

## The Effect of Social Media Marketing and Peers on Purchasing Decisions Mediated by FOMO (Fear of Missing Out): A Study of Goojodoq Portable Fans in the City of Ternate

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### ABSTRAK

The study aims to analyse the influence of social media marketing and peer influences on Goojodoq purchasing decisions, mediated by FoMo (Fear of Missing Out). This study employs a quantitative, survey-based approach. The sample consisted of 112 respondents who are consumers of Goojodoq fan products in Ternate City, selected using purposive sampling. Data were collected through a questionnaire using a five-point Likert scale and analysed using Structural Equation Modelling–Partial Least Squares (SEM-PLS). The results showed that social media marketing and purchasing decisions have a positive and significant influence. Social media marketing and FOMO (fear of missing out) also do not exert a positive, significant influence. Peers have a positive and significant influence on purchasing decisions. Peers have a positive influence on FOMO (fear of missing out). Furthermore, FOMO and social media marketing do not positively mediate purchasing decisions, and peers do not mediate FOMO (fear of missing out) on purchasing decisions.

### Keywords:

Social Media Marketing; Peer group; FoMo (fear of missing out); Purchasing Decision

DOI: <https://doi.org/10.56442/ijble.v7i1.1403>

### INTRODUCTION

The development of digital technology has changed consumer behavior when it comes to seeking information and making purchasing decisions. Social media is now an effective marketing tool because it enables direct interaction between businesses and consumers (Irshad et al., 2020; Chuah et al., 2023; Hussain & Chimhundu, 2023). For portable electronic products such as Goojodoq's portable fans, social media is one of the most important sources of information for consumers, especially among schoolchildren and students who use social media intensively (Hu et al., 2024; Chuah et al., 2023; Hussain & Chimhundu, 2023).

In addition to social media marketing strategies, purchasing decisions are also influenced by social factors, especially friends. Recommendations and experiences from one's circle of friends are often important considerations before making a purchase (Hu et al., 2024; Slaton, n.d.; Chuah et al., 2023; . On the other hand, the phenomenon of FoMo (Fear of Missing Out) contributes to strengthening the desire to consume, where individuals feel anxious about missing out on trends due to exposure to content on social media and others' use of products (Hu et al., 2024; Zahoor & Shah, 2023; Putri, 2022; .

Although various studies have discussed the influence of social media marketing and social factors on purchasing decisions, research results regarding the role of FoMo as a mediating variable still show inconsistencies. Therefore, this study aims to analyze the influence of Social Media Marketing and Peers on Purchasing Decisions, as well as to examine the role of FoMo as an intervening variable. This study is expected to contribute theoretically to the development of digital marketing and consumer behavior studies, as well as practically to companies in designing more

effective marketing strategies (Hu et al., 2024; Irshad et al., 2020)Zahoor & Shah, 2023; Slaton, n.d.; Putri, 2022; Chuah et al., 2023; .

Research Model

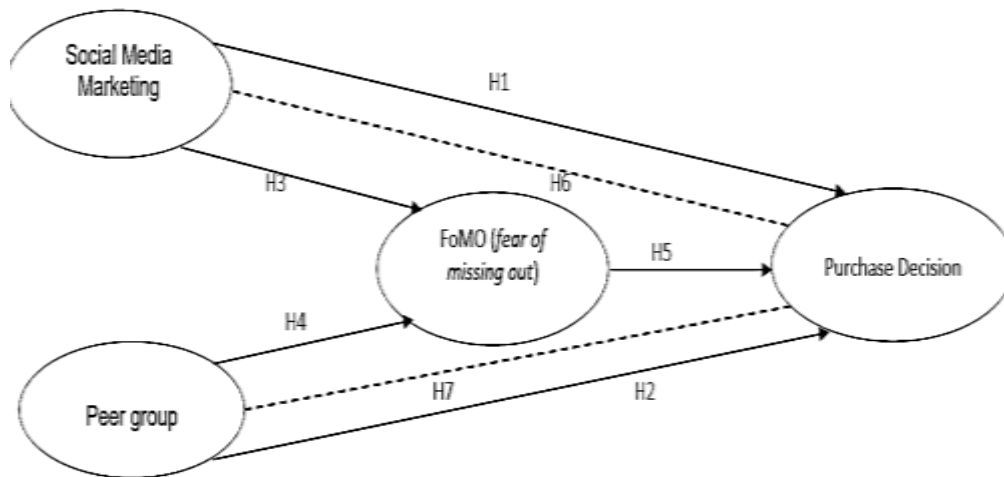


Figure 1: Conceptual Framework

Although research on social media marketing, peer influence, and purchasing decisions has been widely discussed in marketing literature, integrated models that simultaneously test these variables with FoMo (Fear of Missing Out) as a mediating construct are still relatively limited (Hu et al., 2024; Zahoor & Shah, 2023; Putri, 2022; . Furthermore, most previous studies have focused on consumer products in general or broader market contexts, while studies specifically examining portable electronic products that are intensively promoted through social media are still few. This gap is particularly relevant for products such as portable fans, where purchasing decisions are heavily influenced by digital exposure and social interaction dynamics (Hu et al., 2024; Zahoor & Shah, 2023; Slaton, n.d.; Chuah et al., 2023; .

Therefore, this study aims to analyze the influence of Social Media Marketing and Peers on Purchase Decisions with FoMo (Fear of Missing Out) as a mediating variable in Goojodoq portable fan products. Theoretically, this study contributes to the development of consumer behavior and digital marketing literature by clarifying the mediating role of FoMo in the relationship between social factors and purchase decisions (Hu et al., 2024; Irshad et al., 2020)Zahoor & Shah, 2023; Slaton, n.d.; Putri, 2022; Chuah et al., 2023; . Practically, the findings of this study provide managerial implications for companies in optimizing social media strategies and utilizing peer dynamics to more effectively increase consumer purchasing decisions (Hu et al., 2024; Irshad et al., 2020)Slaton, n.d.; Chuah et al., 2023; .

**METHODS**

This study uses a quantitative approach with a survey method to analyze the influence of Social Media Marketing (SMM) and Peer Influence on Purchasing Decisions, with Fear of Missing Out (FoMo) as a mediating variable. This approach is consistent with studies that position FoMo as a psychological mechanism mediating the relationship between social media exposure and purchasing behavior (Irshad et al., 2020; Chuah et al., 2023; Hussain & Chimhundu, 2023; Putri, 2022). Conceptually, this study is explanatory in nature, as it aims to explain the causal relationship between

the variables in the research model (Hu et al., 2024; Putri, 2022). (Flecha-Ortiz et al., 2023; .

The population in this study were consumers who had purchased or used the Goojodoq portable fan. The sample was selected purposively, with respondents who were aware of and had purchased the product. This aligns with purposive sampling practices in digital marketing research that emphasize the appropriateness of the product context and the behavior of target consumers (Slaton, n.d.; Zahoor & Shah, 2023; Mahmud et al., 2023). The sample size used in this study was 112 respondents, a size that aligns with the analytical needs of PLS-SEM in models with a specific number of indicators and a relatively small sample size, as recommended by the PLS-SEM literature for the stability of initial estimates (Bläse et al., 2023; Sun & Bao, 2023).

Primary data were obtained through an online questionnaire using a 5-category Likert scale. The use of online questionnaires is a common method in research on SMM and purchasing behavior in digital environments, with numerous studies demonstrating the reliability of self-report data for measuring constructs such as SMM, peer influence, FoMO, and purchase decisions (Irshad et al., 2020; Chuah et al., 2023; Hussain & Chimhundu, 2023; Putri, 2022; Liu, 2025). The variables studied consisted of Social Media Marketing and Peer Influence as independent variables, FoMO as a mediating variable, and Purchase Decision as the dependent variable. The validity and reliability of the research instruments were tested prior to the main analysis to ensure their suitability to the intended constructs, as is common practice in quantitative research of this kind (Hu et al., 2024; Zahoor & Shah, 2023; Mahmud et al., 2023).

Data analysis used a Partial Least Squares-based Structural Equation Modeling (SEM-PLS) approach with the assistance of SmartPLS software. Model evaluation was conducted through outer model testing (convergent validity, discriminant validity, and composite reliability) and inner model testing (R-squared, f-square, and hypothesis testing through bootstrapping) to ensure the quality of measurement and structural estimation, as recommended in the SEM-PLS literature for exploratory and predictive research in digital marketing (Flecha-Ortiz et al., 2023; Bartosiak et al., 2025; Widodo, 2023). This approach is also consistent with the use of PLS-SEM in models with complex mediating constructs and relatively small samples (Karlinda et al., 2023; Wut et al., 2024).

## RESULTS AND DISCUSSION

### 1. Descriptive Analysis of Variables

The descriptive analysis reveals that all research variables fall within the *very high* category, indicating strong respondent perceptions toward the constructs examined. Social Media Marketing obtained a mean score of **4.31**, suggesting that marketing activities conducted through social media platforms are perceived as highly effective in delivering information, attracting consumer attention, and stimulating interest in Goojodoq portable fan products.

Peer Influence recorded a mean score of **4.34**, indicating that respondents tend to rely on recommendations, opinions, and experiences shared by peers when making purchase decisions. This reflects the strong role of social interaction in shaping consumer behavior.

Furthermore, the FoMo (Fear of Missing Out) variable achieved the highest mean score of 4.39, demonstrating that respondents exhibit a strong psychological tendency to avoid being left behind in trends or product-related information. Meanwhile, the Purchase Decision variable had a mean score of 4.31, indicating a high level of consumer intention and actual purchase of the product.

Overall, these findings suggest that respondents are highly engaged with social media content, influenced by peer recommendations, and psychologically driven by trend-related concerns, which collectively contribute to purchasing behavior.

## 2. Evaluation of the Measurement Model (Outer Model)

The measurement model demonstrates satisfactory levels of validity and reliability. Convergent validity is established, as all indicator loadings exceed the threshold value of 0.60. Discriminant validity is also confirmed, with each construct exhibiting higher loadings on its respective indicators than on the others.

In terms of reliability, both Cronbach's Alpha and composite reliability exceed the acceptable threshold of 0.60, indicating internal consistency among the indicators. Additionally, the Average Variance Extracted (AVE) values for all constructs are above 0.50, confirming adequate construct validity. These results indicate that the measurement model is robust and suitable for further structural analysis.

## 3. Evaluation of the Structural Model (Inner Model)

The structural model assessment shows that the R-square value for Purchase Decision is 0.341, indicating that 34.1% of the variance in Purchase Decision is explained by Social Media Marketing, Peer Influence, and FoMo. Meanwhile, the R-square value for FoMo is 0.207, meaning that 20.7% of its variance is explained by Social Media Marketing and Peer Influence.

These values suggest that the model has moderate to weak explanatory power, implying that although the independent variables contribute significantly, other external factors not included in the model may also influence consumer purchase decisions.

**Table 1.** Hypothesis Testing Results

Hypothesis	Relationship	Original Sample (O)	T-Statistics	P-Values	Decision
H1	Social Media Marketing → Purchase Decision	0.385	3.843	0.000	Supported
H2	Social Media Marketing → FoMo	0.095	0.996	0.319	Not Supported
H3	Peer Influence → Purchase Decision	0.273	2.572	0.010	Supported
H4	Peer Influence → FoMo	0.403	5.047	0.000	Supported
H5	FoMo → Purchase Decision	0.038	0.357	0.721	Not Supported
H6	Social Media Marketing → FoMo → Purchase Decision	0.004	0.242	0.809	Not Supported
H7	Peer Influence → FoMo → Purchase Decision	0.015	0.335	0.737	Not Supported

## 4. Hypothesis Testing Interpretation

The results indicate that Social Media Marketing has a positive and significant effect on Purchase Decision ( $p < 0.05$ ), suggesting that effective digital marketing strategies directly influence consumer purchasing behavior. However, Social Media Marketing does not significantly influence FoMo ( $p > 0.05$ ), indicating that exposure to

marketing content alone is insufficient to generate psychological pressure related to missing out.

Peer Influence demonstrates a positive and significant effect on both Purchase Decision and FoMo ( $p < 0.05$ ), highlighting the importance of interpersonal relationships in shaping both psychological responses and behavioral outcomes.

Conversely, FoMo does not significantly affect Purchase Decision ( $p > 0.05$ ), indicating that psychological anxiety related to missing trends does not necessarily translate into actual purchasing behavior.

### **5. Mediation Analysis**

The mediation analysis shows that FoMo does not function as an intervening variable. The indirect effect of Social Media Marketing on Purchase Decision through FoMo is not statistically significant ( $t = 0.242$ ;  $p = 0.809$ ). Similarly, FoMo does not mediate the relationship between Peer Influence and Purchase Decision ( $t = 0.335$ ;  $p = 0.737$ ).

These findings confirm that the effects of Social Media Marketing and Peer Influence on Purchase Decision occur directly rather than indirectly through FoMo.

### **Discussion**

The findings demonstrate that Social Media Marketing plays a significant role in influencing purchase decisions. Effective marketing strategies—characterized by engaging content, clear product information, and interactive communication—enhance consumer perceptions and encourage purchasing behavior. This aligns with Saputra et al. (2020), who define social media marketing as a strategic tool for communication and relationship-building with consumers. Similarly, Narottama and Moniaga (2022) emphasize that social media enables firms to deliver creative promotions and foster direct engagement with target audiences.

However, Social Media Marketing does not significantly influence FoMo. This suggests that while marketing exposure increases awareness and interest, it does not necessarily trigger psychological anxiety related to missing out. According to Przybylski et al. (2013), FoMo is rooted in deeper psychological needs, particularly social belonging and emotional connection, rather than purely informational exposure.

In contrast, Peer Influence significantly affects both Purchase Decision and FoMo. This finding highlights the critical role of social interaction and interpersonal trust in consumer behavior. As noted by Santrock (2018), peers exert strong influence due to shared social characteristics and frequent interaction, which facilitate the exchange of opinions and experiences. Consequently, recommendations from peers are perceived as more credible and persuasive than marketing messages.

Interestingly, FoMo does not significantly influence Purchase Decision, indicating that emotional or psychological pressure alone is insufficient to drive actual buying behavior. Consumers appear to rely more on rational evaluation and social validation rather than impulsive reactions to perceived trends.

Overall, this study underscores that social influence (peers) and strategic communication (social media marketing) are more dominant determinants of purchase decisions than psychological constructs such as FoMo. This finding contributes to the literature by clarifying that FoMo may function more as an emotional response rather than a behavioral driver in certain consumption contexts.

## CONCLUSION

This study investigates the influence of Social Media Marketing and Peer Influence on Purchase Decisions, with Fear of Missing Out (FoMo) as a mediating variable in the context of Goojodoq portable fan products. The findings demonstrate that both Social Media Marketing and Peer Influence have a positive and statistically significant direct effect on Purchase Decisions. These results confirm that digital marketing strategies and interpersonal recommendations are critical determinants in shaping consumer purchasing behavior.

However, the results indicate that Social Media Marketing does not significantly influence FoMo, suggesting that exposure to marketing content alone is insufficient to trigger psychological anxiety related to missing out. In contrast, Peer Influence has a significant positive effect on FoMo, highlighting that social interaction and interpersonal communication are more influential in generating such psychological responses.

Furthermore, FoMo does not have a significant effect on Purchase Decisions. This finding implies that although consumers may experience a fear of being left behind, such emotional responses do not necessarily translate into actual purchasing behavior. The mediation analysis further confirms that FoMo does not mediate the relationship between Social Media Marketing and Purchase Decisions, nor between Peer Influence and Purchase Decisions.

Overall, this study concludes that purchase decisions are primarily driven by rational evaluation and social influence rather than psychological pressure associated with FoMo. Theoretically, these findings contribute to the literature by clarifying the limited role of FoMo as a mediating variable in consumer behavior models. Practically, the results suggest that companies should prioritize strengthening social media marketing strategies and leveraging peer-based influence rather than relying on fear-based marketing appeals.

Future research is recommended to incorporate additional variables, such as trust, perceived value, or brand image, to improve the explanatory power of the model and provide a more comprehensive understanding of consumer decision-making processes.

## Acknowledgment

The author would like to express sincere gratitude to all parties who have contributed to the completion of this research. Special appreciation is extended to the academic supervisors for their guidance, support, and valuable suggestions throughout the research process. The author also thanks all respondents who willingly participated in this study and provided the necessary data. Furthermore, appreciation is given to family and friends for their encouragement and support during the completion of this research.

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