ANALYZING THE IMPACT OF FEAR OF MISSING OUT (FOMO) ON PURCHASE INTENTION:THE MEDIATING ROLE OF CONFORMITY CONSUMPTION BEHAVIOR

Bunga Salsabila[1,1]*, Kokom* Komariah[2], and *Nor* Norisanti[1]

Department of Business Administration, Faculty of Social Sciences,
Universitas Muhammadiyah Sukabumi, Indonesia

Abstract The Fear of Missing Out (FoMO) phenomenon is increasingly recognized in the era of social media, where individuals feel worried and anxious about being left behind by current trends or information. This condition is widely used by marketers in forming strategies to influence the behavior of potential consumers, especially on purchasing interest. This study aims to analyze the effect of FoMO on purchasing interest with conformity as a mediator. The study was conducted with a quantitative approach using the probability sampling method and involved 240 respondents. Data analysis techniques using SEM with the Amos 23 software application. The results of the study show that FoMO has a significant effect on conformity, and conformity also has a significant effect on purchase intention. Furthermore, the findings reveal that conformity is able to mediate the effect of FoMO on purchase intention. This suggests that FoMO not only encourages consumers to follow trends, but also shapes consumptive behavior aligned with the norms or standards of their social group, which ultimately increases their intention to make a purchase. This study provides important implications for marketers in designing effective marketing communication strategies by considering the psychological aspects of consumers in the digital era.

1 Introduction

The internet is no longer a strange thing for Indonesians. This is proven by the survey results of the *Asosiasi Penyelenggara Jasa Internet Indonesia* (APJII) which revealed that the number of internet users in Indonesia in 2024 increased by 1.4% from the previous period [1]. The internet can easily access any information by only armed with a cell phone and internet from an internet service provider [2]. The ease of accessing the internet has also helped in all human activities, including buying and selling [3]. The ease of the internet also provides opportunities for businesses to expand their target market through social media [4].

The ease of accessing the internet can affect a person's feeling of worrying about being left behind, which is a phenomenon called Fear of Missing Out (FoMO) [5]. The FoMO measurement scale continues to develop and is starting to be added to the context of measuring FoMO related to online. One of them is proposed by [6], FoMO has 4 dimensions, namely anxiety, need to belong, addiction, and need popularity. Where in their research, the need popularity dimension is said to have a tendency to distinguish FoMO in the online context. Meanwhile, in other research, FoMO consists of 2 dimensions, namely Anxiety of isolation, which is characterized by sensitivity to social recognition, feelings of wanting to be connected, and feelings of wanting to be praised by others. And Desire of belonging, which is characterized by feelings of being alienated, ignored, and left behind [7].

In this study, the author uses Kang's theory to describe FoMO with two dimensions, namely the fear of isolation and the desire to belong. This FoMO phenomenon is often utilized by marketers in their marketing strategies. A study found that social media marketing activities have a significant influence on FoMO behavior [8]. Kang, et al. revealed that advertisements that use FoMO appeals can increase the likelihood that customers will make purchases [9]. The study also revealed that FoMO has a positive influence on a person's purchase intention. Even so, FoMO is not always the trigger for purchase intention. A study [10] revealed that FoMO has no influence on purchase intention. In his research, it is the basic influence of needs and wants that actually affects a person's buying interest.

In other research on FoMO, Fomo plays a significant role in conformity behavior either because of pressure from a group, or because of trust in the information received by a group [11]. Then in research [12], revealed that conformity has a significant influence directly and indirectly on buying interest. Deutsch and Gerard explain that conformity consists of normative and informational. Normative is the tendency to conform to the positive expectations of others, while Informational is the tendency to accept information obtained from others as evidence of reality [13].

Bittersweet by Najla is one of the companies that utilizes social media to market its products. Its most popular social media account is a Tiktok account with the username @bittersweetbynajla which had 12 million followers in May 2025. At the end of 2024, Bittersweet by Najla released its latest product with the name Dubai Choco

---

[1] Corresponding author: bungasalsabila@ummi.ac.id

which was adapted from the dubai chocolate product which was then being viral after an influencer named Maria Vehara uploaded a video of her enjoying the chocolate product in her car. To date, the video has been viewed more than 50 million times on Tiktok [14]. Unfortunately, the Dubai Choco product received several negative comments, which included "enek ga sih kalau terlalu manis", "kemanisan sih" dan "mahal gak sih cocoknya harga 100rb 3 dikit bgt" which means "it doesn't taste good if it's too sweet", "it's too sweet" and "Isn't it kinda pricey? Like, 100k for 3 would be better since it's really small". In addition, the number of sales of dubai choco products on tiktokshop bittersweet by najla has 8,000 sales, even though the number of followers is a thousand times more than that.

Therefore, with a strategy to attract purchase interest, this research brings novelty by adding a mediating variable, namely conformity consumption behavior to examine more deeply the external influence of marketing strategies by utilizing the FoMO phenomenon to attract purchase interest.

The aim of this study is to analyze the effect of the FoMO phenomenon on purchase intention. Based on the theoretical review and previous studies, this study develops several conjectures about the relationship between variables. First, it is assumed that fear of missing out (FoMO) has a positive and significant influence on conformity consumption behavior. Furthermore, conformity consumption behavior is expected to have a positive and significant effect on purchase intention. This study also examines whether FoMO directly has a positive and significant influence on purchase intention. Finally, the role of conformity as a significant mediating variable in the relationship between FoMO and purchase intention.

2 Research method

The research method used in this study is a quantitative research method with a survey. Cresswell states that the survey method provides a plan for a quantitative description of trends, attitudes, or opinions of the population by studying a sample of the population [15].

2.1 Population and Sampling

The population used in this study are followers of the Tiktok @bittersweetbynajla account with a total of 12.3 million followers according to data taken by researchers on Tiktok on May 17, 2025. Researchers used Hair's theory [16] to determine the sample by multiplying the variable indicators of 24 with an observation value of 10 so that the sample in this study amounted to 240 people.

2.2 Data Collecting

Data collection is done by distributing questionnaires. The questionnaire was created using Google form and distributed in the form of a link via Direct Massage (DM) on Tiktok to Bittersweet by Najla followers and through posts on the X application by mentioning the respondent's criteria, namely followers of the Tiktok account Bittersweet by Najla and have never made a purchase on dubai choco products. The questionnaire questions used semantic differential intervals, which is a scale with values 1-7 (Strongly disagree - strongly agree).

2.3 Data Analysis

The data analysis technique used in this research is inferential statistical technique with SEM (Structural Equation Model) method with AMOS version 23.0 application to determine the effect between exogenous and endogenous variables, also to analyze indirect effects. In this study, there are 3 variables, namely FoMO as an exogenous variable, conformity consumption behavior as a mediating variable, and purchase intention as an endogenous variable.

3 Results and discussion

3.1 Results

3.1.1 Confirmatory Factor Analysis (CFA)

Table 1. CFA validity test results exogenus variable

			Estimate	S.E.	C.R.	P
Anxiety of belonging	<---	FoMO	0.937	0.068	13.881	0.000
Desire of belonging	<---	FoMO	1.000			
X3	<---	Anxiety of belonging	1.000			
X2	<---	Anxiety of belonging	1.106	0.085	12.99	0.000
X1	<---	Anxiety of belonging	1.006	0.073	13.737	0.000
X6	<---	Desire of belonging	1.000			
X5	<---	Desire of belonging	0.899	0.075	12.015	0.000
X4	<---	Desire of belonging	0.986	0.078	12.603	0.000

Based on the table, it can be seen that the CFA test of exogenous variables shows that all indicators on exogenous variables are in accordance with the criteria because the Critical Ratio (CR) value is > 1.96 with a probability value (P) <0.05. Therefore, the indicators on the exogenous variables can be declared valid.

Table 2. CFA validity test results endogenus variable

			Estimate	S.E.	C.R.	P
Purchase Intention	<---	CCB	1,040	0,095	10.962	0,000
Informational	<---	CCB	1,003	0,089	11.295	0,000
Normative	<---	CCB	1,000			
MT	<---	Purchase Intention	1,000			
MR	<---	Purchase Intention	0,862	0,078	11.079	0,000
MP	<---	Purchase Intention	1,015	0,082	12.358	0,000
ME	<---	Purchase Intention	0,943	0,082	11.477	0,000
XM1	<---	Informational	1,000			
XM2	<---	Informational	0,972	0,085	11.419	0,000
XM3	<---	Informational	0,990	0,086	11.461	0,000
Y1	<---	Transactional Interest	1.000			
Y2	<---	Transactional Interest	0.965	0.085	11.345	0.000
Y3	<---	Transactional Interest	0.994	0.085	11.643	0.000
Y4	<---	Referencial Interest	1.000			
Y5	<---	Referencial Interest	1.171	0.103	11.338	0.000
Y6	<---	Referencial Interest	1.154	0.100	11.518	0.000
Y7	<---	Preferential Interest	1.000			
Y8	<---	Preferential Interest	0.977	0.082	11.936	0.000
Y9	<---	Preferential Interest	1.012	0.085	11.874	0.000
Y10	<---	Explorative Interest	1.000			

			Estimate	S.E.	C.R.	P
Y11	<---	Explorative Interest	1.000	0.090	11.145	0.000
Y12	<---	Explorative Interest	1.050	0.092	11.353	0.000
XM4	<---	Normative	1.000			
XM6	<---	Normative	1.001	0.090	11.182	0.000
XM5	<---	Normative	0.959	0.086	11.189	0.000

Based on the table, it can be seen that the endogenous variable CFA test shows that all indicators on endogenous variables are in accordance with the criteria because the Critical Ratio (CR) value is > 1.96 with a probability value (P) < 0.05. Therefore, the indicators on the endogenous variables can be declared valid.

3.1.2 Average Validity Extracted (AVE)

Table 3. Validity test results with AVE test

Variable	Dimension	Indicator	Loading Factor	Loading Factor^2	AVE	Validity
Fear of Missing Out (FoMO)	Anxiety of belonging	X1	0,789	0,623	0,55	Valid
		X2	0,753	0,567		
		X3	0,764	0,583		
	Desire of belonging	X4	0,773	0,598		
		X5	0,714	0,51		
		X6	0,723	0,522		
Conformity Consumption Behavior	Informational	XM1	0,735	0,54	0,52	Valid
		XM2	0,732	0,536		
		XM3	0,73	0,533		
	Normative	XM4	0,732	0,536		
		XM5	0,723	0,523		
		XM6	0,721	0,52		
Purchase Intention	Transactional Interest	Y1	0,742	0,551	0,5	Valid
		Y2	0,719	0,517		
		Y3	0,732	0,536		
	Preferential Interest	Y4	0,739	0,546		
		Y5	0,742	0,551		
		Y6	0,757	0,573		
	Referencial Interest	Y7	0,724	0,524		
		Y8	0,714	0,51		
		Y9	0,715	0,511		
	Explorative Interest	Y10	0,712	0,507		
		Y11	0,718	0,516		
		Y12	0,737	0,543		

Based on the table, it can be seen that the results of the validity test with the Average Validity Extracted (AVE) test of all latent variables, both exogenous and endogenous variables, have a value ≥ 0.5 so that they can be declared valid and can be used for further testing.

3.1.2 Reliability Test

Table 4. Reliability test result

Variable	Dimension	Indicator	Loading Factor	Loading Factor^2	Error	CR	Reliability
Fear of Missing Out (FoMO)	Anxiety of belonging	X1	0,789	0,623	0,357	0,86	Reliable
		X2	0,753	0,567	0,545		

	Desire of belonging	X3	0,764	0,583	0,415		
		X4	0,773	0,598	0,403		
		X5	0,714	0,51	0,478		
		X6	0,723	0,522	0,562		
Conformity Consumption Behavior	Informational	XM1	0,735	0,54	0.489	0,87	Reliable
		XM2	0,732	0,536	0.474		
		XM3	0,73	0,533	0.488		
	Normative	XM4	0,732	0,536	0.523		
		XM5	0,723	0,523	0.48		
		XM6	0,721	0,52	0.52		
Purchase Intention	Transactional Interest	Y1	0,742	0,551	0.538	0,92	Reliable
		Y2	0,719	0,517	0.58		
		Y3	0,732	0,536	0.564		
	Preferential Interest	Y4	0,739	0,546	0.448		
		Y5	0,742	0,551	0.598		
		Y6	0,757	0,573	0.532		
	Referencial Interest	Y7	0,724	0,524	0.529		
		Y8	0,714	0,51	0.528		
		Y9	0,715	0,511	0.572		
	Explorative Interest	Y10	0,712	0,507	0.539		
		Y11	0,718	0,516	0.524		
		Y12	0,737	0,543	0.523		

Based on the table, it can be seen that all variables have a Construct Reliability (CR) value > 0.7. Therefore, all variables can be declared reliable and can be used for further testing.

3.1.3 Normality Test

Table 5. Normality test result

Variable	Min	Max	skew	c.r.	kurtosis	c.r.
XM6	2	7	-0,396	-2,502	-0,047	-0,149
XM5	3	7	-0,432	-2,733	-0,252	-0,796
XM4	2	7	-0,205	-1,294	-0,347	-1,098
Y12	3	7	-0,424	-2,682	-0,349	-1,102
Y11	2	7	-0,569	-3,598	0,111	0,352
Y10	2	7	-0,38	-2,401	-0,056	-0,179
Y9	2	7	-0,302	-1,913	-0,337	-1,067
Y8	2	7	-0,244	-1,542	-0,34	-1,076
Y7	3	7	-0,498	-3,15	-0,339	-1,072
Y6	2	7	-0,469	-2,967	-0,214	-0,678
Y5	2	7	-0,28	-1,774	-0,455	-1,438
Y4	1	7	-0,473	-2,993	0,681	2,153
Y3	2	7	-0,434	-2,746	-0,264	-0,835
Y2	2	7	-0,497	-3,142	-0,181	-0,573
Y1	3	7	-0,414	-2,616	-0,502	-1,587
X4	3	7	-0,502	-3,176	-0,179	-0,567
X5	2	7	-0,483	-3,052	0,349	1,104
X6	2	7	-0,162	-1,027	-0,522	-1,651
X1	2	7	-0,23	-1,454	0,108	0,343
X2	2	7	-0,492	-3,113	-0,046	-0,145
X3	3	7	-0,377	-2,385	-0,395	-1,25
XM3	3	7	-0,373	-2,361	-0,627	-1,982
XM2	2	7	-0,509	-3,218	0,174	0,551
XM1	2	7	-0,44	-2,782	0,156	0,493
Multivariate					5,807	1,273

Based on the table, it can be seen that this research data has met the assumption of normality or in other words, it is normally distributed because the multivariate value is still < 2.58 and > -2.58, which is 1.273.

3.1.3 Goodness of Fit

Table 6. Goodness of Fit Result

Indecs	Cut off Value	Result	Evaluation
Chi – Square	Sekecil mungkin	237,388	Marginal Fit
Probability	> 0,05	0,321	Good Fit
CMIN/DF	< 2,00	1,041	Good Fit
RMSEA	< 0,08	0,013	Good Fit
GFI	> 0,90	0,925	Good Fit
AGFI	> 0,95	0,902	Marginal Fit
TLI	> 0,95	0,997	Good Fit
CFI	> 0,95	0,998	Good Fit

From this table, the values of Chi-Square, Probability, RMSEA, GFI, AGFI, CMIN/DF, TLI, CFI are known. Chi-Square has a value of 237.388, so the theoretical model and the sample model are said to be suitable because the smaller the Chi-Square indicates that the input covariance matrix between predictions and actual observations is not significantly different. The probability value is 0.321 and the df is a positive value of 1.041. This means that the hypothesized model fits the observation data. The model fit is also supported by the GFI value = 0.925, AGFI = 0.902, TLI = 0.997, CFI = 0.998, and RMSEA value of 0.013.

3.1.4 Hypothesis Test

Table 7. Direct influence hypothesis test result

	Estimate	S.E.	C.R.	P-Value	Conclusion
FoMO → CCB	0.929	0.075	12.365	0.000	Significantly positive
CCB → PI	1.261	0.384	3.285	0.001	Significantly positive
FoMO → PI	- 0.232	0.326	- 0.712	0.476	Insignificantly negative

Based on this table, it can be concluded that FoMO has a positive and significant influence on conformity consumption behavior. In addition, it is also found that conformity consumption behavior has a positive and significant influence on purchase intention. This is because the estimate has a positive value so that the relationship can be stated as positive. Then, the probability value of the two paths is < 0.05 so that the relationship is declared significant [17]. Therefore, the relationship between fomo's direct effect on purchase intention is found to be negative and insignificant.

Table 8. Indirect influence hypothesis test result

	Sobel Test		Conclusion
	T-Stat	P-Value	
FoMO →CCB→PI	3.28	0.001	Significant

To test the significance of the mediating variable, researchers used the sobel test which was calculated through an online sobel calculator on the analyticscalculator.com website. The results show that Conformity Consumption Behavior is able to mediate the relationship between FoMO and purchase intention significantly. This is because the probability value is < 0.05.

4 Conclusion and recommendation

The conclusion of this study, the first is that it was found that FoMO has a significant and positive relationship with conformity consumption behavior with a positive estimate value and a probability value of $0.000 < 0.05$. This finding is in line with previous research which also found a positive and significant influence between FoMO and conformity consumption behavior [18]. Furthermore, it was found that conformity consumption behavior has a positive and significant influence on purchase intention with a positive estimate value and a probability value of $0.001 < 0.05$. This finding is also in line with previous research which found a significant and positive influence between conformity consumption behavior and purchase intention [19]. In this study, it was also found that the direct effect between FoMO and purchase intention was negative and insignificant with a negative estimate value and a probability value of $0.476 > 0.05$. Even so, it turns out that conformity consumption behavior has a significant effect in mediating the relationship between FoMO and purchase intention with a probability value of $0.001 < 0.05$.

This shows that the existence of conformity consumption behavior can be one of the factors that increase purchase intention. Directly, FoMO has a negative influence on purchase intention. However, when individuals who experience FoMO also show high levels of conformity, this can actually increase their purchase intention. In other words, FoMO does not necessarily directly drive purchases, but through the drive to conform to the social environment (conformity), FoMO can indirectly influence consumer purchasing decisions.

Based on the findings of this study, Bittersweet by Najla is advised to utilize the power of social conformity in their marketing strategy. While FoMO does not directly increase purchase intention, approaches that emphasize elements of conformity such as promoting consumer reviews, showcasing viral buying trends on social media, or featuring content that reflects the camaraderie of fellow followers can be effective strategies to drive purchase decisions. It is hoped that these recommendations can help Bittersweet by Najla or other businesses in similar fields in designing marketing strategies that have more psychological impact on consumers. Future research can also consider other psychological variables to enrich the understanding of consumer behavior in the contemporary food industry.

Acknowledgment.

References

1. APJII, *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang* (2024)
2. Z. R. Rozan and A. O. P. Dewi, Anuva J. Kaji. Budaya, Perpustakaan, Dan Inf. **6**, 23 (2022)
3. D. Andzani and Irwansyah, Syntax Idea **4**, 104 (2023)
4. D. Dwi Putri and M. Afriani, **4**, 2901 (2024)
5. I. Az-Zahra Ciersya, N. Afifah, and B. Bagus Purmono, Ijafibs **11**, 448 (2023)
6. R. Kurniawan and R. H. Utami, J. Neo Konseling **4**, 1 (2022)
7. I. Kang, H. Cui, and J. Son, Sustain. **11**, (2019)
8. M. Azhari and M. Roosdhani, J. Manage. **18**, 768 (2025)
9. J. P. Pramudiani and F. M. Leon, EBIDEkonomi Bisnis Digit. **2**, 89 (2024)
10. A. J. V. Radianto and T. N. Kilay, J. Revenue J. Ilm. Akunt. **4**, 490 (2023)
11. S. Myrilla and F. Iriani Roesmala Dewi, Versi Cetak) **6**, 507 (2022)
12. S. L. Wardhani and B. S. Wibowo, J. Manaj. Dan Bisnis Indones. **5**, 346 (2018)
13. T. S. . (Teddy) Tan, 1 (2020)
14. H. Suud, *Cara Membuat Coklat Dubai Di Rumah, Camilan Mahal Viral Di TikTok Untuk Konten*

Mukbang Dan ASMR Artikel Ini Telah Tayang Di TribunJatim.Com Dengan Judul Cara Membuat Coklat Dubai Di Rumah, Camilan Mahal Viral Di TikTok Untuk Konten Mukbang Dan ASMR, Https (2024)

15.   Sugiyono, *Metode Penelitian Kuantitatif*, 3rd ed. (Alfabeta, Bandung, 2024)

16.   J. F. Hair, G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, and S. Ray, *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R* (Springer Nature Switzerland AG, 2021)

17.   D. Priyatno, *Olah Data SEM Dengan Progam Amos*, 1st ed. (Penerbit Andi, Yogyakarta, 2022)

18.   A. A. Ezzat, A. E. El Din, and H. Abdelmoaty, OALib **10**, 1 (2023)

19.   E. Princes, A. H. Manurung, I. G. So, and S. B. Abdinagoro, Polish J. Manag. Stud. **22**, 401 (2020)