturers each account for a much smaller share at 4%. The student population represents a significant demographic, characterised by a notable inclination towards consumption driven by FOMO, making them particularly relevant to this study. The findings from the referenced study align closely with this demographic distribution, highlighting that FOMO has a significant impact on bandwagon consumption, particularly among younger individuals. Students' significant engagement with social media and peer interactions results in substantial influence from social comparison and an impulse to belong to a desirable group (Kang & Ma, 2020).

## Result and Discussion

### A. Reliability and Validity of Constructs

Table 2: Factor Loading

Indicator	Outer loading	Indicator	Outer loading
X1.1	0.745	Y1.4	0.880
X1.2	0.806	Y1.5	0.877
X1.3	0.892	Z1.1	0.864
X1.4	0.895	Z1.2	0.862
Y1.1	0.862	Z1.3	0.887
Y1.2	0.896	Z1.4	0.896
Y1.3	0.892	Z1.5	0.908

The factor loading table displays the outer loadings for different indicators (X, Y, and Z), illustrating the extent to which each observed variable effectively represents its underlying latent construct. In structural equation modelling (SEM) or PLS-SEM, factor loadings exceeding 0.70 are typically regarded as acceptable, signifying a robust relationship between the indicator and its latent construct (Hair et al., 2017). According to Table 2, all outer loadings are above 0.70, indicating that each indicator demonstrates adequate convergent validity and plays a significant role in its corresponding construct and there is no necessity to eliminate any indicators based on low loadings.

Table 3: Average Variance Extracted

Variable	Average Variance Extracted
Variety-seeking behavior	0.700
Purchase decision	0.777
Fear of missing out (FOMO)	0.781

The values of Average Variance Extracted (AVE) presented in Table 3 indicate the extent to which a latent construct accounts for the variance observed in its indicators. Hair et al. (2017), suggest that an AVE value exceeding 0.50 signifies acceptable convergent validity, indicating that the construct sufficiently accounts for its observed variables. According to the table, all three constructs surpass the suggested threshold of 0.50, indicating robust convergent validity, which signifies that each latent variable is effectively represented by its corresponding indicators.



Table 4: Cronbach Alpha

Variable	Cronbach's Alpha
Variety-seeking behavior	0.856
Purchase decision	0.928
Fear of missing out (FOMO)	0.930

Cronbach's Alpha assesses the internal consistency reliability of a construct, with values exceeding 0.70 regarded as acceptable (Hair et al., 2017). Table 4, indicates that all three variables surpass this threshold, thereby affirming robust reliability. The findings indicate that the constructs are accurately assessed by their corresponding indicators, alleviating worries about measurement error.

## B. Hypothesis Testing

Table 5: Coefficient of Determination (R<sup>2</sup>)

Description	Purchase decision
R <sup>2</sup>	0.498

The R<sup>2</sup> value of 0.498 for Purchase Decision indicates that 49.8% of the variance in purchase decisions is explained for by the predictor variables, which likely include variety-seeking behavior and FOMO. Regarding from Cohen (2013), indicates that a R<sup>2</sup> value ranging from 0.26 to 0.50 is classified as moderate, whereas values exceeding 0.50 suggest a strong effect. This indicates that the independent variables have a significant impact on purchase decisions, although additional factors also play a role in the decision-making process.

Table 6: Hypothesis testing results

Hypothesis	Path-analysis	Path-coefficient	P-value	Decision
H1	X --> Y	0.190	0.035	<b>Supported</b>
H2	X x Z --> Y	-0.281	0.000	<b>Not Supported</b>

The analysis of H1 implies that the variety-seeking behavior has a positive impact on consumers' decisions to purchase panoramic train tickets. The data in Table 6 indicates that this hypothesis received support. The positive relationship between variety-seeking behavior and purchase decisions is significant, as indicated by a p-value of less than 0.05. The findings indicate that the behavior of consumers, specifically their tendency to seek variety, significantly positively impacts purchasing decisions, aligning with earlier studies (Farradia & Sunarno, 2020; Sagar et al., 2021).

Further analysis, For H2, the path coefficient is recorded at -0.281, accompanied by a p-value of 0.000. The negative coefficient indicates that Z influences the relationship between X and Y in a negative manner, suggesting that as Z rises, the impact of X on Y diminishes. The findings indicate that FOMO diminishes the moderating influence of the connection between variety-seeking behavior and purchase decisions, thereby not supporting H2. Results are in line with the findings of Bläse et al. (2024).

## C. Theoretical Implication

The results contribute to the understanding of consumer behavior and marketing by uncovering the elaborate influence of FOMO (Fear of Missing Out) in shaping the connection between variety-seeking behavior and purchase decision. The positive and significant path coefficient indicates that variety-seeking behavior impacts consumer purchase decisions, aligning with previous studies that suggest consumers who pursue novelty are more inclined to explore and acquire new products or experiences (Kwon et al., 2023).

Regardless, the negative path coefficient of H2 raises questions about the assumption that FOMO enhances this relationship. Rather, it indicates that elevated levels of FOMO might overshadow the desire for variety, causing consumers to make decisions influenced by external social pressures

instead of their own inclination for novelty (Przybylski et al., 2013). The phenomenon of FOMO often redirects individuals' attention away from their own preferences and towards prevailing social trends, leading them to concentrate more on the actions and purchases of others instead of seeking out new products. This suggests that the fear of missing out serves as an external factor that diminishes the inherent motivation to pursue variety, consequently lessening the effect of variety-seeking behavior on purchasing choices (Kim et al., 2020). This phenomenon can arise due to the influence of social needs on consumer behavior, particularly the urge to uphold social status or evade feelings of isolation from important social experiences.

The results can be interpreted using the Theory of Planned Behavior (TPB), which states that behavior is influenced by attitudes, subjective norms, and perceived behavioral control in this context, the tendency to seek variety reflects a person's openness to exploring new experiences, which ultimately influences their purchasing choices. However, the subjective norm illustrated by FOMO creates social pressure that influences decision-making by shifting focus from intrinsic motivation to external validation. This illustrates how FOMO, instead of enhancing the behavior of seeking variety, tends to inhibit it in favor of choices influenced by social factors. Furthermore, in situations where the value of experience is prioritized over social conformity, such as when purchasing panoramic train tickets, the impact of subjective norms triggered by FOMO may be less noticeable (Hayran et al., 2020). These findings challenge the conventional perspective that FOMO increases purchase urgency, suggesting that in certain contexts, FOMO may indeed reduce the influence of variety-seeking behavior. This requires further theoretical investigation into the conditions and mechanisms by which FOMO transitions from functioning as a catalyst for purchases to functioning as a barrier, especially in sectors where consumers emphasize the value of experience over social conformity.

#### **D. Managerial Implication**

From a practical standpoint, these insights suggest that marketers of panoramic train tickets or PT KAI should re-evaluate their strategies regarding the use of FOMO as a promotional tool for their products. This is due to the fact that individuals who love variety are naturally more attracted to new experiences that are not only consumptive, but also culturally or emotionally unique (Choi, 2019). driven to explore new travel experiences. Hence, the importance of highlighting a focus on campaigns that feature uniqueness such as offering exclusive routes, different experiences, or personalized travel recommendations, and special features in order to appeal to this demographic.

The negative moderation effect of FOMO implies that an overdependence on marketing strategies driven by FOMO like scarcity tactics or messages that leverage social pressure may lead to negative outcomes for consumers who value new experiences. The impact of FOMO is frequently more evident in scenarios related to spontaneous buying or consumption that are closely linked to social perception and the desire for affirmation. In the context of acquiring a Panoramic Train, where the focus is on quality and experience, the impact of social pressure related to FOMO may be diminished. Rather than cultivating excitement for a purchase, FOMO can sometimes trigger anticipated regret and reduce purchase likelihood, particularly when emotional benefits are unclear (Good & Hyman, 2020). Consequently, it would be more advantageous for marketers to integrate strategies that incorporate social proof alongside messages emphasizing user experience. Incorporating user generated content, endorsements from influencers, or testimonials that highlight enjoyment and comfort instead of urgency is essential. The results of this study reveal that FOMO does not uniformly enhance purchase motivation; in certain instances, it may even discourage consumers who desire variety from proceeding with a purchase decision. A comprehensive grasp of this subject can enable organizations to craft more effective marketing strategies, harmonizing innovative attraction with socially driven urgency in a manner that connects with consumer behavior.

#### **Conclusion**

This study aims to investigate how customer behavior influences the decision to purchase panoramic train tickets. The results indicate that seeking out of diversity significantly impacts purchase decisions. Individuals who pursue variety typically engage in a broader spectrum of purchases, driven by a need to alleviate discontent and obtain novel experiences. Innovative products or services providing distinctive experiences are the primary attraction for this consumer market. However, our results show that FOMO acts as a negative moderating factor, diminishing the positive impact of variety-seeking behavior on purchasing decisions. The fear of missing out moves individuals' attention from personal preferences to societal pressures, hindering an interest of new experiences. In this situation, individuals experiencing a sense of urgency tend to prioritize the actions or purchases of others over their own interests in exploring new opportunities or experiences. FOMO is a disruptive phenomenon that diminishes the inclination to explore and encourages conformist consumption behaviors.

The findings contradict the widely held belief that FOMO typically generates an increase in the urgency of purchasing. The findings suggest that, particularly for experience-based products such as panoramic train tickets, FOMO can prevent buyers from making decisions that represent their own preferences. These findings show how the perceived norm of social pressure resulting from FOMO might reduce the influence of exploratory attitudes on actual behavior. Marketing professionals must develop a strategy that incorporates social impacts and personal narratives, such as customer testimonials, user-generated content, or endorsements based on comfort and happiness, rather than focusing exclusively on urgency.

Further research is necessary to identify additional moderating factors, such as service exclusivity, experience quality, or environmental awareness, that may influence the relationship between variety-seeking behavior and purchase decisions. These factors can greatly enhance our comprehension of the complexities of consumer behavior, particularly in the context of immersive and emotionally engaging products and services.

### Acknowledgments

We sincerely thank to the Institute for Research and Community Service of Universitas Negeri Surabaya for funding our project through the Student Competitive Research Grant.

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