



# Impact Of Fomo Notifications On Online Purchase Decisions: A Study Of Myntra Users

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## ABSTRACT

The rapid growth of e-commerce has led marketers to increasingly use psychological triggers to influence consumer decision-making. One such trigger is the Fear of Missing Out (FOMO), commonly employed through scarcity and urgency-based notifications such as limited stock alerts and time-bound offers. This study examines the impact of FOMO-based notifications on online purchase behavior among Generation Z (age of 16 to 28) Myntra users. Using a quantitative research design, data was collected through an online survey from 102 Generation Z respondents based in Mumbai. The findings reveal that FOMO notifications influence purchase decisions, increase user engagement, and occasionally trigger impulsive buying behavior. While these notifications create a strong sense of urgency, their impact is more situational than habitual. Additionally, consumer perception of FOMO messages remains largely neutral to positive, indicating that such strategies do not adversely affect trust or satisfaction when used responsibly. The study provides valuable insights for e-commerce marketers on the effective and ethical use of FOMO-based digital communication strategies.

**KEYWORDS:-** Fear of Missing Out (FOMO), Online Purchase Behavior, Generation Z, E-commerce Marketing, Impulsive Buying.

## INTRODUCTION

The rapid expansion of the digital economy in India has fundamentally transformed the way consumers search for information, evaluate products, and make purchase decisions. With increasing internet penetration, affordable smartphones, and the widespread adoption of mobile applications, e-commerce platforms have become an integral part of everyday consumer life. In particular, the online fashion retail segment has witnessed significant growth, driven by convenience, variety, competitive pricing, and personalized digital experiences. Platforms such as Myntra have emerged as key players in this space by continuously innovating their marketing communication strategies to attract and retain customers.

As competition among e-commerce platforms intensifies, traditional promotional methods are no longer sufficient to influence consumer behavior. Marketers are increasingly relying on psychological and behavioral triggers to

capture consumer attention and accelerate decision-making. One such powerful psychological trigger is the Fear of Missing Out (FOMO), which refers to an individual's anxiety or apprehension that they may miss out on rewarding experiences, exclusive deals, or popular products. In the context of e-commerce, FOMO is commonly induced through marketing cues such as limited stock alerts, countdown timers, flash sales, and time bound offers.

Myntra extensively uses FOMO-based notifications across multiple digital touchpoints, including mobile app push notifications, emails, SMS alerts, and in-app banners. Messages such as "Only 2 left in stock," "Hurry! Sale ends tonight," or "Trending fast" are designed to create a sense of urgency and scarcity, encouraging consumers to act quickly rather than delay their purchase decisions. These notifications aim to reduce cognitive effort, shorten the decision-making process, and stimulate impulse buying behavior, especially during sales events and festive campaigns.

Individuals born between 1997 and 2012 are referred to as Generation Z, and they will be between the ages of 16 and 28 by 2025. This group is distinguished by strong digital connectivity, technological savvy, and ongoing interaction with social media and online platforms. They are extremely responsive to timely, visually appealing, and targeted marketing messaging.

While earlier study has looked into digital marketing techniques and impulsive buying behavior, there is no empirical evidence on the specific influence of FOMO based notifications on Gen Z users' online purchasing behavior, specifically in the fashion e-commerce sector. As a result, this study focuses on Myntra users in the Gen Z cohort to see how FOMO-driven notifications affect their engagement, perceived urgency, and buy intent.

## LITERATURE REVIEW

The concept of Fear of Missing Out (FOMO) has gained significant attention in consumer behavior and digital marketing literature over the past decade. Przybylski et al. (2013) defined FOMO as a pervasive apprehension that others might be having rewarding experiences from which one is absent, leading to a constant desire to stay connected. In digital environments, this psychological phenomenon is intensified due to real time information flow, social comparison, and continuous exposure to promotional cues.

In the context of marketing, FOMO is closely linked to scarcity and urgency appeals. Cialdini (2009) highlighted scarcity as one of the most powerful principles of persuasion, suggesting that consumers assign higher value to products that are perceived as limited in availability or time bound. Aggarwal, Jun, and Huh (2011) further emphasized that scarcity messages such as limited quantity and limited time offers increase consumers' perceived urgency, thereby accelerating purchase decisions and reducing hesitation.

Recent studies continue to confirm the growing influence of Fear of Missing Out (FOMO) in digital and e-commerce consumption. Azzahra and Fachira (2023) found that social media marketing activities in the fashion industry significantly trigger FOMO, which in turn drives impulsive buying behavior among young consumers. Extending this, Charles and Immanuel (2025) revealed that FOMO not only increases online impulse purchases among Generation Z but also leads to higher post-purchase regret, highlighting the emotional consequences of urgency-based marketing.

Similarly, Sofiana and Hayu (2025) demonstrated that FOMO plays a stronger role than discounts or influencers in stimulating impulse buying on social media-driven shopping platforms. More recently, Cartika Wulan et al. (2025) showed that FOMO acts as a key psychological mediator between social media advertising and impulsive purchase decisions, suggesting that emotional triggers often outweigh direct promotional efforts. Collectively, these studies reinforce FOMO's central role in shaping online consumer behavior while indicating potential risks to consumer satisfaction and trust.

However, concerns regarding the overuse of FOMO-based strategies have also been highlighted in recent literature. Hodkinson (2019) argued that excessive reliance on urgency appeals can lead to consumer fatigue, skepticism, and declining trust toward brands. When urgency messages are perceived as exaggerated or misleading, they may negatively impact satisfaction and long-term loyalty, emphasizing the importance of ethical and transparent communication.

Research focusing on Generation Z consumers further explains why FOMO-based marketing is particularly effective for this cohort. Francis and Hoefel (2018) noted that Gen Z values immediacy, personalization, and trend relevance, making them highly responsive to real-time notifications, flash sales, and scarcity cues. Their constant engagement with smartphones and social media platforms enhances sensitivity to popularity, exclusivity, and social validation signals.

Earlier marketing research provides the theoretical foundation for understanding FOMO-based persuasion. Kukar-Kinney, Ridgway, and Monroe (2012) found that time pressure and promotional urgency significantly increase impulse buying behavior in online shopping environments by reducing cognitive evaluation.

Despite the growing body of literature on FOMO, scarcity marketing, and impulsive buying, there remains limited empirical research focusing specifically on FOMO-based notifications within the Indian fashion e-commerce sector. Existing studies often examine general online shopping or social media contexts, leaving a gap in platform specific analysis. Moreover, few studies simultaneously explore consumer perceptions of trust and satisfaction alongside behavioral outcomes such as engagement and purchase intent.

## RESEARCH OBJECTIVES

1. To examine the impact of FOMO notifications on online purchase decisions among Myntra users.
2. To analyze the relationship between FOMO notifications and user engagement (click-through, browsing, app revisits).
3. To study how FOMO-based marketing influences impulsive buying behavior on Myntra.
4. To assess consumer perception of FOMO notifications in terms of trust, satisfaction, and urgency.

## RESEARCH METHODOLOGY

### 1. Research Design

The study follows a quantitative research design using a survey method.

Data is collected through an online Google Form questionnaire to understand how FOMO notifications affect Gen Z's engagement and purchase intent on e-commerce platforms.

The survey include close ended questions using Likert scales and multiple choice questions for easy analysis.

### 2. Sampling Technique

The study will use a non-probability purposive sampling technique.

Participants will be selected based on specific criteria they must belong to Generation Z (aged approximately 16–28 years) and actively use e-commerce platforms such as Myntra

Additionally, the survey link will be shared through social media platforms, college groups, and WhatsApp, using a snowball approach where respondents can forward it to others in the same age group.

### 3. Sample Size

The study targets approximately 102 respondents.

### DATA ANALYSIS

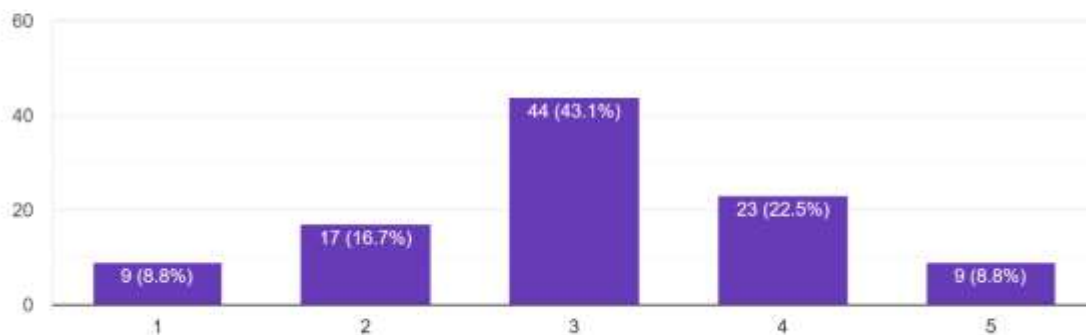
This section analyzes the primary data collected through a structured questionnaire from Generation Z Myntra users. Percentage analysis has been used to examine the impact of FOMO based notifications on purchase decisions, user engagement, impulsive buying behavior, and consumer perception. The results are presented objective wise to ensure clarity and direct alignment with the study's research objectives.

#### Objective 1: Impact of FOMO Notifications on Online Purchase Decisions among Myntra Users

The

Imagine you were planning to buy a T-shirt later, but you got a message: - Offer ends at midnight – grab it before it's gone!" How likely are you to buy it now instead of later?

102 responses



responses to the question measuring purchase likelihood after receiving a FOMO notification such as “*Only 3 left, selling fast – almost gone!*” indicate that a majority of Myntra users show a **moderate to high likelihood of purchasing the product immediately instead of delaying the decision**. This highlights the strong influence of scarcity and urgency cues on consumer behavior, as such notifications create psychological pressure to act quickly in order to avoid missing out. The findings suggest that FOMO based messages effectively shorten the decision making process and convert planned purchases into immediate actions, thereby having a significant impact on online purchase decisions among Myntra users.



## Objective 2: To analyze the relationship between FOMO notifications and user engagement

After seeing a FOMO notification (e.g. "Only 2 left" / "Selling out fast"), what do you usually do?

102 responses

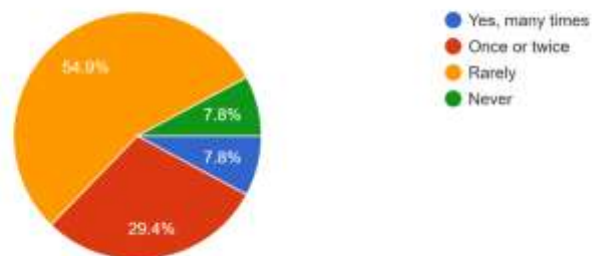


It reveals a strong positive relationship between FOMO notifications and user engagement on Myntra. A majority of respondents reported that they click on the notification to check the product or reopen the Myntra app to browse, indicating that urgency based messages successfully drive immediate interaction. Even when these notifications do not result in instant purchases, they encourage browsing behavior and increase app revisits, thereby enhancing overall engagement levels. This finding confirms that FOMO notifications are an effective tool for boosting click-through rates, browsing activity, and repeat app usage among Myntra users.

## Objective 3: To study how FOMO based marketing influences impulsive buying behavior on Myntra

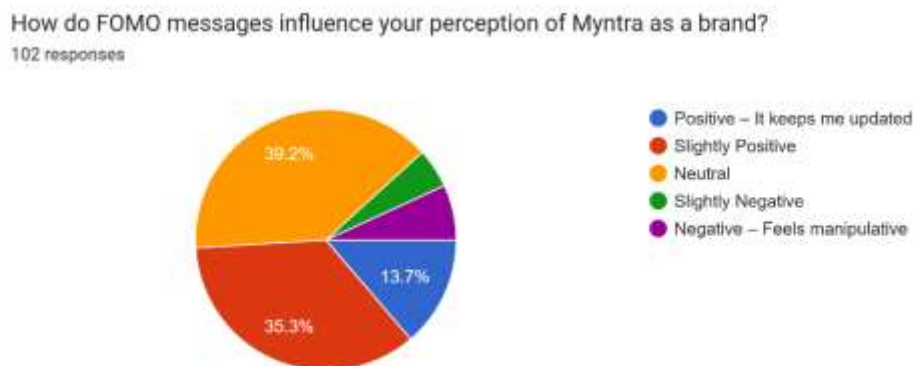
Have you ever bought something just because the app said "Only a few left" or "Offer ending soon"?

102 responses



The survey indicates that FOMO-based marketing on Myntra significantly affects impulsive buying behavior. Although only 7.8% of users buy frequently due to alerts like "Only a few left" or "Offer ending soon," a notable 29.4% have purchased once or twice, and the majority, 54.9%, admit to buying rarely. This suggests that scarcity and urgency cues successfully trigger unplanned purchases, even if not consistently, highlighting how FOMO tactics subtly drive consumer decisions and increase engagement with time-sensitive offers on the platform.

#### Objective 4: To assess consumer perception of FOMO notifications in terms of trust, satisfaction, and urgency



The survey indicates that FOMO messages on Myntra have a mixed but generally positive impact on brand perception. While 13.7% of respondents view them positively as helpful updates and 35.3% slightly positively, the largest group (39.2%) remains neutral, showing limited influence on their perception. Only a small portion finds these messages negative (6.9%) or slightly negative (4%), perceiving them as manipulative. Overall, FOMO notifications create some sense of urgency and engagement for users without significantly harming trust or satisfaction, suggesting Myntra can use them effectively if balanced carefully.

#### FINDINGS

1. The study found that FOMO based notifications such as limited stock alerts and time bound offers influence the online purchase decisions of Myntra users. **A majority of respondents showed a moderate to high likelihood of making immediate purchases after receiving such notifications**, indicating that urgency cues tend to shorten the decision making process.
2. **A positive association was observed between FOMO notifications and user engagement.** Most respondents reported clicking on notifications, reopening the app, or browsing products after receiving urgency based alerts. Even when purchases were not immediate, these notifications encouraged app revisits and increased browsing activity.
3. FOMO based marketing was observed to trigger impulsive buying behavior, though not on a frequent basis. While only a small proportion of users reported frequent impulse purchases, many respondents admitted to purchasing occasionally due to urgency alerts, suggesting that FOMO influences unplanned buying decisions in a subtle manner.
4. **Consumer perception of FOMO notifications was largely neutral to positive.** While some users found the notifications helpful and engaging, many expressed neutral feelings, and only a small proportion perceived them as manipulative. Overall, FOMO messages did not appear to negatively affect brand trust or customer satisfaction.

## LIMITATIONS OF THE STUDY

1. The study is limited to a small sample size (102 respondents), which may restrict the generalizability of the findings.
2. The research focuses only on Generation Z users, excluding other age groups who may respond differently to FOMO marketing.
3. Data was collected using a self-reported survey, which may be subject to response bias and personal perception.
4. The study is platform-specific (Myntra); therefore, the results cannot be directly generalized to other e-commerce platforms.
5. The research primarily captures short-term behavioral responses and does not examine long-term effects such as loyalty or brand fatigue.

## CONCLUSION

The findings of this study clearly demonstrate that FOMO-based notifications play a significant role in shaping online purchase behavior among Generation Z Myntra users. Scarcity and urgency cues such as limited stock alerts, countdown timers, and time-bound offers effectively create psychological pressure, encouraging consumers to make quicker purchasing decisions rather than postponing them. This confirms the growing relevance of behavioral and psychological marketing techniques in highly competitive digital retail environments.

The study also highlights that FOMO notifications contribute substantially to increased user engagement. Even in cases where immediate purchases do not occur, such notifications prompt users to reopen the app, browse products, and revisit the platform more frequently. This indicates that FOMO-driven communication is not only a conversion tool but also an effective engagement strategy that strengthens platform interaction and visibility.

With respect to impulsive buying behavior, the research reveals that FOMO-based marketing does not necessarily lead to frequent impulse purchases but does influence occasional unplanned buying decisions. This suggests that FOMO acts as a situational trigger rather than a consistent purchasing driver. Such behavior reflects the cautious yet responsive nature of Generation Z consumers, who balance emotional triggers with rational evaluation.

Importantly, consumer perception of FOMO notifications remains largely neutral to positive. While a small segment of users perceives these messages as manipulative, the majority do not report any significant decline in trust or satisfaction toward the brand. This indicates that when used responsibly and transparently, FOMO-based notifications can achieve short-term marketing objectives without damaging long-term brand relationships.

Overall, the study concludes that FOMO-based notifications are an effective and strategically valuable digital marketing tool for fashion e-commerce platforms like Myntra. However, marketers must maintain a balance between urgency and authenticity to avoid consumer fatigue or skepticism. Ethical implementation and personalization of FOMO messages can help brands sustain engagement, enhance conversions, and build lasting customer relationships in the digital marketplace.

## SCOPE FOR FUTURE RESEARCH

1. Future studies can include larger and more diverse samples across different age groups to compare generational differences in response to FOMO marketing.
2. Comparative studies can be conducted across multiple e-commerce platforms such as Amazon, Flipkart, or Ajio to enhance external validity.
3. Longitudinal research may examine the long-term impact of FOMO notifications on brand trust, customer loyalty, and satisfaction.
4. Qualitative methods such as interviews or focus groups can be used to gain deeper psychological insights into consumer emotions and perceptions.
5. Future research can also explore the ethical implications of FOMO marketing and consumer well-being in digital environments.

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