

THE ROLE OF FEAR OF MISSING OUT IN LINKING SOCIAL MEDIA MARKETING ACTIVITIES TO GEN Z PURCHASE DECISIONS OF ERIGO PRODUCT

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Abstract: The rapid growth of social media has transformed consumer behavior, with Social Media Marketing Activities (SMMA) emerging as a critical strategy for influencing purchasing decisions. This study investigates the impact of SMMA on consumer purchase decisions, emphasizing the mediating role of Fear of Missing Out (FoMO). SMMA dimensions such as entertainment, interaction, trendiness, customization, and word-of-mouth are examined to understand how they stimulate consumers' psychological responses. FoMO, a pervasive phenomenon in digital culture, is proposed as a mediating factor that heightens consumers' urgency and desire to engage in purchase behavior. Using a quantitative approach with survey-based data collection, the findings indicate that SMMA significantly enhances purchase decisions both directly and indirectly through FoMO. The results highlight that FoMO serves as a psychological bridge, amplifying the persuasive power of SMMA and accelerating consumers' decision-making processes. This study contributes to the literature on digital marketing and consumer psychology by demonstrating the pivotal role of FoMO in mediating the SMMA–purchase decision relationship. Managerially, the study offers insights for marketers to design strategies that ethically leverage SMMA while being mindful of consumers' psychological well-being.

Keyword: SMMA, FoMO, Purchase decision

1. Introduction

Rapid technological developments have changed various aspects of life, including how humans communicate and obtain information. The increasingly sophisticated industrial revolution has enabled efficiency in the use of resources, both natural and human (Prasetyono et al., 2021). One result of this development is the emergence of social media, which has changed modern communication and marketing patterns (Tanhan et al., 2022).

Social media has become an important part of corporate marketing strategies. With the advent of the internet, social networks can be accessed anytime and anywhere, especially via smartphones. Social media acts as a synchronous communication channel that allows companies to interact directly with customers and build their brand image effectively (Men et al., 2023). As a result, social media marketing has grown rapidly and become a key strategy in modern business (Pintol & Hadziahmetovic, 2023).

Companies are now competing to optimize their marketing activities through social media (SMMA) to shape positive customer attitudes and behaviors. Studies show that social media has a strong correlation with consumer purchasing decisions, especially in the fashion industry (Abuzaid et al., 2022). In Indonesia, the fashion industry is experiencing rapid growth, driven by increasing demand and developments in digital technology.

Social media has offered new ways to build and maintain social relationships and facilitate more consistent and reciprocal interactions between individuals anywhere and anytime. Conversely, the development of social communication has produced a number of new negative impacts: virtual communities act differently from conventional communication, and individuals perceive a new set of interaction standards (Alutaybi et al., 2020).

Social media influences a person's personal, economic, and cultural life, so differences in how

they use it can lead to inequality in relation to generational groups (Zhou et al., 2022).

One of the current generations is commonly referred to as Generation Z. Generation Z is called “the communaholic” because they are very open and want to be involved in various communities by utilizing technological sophistication to increase the benefits they want to provide. Generation Z is called “dialoger” because they believe that communication is very important for change and resolving conflicts. In addition, Generation Z enjoys interacting with diverse groups and individuals and is open to everyone's perspectives. Generation Z is called the “realistic generation,” and they tend to be more realistic and analytical in their decision-making compared to previous generations. Generation Z also likes to learn independently and seek information, so they enjoy having control over the decisions they make. Generation Z realizes the importance of financial stability for the future. Generation Z is even considered more cautious and anxious if they are aware of potential dangers in certain situations. They also tend to continuously search for information about these situations through the internet and social media (Sakitri, 2021).

The growth in sales of fashion products, particularly for one local brand in Indonesia, Erigo, which continues to increase, shows that the fashion industry in Indonesia is a strategic and potential sector. In addition, due to the rapid development of digital technology, fashion products are becoming more sought after.

Generation Z has entered an era where they place great importance on how they dress, so social media marketing has become an important way to connect with them. However, distributing sales content only on social media will not be enough. Structural equation modeling is used to determine the influence of SMMA tailored to all generations, including Generation Z, on purchasing decisions for fashion products, specifically for Erigo, one of Indonesia's local brands (Sakitri, 2021).

There are differences of opinion regarding several variables that will be used to support this study (Rakhmawati, 2023) states that SMMA has a negative and significant impact on purchase decisions, in contrast to (Pradisti et al., 2025) who argue that SMMA has a positive and significant impact on purchase decisions. Another difference was found regarding the FoMO variable on purchase decisions (Hanaysha et al., 2021) argued that FoMO has a positive but insignificant effect on purchase decisions. Similarly, (Abdika et al., 2024) states that based on the results of linear regression and t-tests, there is a significant positive effect of FOMO on purchasing decisions. This differs from (Wahida et al., 2024) , who states that fear of missing out has a negative and insignificant effect on purchasing decisions.

2. Literature Review

Sosial Media Marketing Activity (SMMA)

It is essential to discuss social media marketing before discussing the basics of SMMA. Social media marketing activities, also known as SMMA, have become an important component of contemporary marketing strategies. Social media has evolved into a major platform for online marketing activities with the increasing use of the internet. Individuals and organizations can create fan pages and generate business opportunities through them (Ruangkanjanases et al., 2022).

Fear of Missing Out (FoMO)

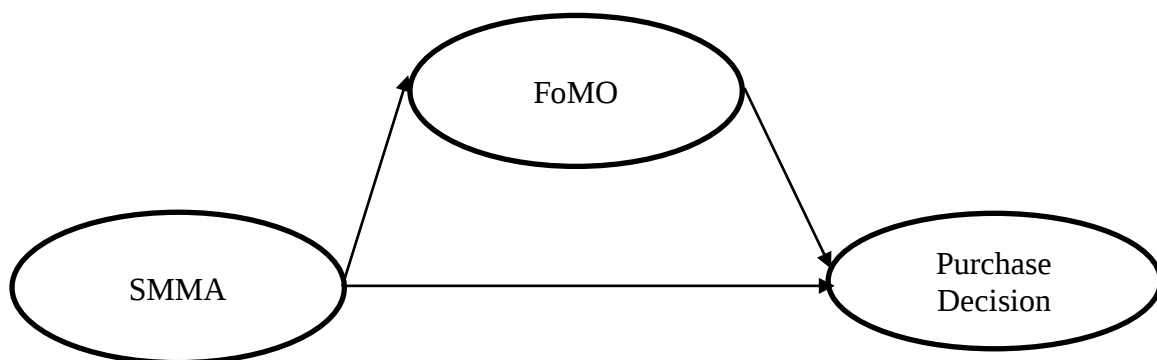
FoMO was introduced in scholars studied related phenomena such as social comparison by(Festinger, 1954). Fear of social exclusion and belongingness needs, as well as cultural concerns about status and keeping up with others. These bodies of work set the stage for seeing anxiety about missing social experiences as an interpersonal and cultural phenomenon.

In the modern era, the widely used academic construct, Fearconstruct Fear of Missing Out or FoMO, was operationalized and popularized by (Przybylski et al., 2013). They defined FoMO as “a pervasive apprehension that others might be having rewarding experiences from which one is absent,” linked it theoretically to Self-Determination Theory (need for relatedness, competence, autonomy), and produced the first validated FoMO scale. This 2013 paper marks the formal entry of FoMO into empirical social and media psychology.

Fter (2013), FoMO became a widely used construct in studies of social media behavior, smartphone addiction/problematic use, well-being (anxiety, depression, life satisfaction), sleep, academic outcomes, and decision-making. Researchers have linked FoMO to compulsive checking, higher use intensity, poorer mental health outcomes, and risky decision tendencies. The construct has been studied across age groups (adolescents, young adults), cultures, and platforms (Facebook, Instagram, TikTok, Snapchat).

Purchase Decision

The purchase decision is a complex process involving various factors and mechanisms, both from the consumer and producer sides. The next step in the consumer decision-making process is the purchase decision. In addition, the previous steps in the decision-making process have influenced the purchase decision; however, marketers still have the ability to influence customers who are already at the purchase stage (Victor Kamanda & Yusman, 2022). Here, customers have preferences about the brands, goods, and services being considered and intend to purchase the brands they have chosen. As a result, the purchase decision here is based on purchase intent and post-purchase behavior (Wardani et al., 2022). A purchase decision means that a person must have several options to make a decision. The decision referred to here leads to the process of making a purchase decision (Pranasakya Ananda Gilang Umbara & Rinawati, 2023).



The Influence of SMMA on FOMO

The use of social media is a complex topic shaped by its characteristics, how people use it, and the feelings it can evoke in others. Social media offers easy access to people's lives and can provide emotional support for those who use it (Wongsunopparat & Deng, 2021).

Social media itself not only offers convenience, but also has negative effects, such as increasing stress, mood swings, depression, and sleep deprivation. It can lower self-confidence (especially among young women or Gen Z), well-being, relationship quality, loneliness, addiction, and ultimately increase anxiety (Mourão & Brown, 2022). The anxiety associated with social media is the fear of missing out. This form of anxiety is related to social media, which has given rise to the term FoMO (Fear of Missing Out). Social media has become a boomerang for several generations, especially Generation Z, who are affected by social media and FoMO.

This is supported by (Sachiyati et al., 2023) who state that Social Media Marketing Activity

has a positive and significant effect on FoMO (Fear of Missing Out). Therefore, the author uses the opinion of (Somthawinpongsai et al., 2022) as a hypothesis to be written in this thesis. The hypothesis developed by the author is that SMMA (Social Media Marketing Activity) has a positive and significant effect on FoMO (Fear of Missing Out).

Based on the results of the above study, the hypothesis proposed in this study is as follows:

H1: Social Media Marketing Activity has a positive and significant effect on FoMO

The Influence of FOMO on Purchase Decision

The emerging construct concept called FoMO reflects the idea that people experience feelings of social exclusion and then further frustration of needs as a result of attempts to fulfill basic psychological needs through social media engagement (Akbari et al., 2021). If someone does not keep up with the times, they will feel afraid and uneasy, which is also known as FoMO (Alshakhsi et al., 2023).

Because FoMO behavior has increased among modern teenagers. They often feel the need to keep up with trends on social media and regularly update and check their accounts to ensure they are not missing out on information (Abdika et al., 2024).

Similarly, when Generation Z wants to buy a product, such as fashion products, especially Erigo. When consumers make a decision to buy something, they first study their problems and find that their needs are not being met. Marketers usually use advertising to identify unmet needs. In the next stage, customers begin to search for information about goods or services, either from their previous experiences or from external sources. These sources can come from external sources such as friends, family, government magazines, salespeople, the internet, labels, packaging, and displays, as well as from frequent repetition. In the next stage, important criteria that can help in making purchasing decisions are used to evaluate various options. Consumer conditions include time and location. In addition, situational factors such as the physical environment, such as location, atmosphere, and weather, can influence purchasing decisions (Purwanto, 2024).

This is supported by (Hanaysha et al., 2021) who argue that FoMO has a positive but insignificant effect on purchasing decisions. Similarly, (Abdika et al., 2024) argue that based on the results of linear regression and t-tests, there is a significant positive effect of FOMO on purchasing decisions. This contrasts with (Wahida et al., 2024) who state that fear of missing out has a negative and insignificant effect on purchasing decisions.

Based on the results of the above studies, the hypothesis proposed in this study is as follows:

H2: Fear of missing out has a positive and significant effect on purchasing decisions

The Influence of FOMO on Purchase Decision

Social media marketing involves engaging customers at all times by promoting goods and services. Therefore, marketers must base their marketing strategies on a number of variables that influence consumer behavior and preferences. In the consumer decision-making process, steps include gathering and evaluating brand information, considering alternative brand choices, and making brand-based decisions (Nissa et al., 2023). Therefore, businesses often use social media to support their operations, including advertising their products or services, enhancing their public image, and establishing relationships with clients (Hasan et al., 2023).

The decision-making process for purchasing something, including choosing what to buy, is known as the purchase center (Pokhrel, 2024). A purchase decision is a type of choice between two or more alternative options to make a purchase decision. This indicates that many choices must be provided for a person to make a decision. The decision referred to here leads to the

procedure carried out to make a purchase decision (Abdika et al., 2024).

Based on the above research, the hypothesis proposed in this study is as follows:

H3 ; Social Media Marketing Activity has a positive and significant effect on Purchase Decision.

3. Methodology

The methodology used in this study is quantitative with Generation Z in Jepara. An online survey using Google Forms was used to collect data. The approach used in this case study is probability sampling. There were 267 respondents who were samples of Generation Z that had been collected. The structural equation modeling (SEM) method was used in the data analysis approach using SmartPLS version 4.0 software as an analysis tool. Inner model testing, hypothesis testing, mediation testing, and outer model testing were some of the tests used.

4. Results and Discussion

Outer Model

In this research, there are two measurement models, namely Validity Test and Reliability Test.

a.) Convergent Validity

This test aims to determine the extent to which the indicators describe the concepts being measured.

The test is considered adequate if the outer loading is above 0.7 and the AVE value is at least 0.5 (Ghozali and Chariri 2018).

Tabel 1. Convergent Validity Test

Variable	Indikator	Outer Loading	AVE	Result
FoMO	FoMO1	0.851	0.756	VALID
	FoMO2	0.931		
	FoMO3	0.947		
	FoMO4	0.882		
	FoMO5	0.788		
	FoMO6	0.808		
Purchase Decision	PD1	0.926	0.77	VALID
	PD2	0.907		
	PD3	0.857		
	PD4	0.85		
	PD5	0.86		
	PD6	0.862		
	PD7	0.876		
SMMA	SMMA1	0.906	0.788	VALID

Variable	Indikator	Outer Loading	AVE	Result
	SMMA2	0.904		
	SMMA3	0.899		
	SMMA4	0.848		
	SMMA5	0.848		
	SMMA6	0.917		

Source: Data output processed from SmartPLS version 4.0

The Convergent Validity Test results show that all variables are valid because all Outer Loading values exceed 0.7 and AVE values exceed 0.5.

b.) Reliability

Composite Reliability and Cronbach's Alpha are reliable metrics, on a scale of zero to one. When the value is greater than 0.7, the reliability test is declared to have reliability.

Table 2. Composite Reliability and Cronbach's Alpha Values

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
FoMO	0.935	0.942	0.949	0.756
PD	0.95	0.951	0.959	0.77
SMMA	0.946	0.948	0.957	0.788

Source: Data output processed from SmartPLS version 4.0

In the Reliability Test, it can be shown that the indicators of all variables received a score above 0.7 and were declared to have good reliability.

2. Inner Model

The Inner Model can be described as a structural model that is typically used to predict causal relationships between variables that cannot be measured directly and hidden variables.

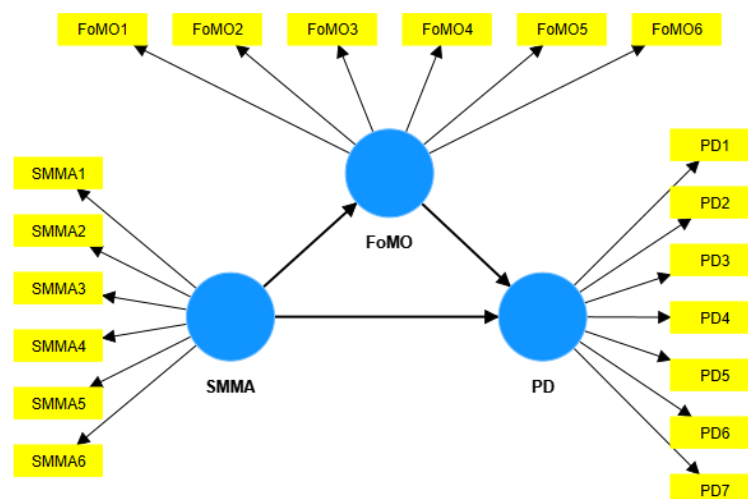


Figure 2. Structural Model

R- Square

R-Square is a test used to indicate the extent to which independent variables affect dependent variables. When R-Square reaches 0.67, it is considered to have a strong influence, moderate when it reaches 0.33, and weak when it reaches 0.19.

Table 3. R-Square

	R-square	R-square adjusted
FoMO	0.795	0.795
PD	0.886	0.885

Source: Data output processed from SmartPLS version 4.0

It can be concluded from the data above that the R-Square for Purchase Decision has a value of 0.886 while the Adjusted R-square value is 0.885. This indicates that approximately 88.6% of the variation in Purchase Decision is influenced by FoMo and SMMA, while the remaining 11.4% is influenced by other variables not included in this study.

1) Mediation Test

There are three categories in the context of mediation. It is called non-mediation when the relationship between the independent and dependent variables is positive while the mediating variable is negative. It is also called full mediation when the independent and dependent variables are negative while the mediating variable is positive. It is called partial mediation when the independent and dependent variables are positive and the mediating variable is positive. The results of testing using the bootstrapping method with SmartPLS 4.0 can be interpreted based on a P-value of less than 0.05, which indicates a positive effect, and conversely, if the P-value is greater than 0.05, it indicates a negative effect.

Table 4. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
FoMO -> PD	0.466	0.469	0.086	5.424	0.000
SMMA -> FoMO	0.892	0.893	0.024	36.452	0.000
SMMA -> PD	0.502	0.499	0.085	5.878	0.000

Source: Data output processed from SmartPLS version 4.0

Table 5. Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMMA -> FoMO -> PD	0.415	0.419	0.08	5.213	0.000

Source: Data output processed from SmartPLS version 4.0

Based on Tables 4 and 5, the data above shows that :

The Influence of FoMO on Purchase Decisions

Table 4 shows that the path coefficient between FoMO and Purchase Decision has a positive

relationship, with a P-value = $0.000 < 0.05$. In addition, Table 5 shows that the Specific Indirect Effect of FOMO on Purchase Decision has a positive relationship, with a P-value = $0.000 < 0.005$. Therefore, this relationship is categorized as Partial mediation.

The Effect of SMMA on FoMO

Table 4 shows that the path coefficient between SMMA and FoMO has a positive relationship, with a P-value = $0.000 < 0.05$. In addition, Table 5 shows that the Specific Indirect Effect regarding SMMA with FoMO has a positive relationship, with a P-value = $0.000 < 0.005$. Therefore, this relationship is categorized as Partial mediation

The Effect of SMMA on Purchase Decisions Mediated by FoMO.

Table 4 shows that the path coefficient between SMMA and Purchase Decision has a positive relationship, with a P-value = $0.000 < 0.05$. In addition, Table 5 shows that the Specific Indirect Effect of SMMA on Purchase Decision through FoMO has a positive relationship, with a P-value = $0.000 > 0.005$. Therefore, this relationship is categorized as Partial Mediation.

Hypothesis Testing

In Hypothesis Testing, we can see T-Statistics and P-Value. The hypothesis can be accepted if P-value < 0.05 . To find this out, we can look at the Path Coefficient obtained from the Bootstrapping Technique in SmartPLS version 4.0.

Table 6. Hypothesis Test Results

Variabel	Analisis
FoMO -> PD	Coeffisien = 0.466
	P Value = 0.000
	T-Statistics = 5.424
	T-Tabel = 1.651
	T-Statistics > T-Tabel
SMMA -> FoMO	Coeffisien = 0.892
	P Value = 0.000
	T-Statistics = 36.452
	T-Tabel = 1.651
SMMA -> PD	T-Statistics > T-Tabel
	Coeffisien = 0.502
	P Value = 0.000
	T-Statistics = 5.878
	T-Tabel = 1.651
	T-Statistics > T-Tabel

Source: Data output processed from SmartPLS version 4.0

Hypothesis 1: The impact of SMMA on FoMO

It can be seen that the coefficient value is (0.892) with a t-statistic (36.452) $>$ t-table (1.651) and a p-value (0.000) $<$ 0.05. Therefore, Ha1 is accepted. This indicates that the SMMA variable with FoMO has a positive and significant effect on Gen Z.

Hypothesis 2: The impact of FOMO on purchase decisions

It can be seen that the coefficient value is (0.466) with a t-statistic (5.424) $>$ t-table (1.651) and a p-value (0.000) $<$ 0.05. Therefore, Ha2 is accepted. This indicates that the FOMO variable

with Purchase Decision has a positive and significant effect on Gen Z.

Hypothesis 3: The impact of SMMA on purchase decisions mediated by FoMO

It can be seen that the coefficient value is (0.502) with a t-statistic (5.878) > t-table (1.651) and a p-value (0.000) < 0.05. Therefore, Ha3 is accepted. This indicates that the SMMA variable with Purchase Decision mediated by FoMO has a positive and significant effect on Gen Z.

5. Conclusion

The results of this study indicate that social media marketing activities (SMMA) play a very important role in shaping the behavior and purchasing decisions of Generation Z towards local fashion products, especially Erigo. SMMA has been proven to have a positive and significant influence on FoMO (Fear of Missing Out), which means that the more active and attractive the marketing strategy on social media is, the higher the fear of missing out on trends and social experiences felt by young consumers.

In addition, FoMO also has a positive and significant effect on purchasing decisions. Generation Z, who feel social pressure and the desire to stay up to date with trends, tend to make purchases more quickly and impulsively to avoid feeling left behind by their social circle.

Furthermore, this study also confirms that SMMA has a positive and significant effect on purchasing decisions, both directly and through FoMO mediation. This shows that social media is not only a promotional tool, but also a space for emotional interaction that can build psychological bonds between brands and consumers.

Thus, it can be concluded that an effective digital marketing strategy among Generation Z is one that not only showcases products, but also fosters a sense of belonging and social urgency through visual narratives, trends, and two-way interactions.

Implications

1. For marketing practitioners, these results emphasize the importance of designing interactive, authentic, and community-based social media campaigns to trigger emotional engagement.
2. For local brand developers such as Erigo, it is important to maintain content relevance, follow Gen Z trends, and build an aspirational yet inclusive brand image.
3. For academics, this study expands our understanding of how psychological factors such as FoMO mediate the relationship between digital marketing activities and consumer behavior.

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