

## THE FANDOM PRESSURE EFFECT: HOW SOCIAL PROOF, FOMO AND LIMITED EDITION MESSAGES DRIVE IMPULSIVE BUYING

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### Abstract

*This study investigates the fandom pressure effect by examining how social proof, fear of missing out (FOMO), and limited edition messages influence impulsive buying behavior among anime fans in Makassar. The increasing commercialization of anime fandoms, combined with intense peer interaction and scarcity-driven promotions, creates a social environment that strengthens emotional and behavioral responses among fans. Using a quantitative design, data were collected from 120 active anime fans in Makassar through an online questionnaire and analyzed using multiple regression with SPSS. The findings reveal that the three predictors individually and collectively have a significant positive impact on impulsive buying. Social proof emerges as the strongest determinant, indicating that visible purchasing behaviors and peer endorsements within fan communities substantially shape consumption tendencies. FOMO also plays a critical role, as anxiety about missing exclusive releases heightens spontaneous purchasing decisions. Limited edition messages further reinforce urgency by signaling product scarcity and exclusivity. Overall, the study demonstrates that impulsive buying among anime fans is shaped by interconnected social and emotional pressures embedded in fandom culture. These insights contribute to the understanding of fan consumer psychology and highlight the need for responsible marketing and consumer awareness in pressure-intensive fan environments.*

**Keywords:** Fandom pressure, social proof, FOMO, limited edition messages, impulsive buying

## INTRODUCTION

Digital fan communities have increasingly been recognized as complex cultural and economic ecosystems that organize how people relate to media products, characters, narratives, and brands. Fandom studies highlight that fans are not passive audiences but active participants who co-create meanings, circulate content, and shape markets through sustained affective and symbolic investment (Duffett, 2013; Jenkins, 2006; Lamerichs, 2018). Within this broader landscape, anime fandom represents one of the most globalized and emotionally intense subcultures, integrating visual aesthetics, narrative worlds, and consumer practices across national boundaries. The rise of streaming platforms, social media, and digital marketplaces has amplified the visibility and economic weight of anime fans, enabling them to engage in continuous cycles of interaction, sharing, and purchasing behavior that extend far beyond traditional media consumption.

Empirical research on anime and related fan cultures shows that digital infrastructures deepen fan engagement and normalize consumption as an embedded part of fan identity. Studies on anime fandom and social media, for example, document how platforms such as YouTube, TikTok, Instagram, Discord, and specialized streaming services provide spaces for fans to share recommendations, react to new releases, and promote merchandise-related content in highly interactive ways (Olumi et al., 2024). In this environment, the boundaries between social interaction, entertainment, and commerce become increasingly blurred. For Indonesian youth, who are among the most active social media users in Southeast Asia, fandom practices are closely entangled with e-commerce, live-stream shopping, and digital payment systems that

facilitate fast, low-friction purchases (Djamhari et al., 2024). These dynamics suggest that fan communities are not only cultural formations but also powerful demand-generating engines that can intensify impulsive buying tendencies, particularly when consumption is framed as a marker of belonging, status, or loyalty.

The city of Makassar provides a particularly relevant context for examining these processes. Previous work on Japanese cultural imperialism and local fan communities in Makassar notes the proliferation of anime, manga, cosplay, and related culinary scenes, highlighting how Japanese popular culture has been localized through events, gatherings, and online groups (Rahman, 2021). These communities do not merely consume imported content; they appropriate, reinterpret, and circulate it within local networks, often supported by digital platforms that enable coordination, promotion, and commerce. At the same time, Indonesian studies on Generation Z and digital consumption show that young consumers exhibit high responsiveness to persuasive online cues, including flash promotions, paylater facilities, and gamified campaigns that can trigger unplanned purchases (Devina et al., 2025). In such an ecosystem, anime fans in Makassar are likely to encounter a dense flow of fan-generated content, commercial offers, and peer displays that together construct a highly stimulating buying environment.

Against this backdrop, impulsive buying becomes a central behavioral outcome of interest. Impulse buying is typically defined as a sudden, compelling urge to purchase, accompanied by minimal deliberation and a strong affective component (Herabadi B.; van Knippenberg, A., 2009). Recent research emphasizes that digital contexts magnify impulsive buying by increasing exposure to promotions, simplifying payment, and embedding purchase opportunities directly into social feeds (Djamhari et al., 2024; Mahendra et al., 2024). Live-stream commerce, in particular, has been shown to create immersive, emotionally charged environments where external stimuli and internal tendencies combine to encourage spontaneous purchases (Mahendra et al., 2024). These findings are consistent with evidence from Indonesian and international studies indicating that impulse buying is shaped by both structural factors (platform design, payment features, promotional tactics) and psychosocial factors (hedonic motivation, mood, self-control, and social influence).

Within fandom-based consumption, three psychological mechanisms stand out as particularly salient: social proof, fear of missing out (FOMO), and limited edition or scarcity messaging. Social proof, rooted in social influence and normative pressure, refers to individuals' tendency to infer appropriate behavior from the actions of others, especially in uncertain or emotionally charged situations (Cialdini, 2007). In fan communities, social proof is operationalized through visible displays of ownership (for instance, posting figurine collections or pre-order confirmations), peer recommendations, and collective excitement around particular releases. Studies of K-pop fandoms, which share many structural similarities with anime fandoms, show that perceived peer norms, lifestyle patterns, and community identity significantly predict impulsive merchandise purchases (Martiza & Hadi, 2025; Ulya et al., 2022). Indonesian research further indicates that conformist tendencies and peer pressure in youth groups amplify the likelihood of making spontaneous purchases when products are framed as community-relevant symbols (Abbas et al., 2025; Padjji & Rahayu, 2023).

FOMO represents a second mechanism that is highly relevant to digital fandoms. Conceptualized as a pervasive apprehension that others might be experiencing rewarding events in one's absence, FOMO is strongly associated with intensive social media use and constant connectivity needs (Przybylski et al., 2013). Recent studies demonstrate that FOMO can directly predict impulsive buying, especially in online contexts where time-limited promotions and social sharing are prominent (Ghaniyah & Rufaidah, 2024; Djamhari et al., 2024). In Indonesia, investigations into Shopee's twin-date campaigns and other major e-

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commerce events show that young consumers experience heightened purchasing urgency when they see peers posting about deals and countdown-based offers, often reporting regret or financial strain afterward (Ghaniyah & Rufaidah, 2024; Fenomena Perilaku Pembelian Impulsif, 2025). Research focusing on Gen Z and FOMO confirms that emotional discomfort at the thought of “being left behind” can override rational evaluation and financial planning, thereby accelerating unplanned purchases (Abbas et al., 2025; Rinonce & Jannah, 2025). In anime fandoms, where collective anticipation around new seasons, collaborations, or character-specific merchandise is intense, FOMO is likely to be especially powerful when tied to exclusive or time-bound items.

The third mechanism, limited edition messaging, operates through scarcity cues that signal rarity, exclusivity, or temporal limitation. Scarcity has long been recognized as a potent heuristic that increases perceived value and urgency, often compressing decision-making time and shifting attention from deliberation to acquisition (Cialdini, 2007; Zhang et al., 2022). Quantitative evidence from online and live-stream commerce indicates that scarcity-based prompts such as “only a few left” or “limited drop” significantly increase impulse buying intentions and actual purchases, particularly when accompanied by social interaction and emotionally charged presentation (Mahendra et al., 2024). Indonesian research on Gen Z shoppers similarly finds that perceived scarcity and FOMO jointly explain substantial variance in impulsive buying behavior in e-commerce environments (Abbas et al., 2025). In fandom markets, scarcity takes on an additional symbolic dimension: limited-edition figurines, event-only merchandise, or first-print manga volumes not only confer ownership but also serve as status markers that differentiate “serious” fans from casual viewers. This symbolic layering suggests that scarcity cues within fandoms are likely to interact with identity-based motivations, further intensifying impulsive responses.

Taken together, social proof, FOMO, and limited edition messaging do not operate in isolation. Research on K-pop fandoms illustrates how perceived scarcity, FOMO, and self-control jointly shape fan merchandise spending, with stronger effects among highly identified fans and those embedded in active online communities (Martiza & Hadi, 2025; Padji & Rahayu, 2023). Studies of impulsive buying among Indonesian young adults similarly underscore the importance of self-regulation and social context: low self-control and high celebrity worship, combined with promotional intensity, are associated with elevated impulsive purchasing of fan-related products (Ulya et al., 2022). However, much of this work focuses on K-pop or generalized e-commerce settings rather than anime-specific communities, and only a few studies explicitly integrate all three mechanisms into a single explanatory framework. Moreover, localized analyses that connect these psychological mechanisms to specific urban fan ecosystems, such as those found in Makassar, remain limited despite evidence that local cultural dynamics and community structures can shape how global fan cultures are experienced (Olumi et al., 2024; Rahman, 2021).

This study introduces the concept of the “fandom pressure effect” to capture the compounded psychological and social forces generated when social proof, FOMO, and limited edition messages converge in digital fan communities. The central argument is that anime fans in Makassar are embedded in dense interactional networks where peer displays of consumption, time-sensitive promotional content, and scarcity-framed merchandise offers work together to heighten emotional arousal and diminish self-regulatory capacity, thereby driving impulsive buying. By focusing on anime fandom in Makassar, the study extends the literature in three main ways. First, it situates impulse buying within a specific fan ecosystem that has been relatively underexplored compared with larger markets such as Jakarta or global K-pop scenes. Second, it synthesizes three well-established mechanisms into an integrated model of fandom pressure that is tailored to fan-based digital economies. Third, it offers empirically grounded

insights that can inform more ethical marketing practices and consumer education strategies, particularly for young consumers who may be vulnerable to financial stress due to recurrent impulsive spending. In doing so, the research aims to contribute to both consumer behavior theory and the growing body of scholarship on digital fandoms, while providing context-sensitive evidence from Indonesia's rapidly evolving urban fan cultures.

## **LITERATURE REVIEW**

A rigorous literature review is essential to understand how social influence, emotional triggers, and scarcity-based marketing shape impulsive buying behavior in fan-based consumer groups. This section synthesizes relevant studies, critically evaluates theoretical frameworks, and identifies gaps that inform the present research on anime fan communities in Makassar. The review is organized around four key constructs: social proof, fear of missing out (FOMO), limited edition messages, and impulsive buying, followed by an integrative discussion of fandom-specific contexts.

### **Social Proof and Consumer Decision-Making**

Social proof, rooted in social influence theory, describes how individuals mimic or internalize the behaviors of others when making consumption-related decisions (Cialdini, 2007). Prior studies consistently show that the presence of peer approval, testimonials, or community engagement strengthens consumers' willingness to purchase products. For instance, (Kim H., 2021) demonstrated that visible peer behavior in online communities significantly enhances impulsive tendencies, particularly when emotional involvement is high. This aligns with earlier research by (Chevalier D., 2006), who found that user-generated reviews and ratings strongly influence purchasing decisions in digital marketplaces.

In the context of fan communities, social proof becomes even more salient due to the shared identity and tight-knit nature of group interactions. (Juliana; Widodo, 2021) emphasized that fan identity amplifies susceptibility to peer influence, as fans often view purchase behaviors such as buying figurines, apparel, or exclusive collectibles as symbolic actions that reinforce membership. Furthermore, the visibility of consumption activities on social media, such as posting merchandise collections or pre-order confirmations, creates a normative pressure to conform. (Sari L., 2021) reported that peer-driven consumer environments foster emotional contagion, which increases consumers' tendency to make spontaneous purchases.

Despite the strong association between social proof and impulsive buying, several studies highlight that the magnitude of influence may differ based on consumer segment. (Herabadi B.; van Knippenberg, A., 2009) observed that consumers with low self-regulation are more responsive to social cues, while those with higher self-awareness may resist peer pressure. This suggests that fandom-specific identity cues such as loyalty to anime characters or participation in fan groups could intensify social proof effects beyond what is observed in general consumer populations. However, literature examining these dynamics specifically within anime fandoms remains sparse, indicating an important gap addressed by the present study.

### **Fear of Missing Out (FOMO) and Emotional Drivers of Consumption**

FOMO has emerged as a critical construct in digital consumer behavior research, particularly with the rise of social media platforms that facilitate real-time updates. Defined by (Przybylski et al., 2013) as a pervasive apprehension that others are experiencing rewarding events without one's participation, FOMO

has been linked to emotional urgency and irrational decision-making. (Good M., 2020) demonstrated that FOMO significantly predicts impulsive buying in online retail environments, often overriding consumers' rational evaluations of products.

Research shows that FOMO is intensified in community-based settings, where individuals closely monitor peers' activities. (Dhir, 2018) found that younger audiences are especially susceptible to FOMO-driven behaviors due to their higher levels of social media engagement and desire for group belonging. (Oktaviani, 2022) reported that the fear of losing social connection or prestige motivates consumers to engage in immediate purchasing actions, particularly when products are promoted as exclusive or time-limited.

In anime fandom contexts, FOMO can manifest in several ways: pre-order deadlines for limited-edition figurines, exclusive event merchandise, rare character variants, and countdown-driven releases. The emotional stakes associated with anime characters and storylines often elevate the perceived significance of these products, making fans particularly sensitive to missing out. (Kim, 2021) argued that fan identity magnifies emotional triggers like FOMO, as fandom-based belonging is often linked to expressions of loyalty through consumption. Yet, despite the strong theoretical and empirical support for FOMO as a determinant of impulsive buying, few studies have specifically examined this mechanism within the Indonesian anime fandom landscape.

### **Limited Edition Messages and Scarcity Marketing**

Scarcity messaging is one of the most powerful tools in marketing psychology. It leverages consumers' perception that rare or limited products have higher value and must be acquired immediately (Aggarwal S. Y.; Huh, J. H., 2011). (Shi, 2020) found that scarcity cues such as "only 50 units available" or "exclusive drop" activate heuristic processing, reducing consumers' decision-making time. Scarcity is especially potent in emotionally charged markets such as collectibles, luxury goods, and fan-based merchandise.

In the anime merchandise market, scarcity is deliberately engineered by producers through limited edition releases, character-specific variants, and collaboration collections. These strategies create competitive urgency among fans, particularly when certain items become symbolic indicators of status or devotion within the community. (Utami, 2021) observed that scarcity-driven promotions significantly heighten purchase intention and impulsivity because consumers fear losing access to culturally meaningful products.

However, research indicates that susceptibility to scarcity messages may vary based on cultural context. (Lamerichs, 2018) argued that collectivist societies with strong values of group belonging may exhibit stronger responses to scarcity cues than individualist societies. This suggests that Indonesian anime fans, who often participate in collectivist fan communities, could be uniquely vulnerable to scarcity-based marketing. Despite these insights, empirical studies examining limited edition messaging within fan communities in Indonesia are still limited, reinforcing the relevance of the present research.

### **Impulsive Buying Behavior in Digital Contexts**

Impulsive buying, characterized by sudden and unplanned purchasing actions, is widely studied across consumer behavior literature. (Herabadi B.; van Knippenberg, A., 2009) conceptualized impulsive buying as a dual-process phenomenon involving both emotional reactivity and reduced self-control. Later

research expanded on this framework to explore how external stimuli including social cues, emotional triggers, and marketing signals influence impulsive behavior.

(Kim H., 2021) demonstrated that peer-driven emotional contagion increases impulsive buying in online communities. (Herabadi B.; van Knippenberg, A., 2009) noted that impulsive buying is strongly linked to hedonic motivation and emotional stimulation. (Vohs R., 2007) highlighted that situational pressures such as promotional scarcity, social comparison, and time constraints reduce consumers' capacity for rational decision-making.

Anime fandoms provide a unique environment for impulsive buying because they combine emotional attachment, community interaction, and collectible-oriented marketing. (Anggraini, 2020) showed that fan-driven emotional involvement amplifies consumers' responsiveness to marketing stimuli, making fandom markets particularly susceptible to impulse purchases. Yet, despite substantial evidence on impulsive buying in digital commerce, research focusing specifically on anime fans in Indonesian cities remains scarce.

### **Fandom Context and the Amplification of Psychological Drivers**

Fandom studies literature highlights that fans possess strong emotional attachment, participatory behavior, and identity-driven motivations that differ significantly from general consumer populations. (Hills, 2002) emphasized that fans often see consumption as a form of cultural participation rather than mere acquisition. (Booth, 2015) likewise argued that fan communities create "affective economies" where emotional value circulates through shared practices, including purchasing collectibles and participating in group activities.

Within anime fandoms, consumption is often tied to character loyalty, narrative identification, and symbolic representation. (Kim, 2021) found that fan identity amplifies responsiveness to emotional triggers, making fans more susceptible to marketing techniques that leverage nostalgia, exclusivity, or communal belonging. These insights suggest that the mechanisms discussed earlier social proof, FOMO, and scarcity may operate more strongly within anime fandoms than in broader consumer segments.

### **Research Hypotheses**

- H1. Social proof has a positive and significant effect on impulsive buying among anime fans in Makassar.
- H2. Fear of Missing Out (FOMO) has a positive and significant effect on impulsive buying among anime fans in Makassar.
- H3. Limited edition messages have a positive and significant effect on impulsive buying among anime fans in Makassar.
- H4. Social proof, FOMO, and limited edition messages simultaneously have a significant effect on impulsive buying among anime fans in Makassar.

### **METHOD**

This study employed a quantitative research design to examine the influence of social proof, fear of missing out (FOMO), and limited edition messages on impulsive buying among anime fans in Makassar. The methodological approach was structured to ensure systematic data collection, accurate measurement of variables, and robust statistical analysis using multiple regression techniques. The following subsections

describe the research design, target population and sampling procedures, materials and instruments used, data collection process, and analytical methods applied.

### **Research Design**

This study employs a quantitative research design using a cross-sectional survey approach. The design is appropriate for examining the influence of multiple independent variables social proof, fear of missing out (FOMO), and limited edition messages on a single dependent variable, namely impulsive buying. Quantitative design enables systematic measurement of constructs and statistical testing of relationships between variables using numerical data. The research uses a structured online questionnaire distributed to anime fans in Makassar, allowing efficient data collection from a targeted and well-defined population. The analysis is conducted using multiple regression analysis with the support of SPSS, which is suitable for examining the simultaneous and partial effects of the independent variables.

### **Population and Sample**

The population of this study consists of individuals who identify as anime fans and reside in Makassar. These individuals frequently engage in anime-related activities, such as purchasing merchandise, participating in fan events, following anime communities on social media, or collecting character-related products. The sample was selected using a non-probability purposive sampling technique, ensuring that all participants meet the criteria of being active members or followers of anime fan communities.

A total of 120 respondents were included as the sample for this research. The determination of 120 participants is based on methodological recommendations stating that multiple regression analysis requires a minimum number of respondents proportional to the number of predictors. By using 120 respondents, the study exceeds the recommended threshold, ensuring greater statistical reliability, enhancing generalizability, and reducing the risk of sampling error.

### **Data Collection Procedure**

Data were collected through an online survey distributed via social media platforms and online anime community groups active in Makassar. This includes platforms such as Instagram, WhatsApp groups, Telegram channels, and community pages dedicated to anime enthusiasts. Respondents voluntarily participated by completing the questionnaire, and only those who confirmed their status as active anime fans in Makassar were included. The data collection process was conducted within a defined timeframe to maintain consistency and reduce temporal bias.

### **Data Analysis Technique**

The data analysis process is carried out in several stages. First, descriptive statistics are used to summarize demographic profiles and the distribution of responses for each indicator. Second, instrument testing is performed to evaluate the reliability and validity of variables using Cronbach's Alpha and item total correlations. Multiple regression analysis is then performed to assess the influence of social proof, FOMO, and limited edition messages on impulsive buying. The regression equation allows the study to identify which predictors have the strongest effect and to what extent the combined predictors explain the variance in impulsive buying behavior. The analysis also includes significance testing (t-test for individual

variables and F-test for overall model fit) and the evaluation of the coefficient of determination ( $R^2$ ) to measure explanatory power.

**RESULTS AND DISCUSSION**

**Validity & Reliability Results**

Before conducting further analysis, validity and reliability tests were performed to ensure that all measurement items used in this study met acceptable psychometric standards. The validity test was conducted using item-total correlation, while reliability was evaluated using Cronbach’s Alpha. These tests are essential to confirm that the indicators used to measure Social Proof, FOMO, Limited Edition Message, and Impulsive Buying are both accurate and internally consistent. The following tables summarize the results of these assessments.

**Table 1. Validity Test Result**

Items	Item-Total Correlation	Description	Items	Item-Total Correlation	Description
SP1	0.951	Valid	LEM1	0.949	Valid
SP2	0.948	Valid	LEM2	0.914	Valid
SP3	0.939	Valid	LEM3	0.942	Valid
SP4	0.943	Valid	LEM4	0.933	Valid
FOMO1	0.926	Valid	IB1	0.930	Valid
FOMO2	0.937	Valid	IB2	0.930	Valid
FOMO3	0.944	Valid	IB3	0.946	Valid
FOMO4	0.939	Valid	IB4	0.935	Valid

Source : Primary Data Analysis (2025)

**Table 2. Reliability Test Result**

Variable	Cronbach’s Alpha	Criteria	Description
Social Proof	0.978	0.600	Reliable
FOMO	0.975	0.600	Reliable
Limited Edition Message	0.974	0.600	Reliable
Impulsive Buying	0.974	0.600	Reliable

Source : Primary Data Analysis (2025)

The results of the validity test indicate that all measurement items across the four constructs Social Proof, FOMO, Limited Edition Message, and Impulsive Buying meet the required criteria for convergent validity. Each item demonstrates an item-total correlation value above 0.914, far exceeding the commonly accepted minimum threshold of 0.30. This suggests that every indicator consistently reflects the construct it is intended to measure and contributes meaningfully to the overall scale. Therefore, all items are categorized as valid.

Similarly, the reliability test results demonstrate strong internal consistency for all variables. The Cronbach’s Alpha values for Social Proof (0.978), FOMO (0.975), Limited Edition Message (0.974), and Impulsive Buying (0.974) are substantially higher than the minimum reliability standard of 0.600. These high coefficients confirm that the items within each construct measure the same underlying concept consistently and can be considered statistically reliable.

Overall, both the validity and reliability analyses confirm that the research instrument used in this study is robust, accurate, and dependable for measuring the behavioral constructs related to the fandom pressure effect among respondents.

**Table 3. Regression Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.152	.198		.768	.444
Social Proof	.321	.071	.422	4.518	.000
FOMO	.289	.067	.396	4.298	.000
Limited Edition Messages	.254	.062	.361	4.096	.000

Source : Primary Data Analysis (2025)

The results of the multiple regression analysis indicate that the three independent variables Social Proof, FOMO, and Limited Edition Messages significantly influence Impulsive Buying among anime fans in Makassar.

First, Social Proof shows a strong and significant positive effect on impulsive buying, with an unstandardized coefficient of  $B = 0.321$ , a standardized coefficient of  $\beta = 0.422$ , and a t-value = 4.518 ( $p = 0.000$ ). This means that higher exposure to peer influence, community recommendations, and visible purchasing behaviors substantially increases the likelihood of fans engaging in impulsive purchases. Quantitatively, Social Proof is the most influential predictor in the model.

Second, FOMO also demonstrates a significant effect, with  $B = 0.289$ ,  $\beta = 0.396$ , and a t-value = 4.298 ( $p = 0.000$ ). This indicates that the fear of missing out on limited drops, exclusive items, or community activities meaningfully elevates impulsive buying behavior. Statistically, this variable shows the second-largest standardized coefficient, suggesting its strong emotional impact on anime fans.

Third, Limited Edition Messages significantly affect impulsive buying as well, with  $B = 0.254$ ,  $\beta = 0.361$ , and a t-value = 4.096 ( $p = 0.000$ ). This confirms that scarcity-based cues, exclusivity claims, and time-limited offers effectively trigger fans to make rapid and unplanned purchases.

The constant term ( $B = 0.152$ ,  $p = 0.444$ ) is not statistically significant, indicating that impulsive buying cannot be meaningfully explained without including the three predictor variables.

Overall, the statistical results show that all three predictor variables significantly and positively contribute to impulsive buying, with Social Proof being the strongest predictor, followed by FOMO and Limited Edition Messages. These findings quantitatively support the notion that the fandom pressure effect driven by social influence, emotional urgency, and scarcity cues plays a crucial role in shaping impulsive buying behavior among anime fans in Makassar.

**Table 4. F Test Result**

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	359.647	3	119.882	148.028	<.001 <sup>b</sup>
Residual	93.944	116	.810		
Total	453.592	119			

Source : Primary Data Analysis (2025)

The F-test result presented in Table 4 shows that the regression model used in this study is statistically significant. The analysis indicates that the Regression Sum of Squares is 359.647, while the Residual Sum of Squares is 93.944, with a Total Sum of Squares of 453.592. These values reflect how much variance in the dependent variable (Impulsive Buying) can be explained by the three independent variables: Social Proof, FOMO, and Limited Edition Messages.

With  $df = 3$  for regression and  $df = 116$  for residuals, the model produces a Mean Square Regression of 119.882, compared to a Mean Square Residual of 0.810. This ratio results in an F-value of 148.028, which is considerably high. The corresponding significance level (Sig. < .001) indicates that the probability of obtaining such an F-value by chance is extremely small.

Therefore, the F-test confirms that the regression model is highly significant, meaning that Social Proof, FOMO, and Limited Edition Messages collectively have a statistically significant influence on Impulsive Buying. In other words, the combined effect of these three predictors explains a substantial portion of the variance in impulsive buying behavior among anime fans in Makassar.

**Table 5. F Test Result**

Model	R	R Square	Adj R Square	Std. Error of the Estimate	Durbin-Watson
1	.890 <sup>a</sup>	.793	.788	.89993	2.069

Source : Primary Data Analysis (2025)

The results presented in Table 5 show the overall summary of the regression model used to examine the influence of Social Proof, FOMO, and Limited Edition Messages on Impulsive Buying among respondents. The R value of .890 indicates a very strong positive correlation between the three independent variables and the dependent variable. This suggests that variations in impulsive buying behavior are strongly associated with changes in the predictor variables.

The R Square value of .793 demonstrates that approximately 79.3% of the variance in Impulsive Buying can be explained by Social Proof, FOMO, and Limited Edition Messages collectively. This is a high explanatory power, meaning the model is highly effective in capturing the behavioral tendencies of the respondents. The Adjusted R Square of .788 further confirms the model's robustness after adjusting for the number of predictors and sample size, showing only a slight reduction from the original R Square value.

## Discussion

The findings of this study indicate that social proof, FOMO, and limited edition messages each exert a significant and positive influence on impulsive buying among anime fans in Makassar. These results reinforce the notion that fandom communities represent highly interactive social ecosystems in which psychological and social pressures strongly shape consumption behavior.

First, the positive effect of social proof demonstrates that anime fans tend to imitate the purchasing decisions of other fans within their community. In online groups, social media platforms, and local fan gatherings, members often showcase their newly purchased merchandise, share product recommendations, or highlight ongoing pre-order opportunities. This visibility creates a sense of normative influence that encourages others to engage in similar purchases. The finding aligns with existing literature suggesting that peer endorsement and community validation within digital environments significantly amplify consumers'

willingness to buy. In the context of Makassar's anime community, where cohesion and shared identity are strong, social proof becomes an especially powerful cue.

Second, FOMO emerges as another strong predictor of impulsive buying. Anime fans frequently experience anxiety about missing out on special releases, exclusive figurines, limited-edition collaborations, or event-based merchandise. This emotional tension promotes rapid purchasing decisions as fans attempt to maintain social inclusion and avoid regret. The results are consistent with prior research showing that FOMO diminishes individuals' ability to delay gratification and increases susceptibility to spontaneous purchases. Within the anime fan culture of Makassar, FOMO is further amplified by the fast-paced nature of updates on social media, creating continuous exposure to what other fans are acquiring.

Third, limited edition messages also significantly influence impulsive buying. Marketing strategies emphasizing scarcity such as "limited stock," "exclusive release," or "final batch" intensify perceived urgency. Anime merchandisers frequently employ these scarcity cues because uniqueness and rarity hold substantial symbolic value in fan cultures. Fans may purchase limited edition items not only for personal enjoyment but also as markers of loyalty and distinction within their community. The results of this study support existing theories indicating that scarcity-based promotions heighten desirability and accelerate buying impulses.

Collectively, the three predictors demonstrate that impulsive buying in anime fandoms is not merely an individual psychological reaction, but a socially constructed behavior shaped by community dynamics, emotional triggers, and marketing strategies. The findings highlight that anime fans in Makassar behave in ways that mirror global fan consumption patterns, yet also reflect local nuances such as tightly knit community interactions and strong group identity.

Moreover, the combined influence of the predictors suggests that the fandom pressure effect operates as a multidimensional mechanism. Social proof creates a communal expectation, FOMO generates emotional urgency, and scarcity messaging introduces cognitive pressure related to the fear of losing access. These elements interact psychologically, reinforcing one another and forming a powerful impulse-driving environment. This aligns with contemporary views of fan economies, which argue that fandoms operate as affective marketplaces where emotions, identity, and social belonging shape purchasing motivations.

Theoretically, these findings contribute to the growing literature on fan consumer behavior by demonstrating how psychological and social factors converge within fandom ecosystems. Empirically, this study enriches understanding of anime fans in Indonesia, a context that remains underrepresented in previous research. Practically, the results underline the importance of responsible marketing practices, as the pressure-intensive nature of fan markets may place certain consumers especially younger fans at risk of excessive or unplanned spending.

In conclusion, the discussion reveals that impulsive buying among anime fans in Makassar is strongly influenced by social, emotional, and scarcity-related pressures embedded within the fandom culture. These insights highlight the need for further studies exploring protective consumer strategies, ethical merchandising approaches, and the long-term psychological impacts of fandom-driven consumption.

## **CONCLUSION**

This study aimed to examine how social proof, fear of missing out (FOMO), and limited edition messages shape impulsive buying behavior among anime fans in Makassar. Based on the findings of the

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multiple regression analysis, the three predictor variables were confirmed to have a significant and positive influence on impulsive buying. These results indicate that fan communities create strong social and emotional environments where purchasing decisions are highly affected by peer behaviors, emotional urgency, and the perceived scarcity of merchandise.

First, social proof was shown to be the strongest determinant of impulsive buying. Within anime fan groups, the tendency to imitate peers, follow popular purchasing trends, and respond to visible consumption cues plays a crucial role in stimulating spontaneous purchases. This reinforces the idea that community-based influences shape consumer decisions more intensely than traditional marketing messages.

Second, FOMO emerged as a robust predictor of impulsive buying. Anime fans who experience anxiety about missing exclusive releases or falling behind community trends are more likely to make rapid, unplanned purchases. This highlights the emotional nature of fan identity, where maintaining social belonging becomes intertwined with consumption.

Third, limited edition messages also contributed significantly to impulsive buying. Scarcity-driven promotions and exclusive product drops effectively increase perceived value and create a sense of urgency that encourages immediate purchasing decisions among fans.

Overall, the findings underscore that impulsive buying among anime fans is not merely an individual decision but a socially and emotionally embedded behavior shaped by the dynamics of fandom culture. The study contributes to a deeper understanding of consumer psychology within fan-based communities and highlights the importance of considering social environment, emotional triggers, and scarcity cues when analyzing purchasing behavior.

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