THE INFLUENCE OF PRODUCT QUALITY AND VIRALITY ON OVERCONSUMPTION BEHAVIOR IN SONNY ANGEL PRODUCTS, WITH FoMO AS A MEDIATING VARIABLE

UNDERGRADUATE THESIS
Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi

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FACULTY OF SOCIAL SCIENCE AND EDUCATION
COMMUNICATION STUDY PROGRAM
CIKARANG
SEPTEMBER, 2025

The Influence of Product Quality and Virality on Overconsumption Behavior in Sonny Angel Products, with FoMO as a Mediating Variable

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Abstract

This research investigates the influence of product quality and virality on overconsumption behavior of Sonny Angel products, with Fear of Missing Out (FoMO) as a mediating variable. The study is theoretically based on the Uses and Gratifications Theory (UGT), supported by the Electronic Word of Mouth (eWOM) approach. Using a quantitative method with a sample of 220 respondents from Generation Z who have purchased Sonny Angel products, the data were collected through structured online questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that product quality and virality do not significantly influence FoMO, while FoMO significantly affects overconsumption behavior. Furthermore, neither product quality nor virality directly affects overconsumption behavior, and FoMO was not proven to mediate these relationships. This highlights that emotional and social factors, rather than product attributes or exposure alone, play a more dominant role in driving excessive consumption among Gen Z. Future research is recommended to explore other mediating variables such as social comparison or peer pressure, use more diverse samples, and apply mixed methods to provide a deeper understanding of consumption behavior in the digital era. These findings also provide practical insights for marketers to design ethical strategies that balance psychological appeal with sustainable consumer practices.

Keywords: Product Quality; Virality; Fear of Missing Out; Sonny Angel; Overconsumption Behavior

Acknowledgment

Praise and gratitude to Allah SWT for all the graces, blessings, and ease so that the author can complete the thesis as one of the requirements for obtaining a Bachelor's degree in Communication Science, Faculty of Social Science and Education, President University.

1. I would like to express my deepest gratitude to my beloved family, Ayah, Mamah, Gibran, Abizar, and Azura. Your constant love, care, and curiosity about my progress, always asking, *"When will you finish your thesis?"*, have motivated me immensely. Your support throughout this journey has been invaluable, and I cannot thank you enough for always being there for me.
2. I am sincerely grateful to my thesis advisors, Mr. Achmad Supardi and Mr. Haris Herdiansyah, for their guidance and patience from the very beginning of this thesis journey until its completion. Your advice, encouragement, and constructive feedback have been crucial in helping me stay focused and confident in completing this work.
3. Special thanks to my close friends, Naura, Cheryl, and Cani, for patiently listening to my complaints, endless ramblings, and occasional frustrations throughout this process. Your support, encouragement, and humor have made this journey much more enjoyable and manageable.
4. To my beloved housemates, Cindy and Nanda, thank you for always providing support, sharing positivity, and cheering me up during both the challenging and joyful moments of this thesis journey. Your presence made a big difference in keeping me motivated and focused.
5. I would also like to acknowledge everyone else who encouraged me along the way, including my regular ojol drivers, printing shop attendants, and local vendors. Your kindness and interest in my thesis progress, no matter how small, always gave me extra motivation to keep going.

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