

ABSTRACT

This study aims to determine the analysis of consumer FOMO factors towards purchasing fashion products. The population selected in this study is the costume that FOMO towards purchasing fashion products. The sampling method used in this study is nonprobability sampling using the Accidental Sampling Technique, which is 130 samples. This type of research is quantitative using the Cochran Q Test method. Against 11 factors, namely Neuroticism or psychology, Self-Esteem, Social Relatedness, Information Availability, Fashion Trends, Influence of Influencers on Life Satisfaction, Social Status, Promotion, Lifestyle, Culture.

Keywords: Neuroticism or psychology, Self-Esteem, Social Relatedness, Information Availability, Fashion Trends, Influence of Influencers on Life Satisfaction, Social Status, Promotion, Lifestyle, Culture.