

Research Article

The Effect of Social Media Marketing on Purchase Decision: Fear of Missing Out as a Mediating Factor Among Gen Z Consumers

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Abstract: The rapid growth of digital technology has transformed consumer behavior, especially among Generation Z who are highly active on social media. One notable trend is the increasing purchase of branded tumblers, which function not only as utility products but also as symbols of lifestyle and identity. Social media marketing plays an important role in shaping this behavior, while psychological factors such as Fear of Missing Out (FoMO) further influence consumer decisions. This study aims to examine the effect of Social Media Marketing on Purchase Decision, the effect of Social Media Marketing on FoMO, the effect of FoMO on Purchase Decision, and the mediating role of FoMO in the relationship between Social Media Marketing and Purchase Decision. The research was conducted in Denpasar City using a quantitative approach with 110 Generation Z respondents. Data were analyzed using Partial Least Squares (PLS) with SmartPLS software. The results reveal that Social Media Marketing has a strong positive and significant effect on Purchase Decision, indicating that effective digital marketing strategies directly encourage consumers to purchase branded tumblers. In addition, Social Media Marketing also has a positive and significant effect on FoMO, while FoMO itself significantly influences Purchase Decision. Furthermore, FoMO is proven to positively and significantly mediate the relationship between Social Media Marketing and Purchase Decision. It is recommended that companies, particularly branded tumbler brands, improve the quality and informativeness of their social media content, strengthen interaction and engagement with consumers, and foster a stronger sense of community among users. In addition, the use of Fear of Missing Out (FoMO) in marketing strategies should be applied carefully and responsibly to maintain consumer trust and support long-term relationships.

Keywords: Branded Tumbler; Fear of Missing Out (FoMO); Generation Z; Purchase Decision; Social Media Marketing.

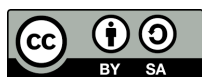
Received: April 17, 2026

Revised: May 18, 2026

Accepted: May 29, 2026

Published: June 09, 2026

Curr. Ver.: June 09, 2026



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1. Introduction

The development of digital technology over the past decade has brought significant changes to consumer behavior (Zulfita et al., 2024). This transformation is evident in how consumption patterns have become increasingly shaped by online activities, particularly through social media. Social media is no longer merely a platform for communication and social interaction, but has evolved into a highly potential commercial space for businesses to market their products (Tin, 2025). According to the DataReportal (2025), the number of active social media users in Indonesia has surpassed 190 million, representing a penetration rate of 68.9% of the total population. This figure indicates that the majority of Indonesians especially the younger generation are now integrated into a dynamic digital ecosystem. In addition, consumer behavior in the digital era is increasingly dominated by purchasing activities driven by online exposure, where purchase decisions have become more complex and strongly influenced by digital stimuli rather than purely functional needs. Purchase decisions refer to the final stage in the consumer decision-making process, where individuals evaluate available alternatives before deciding to buy a product or service. In the context of social media, this decision-making process is often influenced by visual content, peer recommendations, and digital marketing strategies.

Therefore, understanding how digital environments shape consumer purchasing behavior is essential in contemporary marketing research. In the context of marketing, social media enables companies to establish emotional closeness with consumers through personal and interactive communication strategies (Tin, 2025). The concept of social media marketing encompasses various promotional activities, including visual content, digital campaigns, influencer collaborations, and algorithm-based targeting of specific market segments (Putri & Fadhillah, 2025). These strategies have proven effective in shaping perceptions, increasing brand awareness, and influencing consumer purchase decisions (Meliana, 2025). One of the key strengths of social media lies in its ability to create social experiences that engage consumers emotions and sense of identity. Social Media Marketing (SMM) itself refers to the strategic use of social platforms to create, communicate, and deliver value to target consumers through interactive and engaging content. It allows brands to utilize influencer marketing, paid advertisements, and organic content to reach specific audiences more effectively. Through continuous exposure to branded content, consumers tend to develop familiarity, trust, and positive perceptions toward a product. As a result, SMM plays a crucial role in influencing consumer attitudes and purchase intentions in the digital marketplace.

In recent years, a noteworthy phenomenon has been the growing interest among the public particularly Gen Z in lifestyle and sustainability oriented products, one of which is the use of reusable tumblers (Meliana, 2025). Tumblers are not only valued as eco-friendly drinkware but also serve as a form of social identity and a symbol of modern lifestyle. Social media campaigns promoting reduced single-use plastic consumption, such as #BringYourOwnTumbler, have successfully raised environmental awareness while simultaneously creating a new consumption trend among young people. However, beyond this environmental awareness lies the strong influence of digital marketing strategies that capitalize on social values, product aesthetics, and emotional appeal through social media.

The increasing popularity of branded tumblers in Indonesia is not only driven by environmental campaigns but also by brand positioning, aesthetic design, and limited-edition marketing strategies, which further strengthen consumers intention to purchase. Branded tumblers have become symbolic products that reflect both environmental consciousness and modern lifestyle identity among Gen Z consumers. Their appeal is strongly influenced by visual aesthetics and social media exposure rather than functional needs alone. This phenomenon highlights the importance of understanding consumer motivation in purchasing branded lifestyle products.

Generation Z is known for its strong attachment to digital technology and social media. According to a GoodStats survey published by Sugiarti (2025), more than 90% of Gen Z in Indonesia actively use platforms such as Instagram, TikTok, and X daily, spending an average of more than 3 hours per day. Such high exposure to various forms of promotional content makes Gen Z particularly susceptible to the influence of digital marketing. Through social media marketing, companies can craft narratives and brand images that make products appear more appealing and relevant to Gen Z's lifestyle (Meliana, 2025). For instance, tumbler promotions featuring aesthetic designs, influencer collaborations, or aesthetic lifestyle posts can shape perceptions that owning such products is part of a contemporary trend worth following. This high level of engagement also increases the likelihood that Gen Z consumers will be influenced by social comparison and trending content circulating on social media platforms.

One of the psychological impacts of intense social media exposure is the Fear of Missing Out (FoMO) a sense of anxiety or apprehension about missing out on experiences enjoyed by others (Azhari & Roosdhani, 2025). FoMO often arises when individuals view posts from friends, influencers, or brands depicting certain lifestyles on social media. In the context of consumption, FoMO can trigger purchasing behavior and strengthen one's desire to own trending products (Zulfita et al., 2024). Consequently, purchase decisions are not only driven by functional needs but also by emotional impulses to remain part of ongoing social trends. FoMO is particularly prevalent among Generation Z, who are highly active on social media and tend to compare their lifestyles with others. This psychological condition can strengthen the influence of social media marketing by creating urgency and emotional pressure to purchase trending products.

Therefore, FoMO is positioned as a mediating variable that explains how social media marketing affects purchase decisions among Gen Z consumers. Previous studies have shown that social media marketing positively influences purchase decisions (Azhari & Roosdhani, 2025; Putri & Fadhillah, 2025; Zulfitra et al., 2024). FoMO functions as an emotional bridge linking exposure to social media content with consumers purchasing behavior. When individuals fear being left out of popular trends, they are more likely to make purchases to fulfill social and psychological needs (Zulfitra et al., 2024). However, some studies have found that social media marketing does not always have a positive impact on purchase decisions (Borshalina et al., 2022; Rakhmawati, 2023).

The relationship between social media marketing, fear of missing out, and purchase decision therefore warrants further exploration, particularly among Gen Z consumers in Bali specifically in Denpasar City. Most prior studies have focused on the fashion or electronics industries, while the phenomenon of purchasing relatively simple products such as tumblers has received limited attention from psychological and digital marketing perspectives. Moreover, Gen Z's characteristics being impulsive, easily influenced by trends, and seeking social recognition through digital media make them a particularly relevant group for this line of research.

The urgency of this study is also supported by the increasing use of branded tumblers as a lifestyle product among young consumers, where purchasing decisions are not only influenced by promotional campaigns on social media but also by brand image, social identity, and trend-driven consumption behavior. Furthermore, understanding whether purchase decisions are driven purely by social media campaigns or also by brand strength is important to determine the dominant factor influencing Gen Z consumer behavior in the context of branded tumbler products. This distinction is essential for companies in designing more effective and targeted marketing strategies.

Therefore, the study titled "The Effect of Social Media Marketing on Purchase Decision: Fear of Missing Out as a Mediating Factor among Gen Z Consumers" is both relevant and significant. Focusing on the phenomenon of tumbler use among Gen Z highlights a shift in consumption behavior driven by digital social interaction rather than purely functional needs. Through this approach, the study aims to provide a more comprehensive understanding of the dynamics of young consumers behavior in the digital era.

2. Preliminaries or Related Work or Literature Review

This study is based on the Stimulus-Organism-Response (S-O-R) theory proposed by Mehrabian and Russell (1974), which explains that individual behavior is formed through external stimuli that are processed by internal psychological states before resulting in observable responses (Vidyanata, 2022). In this model, stimulus refers to external factors such as marketing messages, advertisements, and social media content that influence consumers (Tin, 2025). These stimuli are processed by the organism, which represents internal psychological conditions including cognition, emotion, and motivation. The final stage is response, which is reflected in consumer behavior such as purchase decisions, product engagement, or rejection of products.

Social Media Marketing (SMM) is defined as a digital marketing strategy that uses social media platforms such as Instagram, TikTok, Facebook, and X (Twitter) to build relationships with consumers and influence purchasing behavior (Vidyanata, 2022; Tin, 2025). SMM operates through content creation, content sharing, connecting, and community building to increase engagement and brand awareness (Taan et al., 2021). Fear of Missing Out (FoMO) is a psychological condition characterized by anxiety or fear of being left out of experiences or trends experienced by others (Chandra, 2025). This condition arises from social comparison in digital environments and is strengthened by exposure to social media content (Putri & Fadhillah, 2025). Purchase Decision is the final stage of consumer behavior where individuals select products based on rational and emotional factors such as price, quality, brand, and social influence (Borshalina et al., 2022; Zulfitra et al., 2024).

3. Proposed Method

Research Methodology in this study was conducted in Denpasar City, Bali Province, which was selected due to its high population of Generation Z and intensive use of social media platforms such as Instagram and TikTok.

The population in this study consists of Generation Z consumers living in Denpasar who are active social media users and have purchased tumblers online after being exposed to social media promotions (Asari et al., 2023). The sampling technique used is purposive sampling, with criteria including individuals born between 1997–2012, residing in Denpasar, actively using Instagram or TikTok, and having purchased tumblers online. The minimum sample size was determined using the formula from Hair et al., (2019), resulting in 110 respondents. Data were collected using quantitative methods through questionnaires distributed via Google Forms, while secondary data were obtained from books, journals, and related literature (Asrulla et al., 2023; Friday & Leah, 2024).

Data analysis in this study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, which is suitable for small sample sizes, non-normal data distribution, and predictive modeling. The analysis includes evaluation of the outer model to test validity and reliability through convergent validity, discriminant validity, and composite reliability, where acceptable values are generally above 0.5–0.7 and Cronbach’s Alpha above 0.6. The inner model is assessed using R-square to measure explanatory power and Q-square to evaluate predictive relevance, where $Q^2 > 0$ indicates good predictive ability. Hypothesis testing is carried out using PLS-SEM to examine relationships between latent variables and confirm the research model structure (Ringle et al., 2020).

4. Results and Discussion

Descriptive Statistical Analysis

Descriptive statistics are used to analyze data by describing or illustrating the information collected as it is, without drawing conclusions that apply generally or making broader generalizations (Sugiyono, 2019). The quantitative assessment in this study uses an interval scale, in which the mean score is interpreted based on predetermined rating categories.

Table 1. Criteria for Questionnaire Response Assessment.

Criteria	Rating Category
1.00 – 1.80	Very Poor
1.81 – 2.60	Poor
2.61 – 3.40	Fair
3.40 – 4.20	Good
4.21 – 5.00	Very Good

Based on the response rating criteria above, the following section presents the discussion of each research variable:

Table 2. Respondent Answers on Social Media Marketing.

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	Social media content promoting tumblers is visually appealing and informative	2	9	35	43	21	3,65	Good
2	I often see tumbler promotions being shared on social media	1	3	41	41	24	3,76	Good
3	Tumbler brands actively interact with users through social media	1	8	42	41	18	3,61	Good
4	Social media creates a sense of community among tumbler users	3	7	37	37	26	3,69	Good
	Average						3,68	Good

Based on the descriptive analysis of the Social Media Marketing (X) variable, the overall average score is 3.68, which falls into the “good” category. This indicates that respondents generally perceive social media marketing activities related to tumbler products as effective and well-executed.

Among the indicators, the highest average score is found in the statement “I often see tumbler promotions being shared on social media” (3,76), suggesting that promotional exposure is relatively frequent and visible to consumers.

Meanwhile, the lowest score is observed in the statement “Tumbler brands actively interact with users through social media” (3,61), although it still remains within the “good” category, indicating that interaction exists but could be further improved.

Other indicators, such as visually appealing and informative content (3,65) and the creation of a sense of community (3.69), also show positive perceptions among respondents. Overall, these findings suggest that social media marketing plays a significant role in shaping consumer awareness and engagement with tumbler products, although there is still room for enhancing brand interaction with users.

Table 3. Respondent Answers on Fear of Missing Out.

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	I feel afraid of missing out if I do not buy tumblers promoted on social media	1	5	45	47	12	3,58	Good
2	I do not want to be left behind when others buy tumblers promoted on social media	3	2	22	61	22	3,88	Good
3	I feel anxious when I see others buying tumblers promoted on social media while I have not	2	1	10	60	37	4,17	Good
Average							3,88	Good

Based on the descriptive analysis of the Fear of Missing Out (FoMO) variable, the overall average score is 3,88, which falls into the “good” category. This indicates that respondents generally experience a relatively high level of FoMO in relation to tumbler promotions on social media. The highest average score is found in the statement “I feel anxious when I see others buying tumblers promoted on social media while I have not” (4,17), showing that emotional responses such as anxiety are strongly felt by respondents. This is followed by the statement “I do not want to be left behind when others buy tumblers promoted on social media” (3,88), which is categorized as “very good,” indicating a strong tendency toward social comparison and the desire to follow trends. Meanwhile, the lowest score is observed in the statement “I feel afraid of missing out if I do not buy tumblers promoted on social media” (3,58), although it still falls within the “good” category. Overall, these findings suggest that FoMO is present among respondents and may play a meaningful role in influencing their purchasing behavior, particularly in the context of social media-driven consumption trends.

Table 4. Respondent Answers on Purchase Decision.

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	I feel happy when I buy a tumbler after seeing it promoted on social media	2	1	22	71	14	3,85	Good
2	I am willing to recommend the tumbler I purchased to others	2	3	41	55	9	3,60	Good
3	I prefer to buy tumblers from brands I have purchased before	2	1	13	64	30	4,08	Good
4	I am interested in buying tumblers again in the future	2	1	6	52	49	4,32	Very Good
Average							3,96	Good

Based on the descriptive analysis of the Purchase Decision variable, the overall average score is 3,96, which falls into the “good” category. This indicates that respondents generally demonstrate a positive tendency toward purchasing tumbler products influenced by social media.

The highest average score is found in the statement “I am interested in buying tumblers again in the future” (4,32), which is categorized as “very good,” suggesting a strong intention for repeat purchases.

This is followed by the statement “I prefer to buy tumblers from brands I have purchased before” (4,08), indicating a relatively high level of brand loyalty among respondents. Meanwhile, the statements “I feel happy when I buy a tumbler after seeing it promoted on social media” (3,85) and “I am willing to recommend the tumbler I purchased to others” (3,60) also fall within the “good” category, reflecting positive emotional responses and a moderate level of word-of-mouth intention. Overall, these findings suggest that purchase decisions among respondents are not only influenced by social media exposure but also supported by satisfaction and the potential for future purchasing behavior.

Research Model Analysis Using the PLS (Partial Least Square) Method

The analysis is carried out using SmartPLS 4 on a laptop computer to ensure efficient processing of the data and accurate estimation of the model parameters, the structural equation model of this study can be illustrated as shown in Figure 1 below:

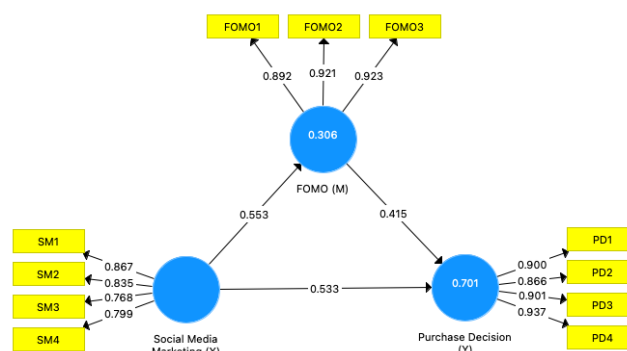


Figure 1. PLS Model.

Convergent Validity

Convergent validity for reflective indicators can be assessed by examining the correlation between each indicator and its corresponding construct. An indicator is considered reliable if it has a correlation value above 0,70. The correlation results between the indicators and their constructs can be seen in Table 5 as follows:

Table 5. Outer Loadings.

No	Variable	Statement Item	Item–Total Correlation	Description
1	Social Media Marketing (X)	X1	0,867	Valid
		X2	0,835	Valid
		X3	0,768	Valid
		X4	0,799	Valid
2	Fear of Missing Out (FoMO) (M)	M1	0,892	Valid
		M2	0,921	Valid
		M3	0,923	Valid
3	Purchase Decision (Y)	Y1	0,900	Valid
		Y2	0,866	Valid
		Y3	0,901	Valid
		Y4	0,937	Valid

Based on the results of the item–total correlation analysis, all measurement items for each variable show values exceeding the acceptable threshold of 0,70, indicating that all indicators are valid. For the Social Media Marketing (X) variable, the strongest indicator is X1 (0,867), followed by X2 (0,835), X4 (0,799), and X3 (0,768).

In the Fear of Missing Out (FoMO) (M) variable, the highest correlation is demonstrated by M3 (0,923), followed closely by M2 (0,921) and M1 (0,892). Meanwhile, for the Purchase Decision (Y) variable, Y4 (0,937) shows the strongest correlation, followed by Y3 (0,901), Y1 (0,900), and Y2 (0,866).

Since all indicators exhibit high item–total correlation values above the recommended threshold, it can be concluded that the research instrument is valid and reliable for measuring Social Media Marketing, Fear of Missing Out (FoMO), and Purchase Decision.

These results indicate that all items are capable of accurately and consistently representing their respective constructs, and therefore are suitable for further analysis.

Discriminant Validity Using Cross Loading

An indicator is considered valid if its cross loading value is higher for its own construct compared to other constructs. The results of the cross loading calculations can be seen in Table 6 as follows:

Table 6. Cross Loading.

	FOMO (M)	Purchase Decision (Y)	Social Media Marketing (X)
M1	0,892	0,602	0,427
M2	0,921	0,663	0,548
M3	0,923	0,673	0,530
Y1	0,588	0,900	0,662
Y2	0,599	0,866	0,630
Y3	0,646	0,901	0,720
Y4	0,716	0,937	0,730
X1	0,505	0,654	0,867
X2	0,477	0,621	0,835
X3	0,395	0,644	0,768
X4	0,428	0,572	0,799

Based on the cross loading analysis presented in Table 6, all indicators exhibit higher loading values on their respective constructs compared to other constructs. This indicates that each indicator is more strongly associated with its corresponding variable than with other variables in the model. Therefore, it can be concluded that the model has achieved adequate discriminant validity based on the cross loading criterion.

Discriminant Validity Using Average Variance Extracted (AVE)

Another method used to assess discriminant validity is by comparing the Average Variance Extracted (AVE) of each variable with the correlations between that variable and other variables in the model. The AVE values for each construct are presented in Table 7 below:

Table 7. Average Variance Extracted (AVE) Values.

Variable	Average Variance Extracted (AVE)
Social Media Marketing (X)	0,669
Fear of Missing Out (FoMO) (M)	0,832
Purchase Decision (Y)	0,812

Based on the results of the Average Variance Extracted (AVE) analysis, all variables in this study demonstrate AVE values above the recommended threshold of 0,50, indicating good convergent validity. The Social Media Marketing (X) variable has an AVE value of 0,669, while Fear of Missing Out (FoMO) (M) and Purchase Decision (Y) show higher AVE values of 0,832 and 0,812, respectively. These results indicate that each construct is able to explain more than 50% of the variance of its indicators, meaning that the indicators used sufficiently represent their respective variables. Therefore, it can be concluded that all constructs in this study meet the criteria for convergent validity and are appropriate for further analysis.

Composite Reliability

In addition to validity testing, reliability testing is also conducted using two criteria composite reliability and Cronbach’s alpha. A variable is considered reliable when both its composite reliability and Cronbach’s alpha values exceed 0,60. The composite reliability results are presented in Table 8 below.

Table 8. Composite Reliability Test Results

Variable	Composite Reliability	Cronbach’s Alpha	Description
Social Media Marketing (X)	0,890	0,834	Reliabel
Fear of Missing Out (FoMO) (M)	0,937	0,899	Reliabel
Purchase Decision (Y)	0,945	0,923	Reliabel

The composite reliability and Cronbach’s alpha output for the variables Social Media Marketing (X), Fear of Missing Out (M) and Purchase Decision (Y) all exceed the threshold value of 0,60. Therefore, it can be concluded that all variables demonstrate good reliability.

R-Square (R2)

The R² value measures the extent to which exogenous variables explain the variance in endogenous variables. The coefficient of determination ranges from 0 to 1. A low R² value indicates that the independent variables have limited ability to explain the dependent variable. The evaluation of the structural model using R-square values is presented in Table 9 as follows:

Table 9. R-Square Test Results.

Variable	R-Square
Fear of Missing Out (FoMO) (M)	0,306
Purchase Decision (Y)	0,701

Based on the R-square results, it can be explained that the Fear of Missing Out (FoMO) (M) variable has an R² value of 0,306. This indicates that 30,6% of the variation in FoMO can be explained by the independent variable in the model, namely Social Media Marketing, while the remaining 69,4% is influenced by other factors outside the scope of this study.

Meanwhile, the Purchase Decision (Y) variable shows an R² value of 0,701, which means that 70,1% of the variation in purchase decisions can be explained by the variables included in the model, namely Social Media Marketing and Fear of Missing Out (FoMO). The remaining 29,9% of the variation is influenced by other variables not examined in this research. These results indicate that the model has a moderate explanatory power for FoMO and a strong explanatory power for Purchase Decision.

Q-Square (Q2)

Q-square (Q²) is used to evaluate the predictive relevance of the structural model. A Q² value greater than zero indicates that the model has adequate predictive capability in explaining the dependent variables. The evaluation of the structural model using Q-square values is presented in Table 10 as follows:

Table 10. Q-Square Test Results.

Variable	R-Square
Fear of Missing Out (FoMO) (M)	0,244
Purchase Decision (Y)	0,550

Based on the Q-square (Q²) results, the Fear of Missing Out (FoMO) variable has a Q² value of 0.244, indicating that the model has moderate predictive relevance for explaining FoMO. Meanwhile, the Purchase Decision variable shows a Q² value of 0.550, which indicates strong predictive relevance. These results suggest that the model has adequate predictive capability, particularly in explaining Purchase Decision. Therefore, it can be concluded that the structural model has good predictive relevance for the endogenous variables in this study.

Hypothesis Testing

Hypothesis testing in this study was carried out using statistical significance values (p-values). A hypothesis is regarded as significant when the p-value is below 0,05, while a value above 0,05 indicates that the hypothesis is not supported.

Based on the results obtained from the PLS analysis, both the direction and the strength of the relationships between the independent variables and the dependent variable can be identified.

Table 11. Direct Effect Test Result.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
FOMO (M) → Purchase Decision (Y)	0,415	0,408	0,078	5,338	0,000	Positive and Significant
Social Media Marketing (X) → FOMO (M)	0,553	0,542	0,089	6,186	0,000	Positive and Significant
Social Media Marketing (X) → Purchase Decision (Y)	0,533	0,534	0,059	8,990	0,000	Positive and Significant

Based on Table 11, the results present the path coefficient values as indicated by the t-statistics and p-values for the direct relationships between variables. The first hypothesis (H1) examines the effect of Social Media Marketing on Purchase Decision. The results show a path coefficient of 0,533, with a t-statistic of 8,990 and a p-value of 0,000. Since the t-statistic exceeds 1,96 and the p-value is below 0.05, it can be concluded that Social Media Marketing has a positive and significant effect on Purchase Decision. Therefore, H1 is accepted.

The second hypothesis (H2) tests the effect of Social Media Marketing on Fear of Missing Out (FoMO). The analysis yields a path coefficient of 0,553, a t-statistic of 6,186, and a p-value of 0,000. Because the t-statistic is greater than 1,96 and the p-value is less than 0.05, it can be stated that Social Media Marketing has a positive and significant effect on FoMO. Thus, H2 is accepted.

The third hypothesis (H3) examines the effect of Fear of Missing Out (FoMO) on Purchase Decision. The results show a path coefficient of 0,415, with a t-statistic of 5,338 and a p-value of 0,000. Since the t-statistic exceeds 1,96 and the p-value is below 0,05, it can be concluded that FoMO has a positive and significant effect on Purchase Decision. Therefore, H3 is accepted.

Overall, the findings indicate that all proposed relationships in the model are positive and statistically significant, meaning that Social Media Marketing directly influences both FoMO and Purchase Decision, while FoMO also plays a significant role in influencing Purchase Decision.

Table 12. Indirect Effect Test Result.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Social Media Marketing (X) → FOMO (M) → Purchase Decision (Y)	0,230	0,224	0,065	3,506	0,000	Positive and Significant

Based on the results of the indirect effect testing presented in Table 12, the t-statistic and p-value indicate the significance of the mediating relationship in the model. The fourth hypothesis examines whether Fear of Missing Out (FoMO) mediates the relationship between Social Media Marketing and Purchase Decision. The analysis shows a path coefficient of 0,230, with a t-statistic of 3,506 and a p-value of 0,000. Since the t-statistic exceeds 1,96 and the p-value is below 0,05, this indicates that the indirect effect is statistically significant. These findings confirm that FoMO positively and significantly mediates the relationship between Social Media Marketing and Purchase Decision. Therefore, H4 hypothesis is accepted.

Discussion

The Influence of Social Media Marketing on Purchase Decision

The results of this study indicate that Social Media Marketing has a positive and significant effect on Purchase Decision. This is evidenced by the path coefficient value of 0,533, supported by a t-statistic of 8,990 and a p-value of 0,000. These findings suggest that the more effective and engaging social media marketing activities are, the higher the likelihood that consumers will decide to purchase branded tumbler products. In this context, social media platforms play a crucial role in shaping consumer perceptions through visually appealing content, influencer endorsements, and lifestyle-oriented promotions related to tumbler usage. As branded tumblers are often associated with modern lifestyle, sustainability, and aesthetic value, exposure to such content can directly influence consumers' desire to own the product. Therefore, purchase decisions for branded tumblers are not only driven by functional needs but also by symbolic and emotional values communicated through social media. Social media marketing acts as the stimulus (S), delivering external cues such as promotional content, product visuals, and influencer campaigns related to branded tumblers (Tin, 2025; Vidyanata, 2022). These stimuli are processed internally by the organism (O), influencing consumers' perceptions, emotions, and motivations toward the product.

As a result, the response (R) is reflected in the form of a purchase decision. In the case of branded tumblers, marketing strategies that highlight lifestyle, environmental awareness, and aesthetic appeal can strengthen consumers' emotional attachment and increase their likelihood of purchasing (Azhari & Roosdhani, 2025; Taan et al., 2021). This confirms that social media marketing is an effective tool in shaping consumer behavior in the digital era.

These findings are also in line with previous studies. Research by Fitrianiingsih et al. (2025) and Asri et al. (2021) found that social media marketing significantly influences consumer purchase decisions by increasing trust and interest. Similarly, Azhari and Roosdhani (2025) concluded that social media marketing has a positive and significant effect on purchase decisions. In the context of branded tumbler products, this implies that consumers who are frequently exposed to engaging and relevant social media content are more likely to develop purchase intentions and ultimately make buying decisions. Thus, this study strengthens previous findings by emphasizing that social media marketing plays a vital role in influencing purchase decisions, particularly for lifestyle-oriented products such as branded tumblers.

The Influence of Social Media Marketing on Fear of Missing Out (FoMO)

The results of this study indicate that Social Media Marketing has a positive and significant effect on Fear of Missing Out (FoMO). This is shown by the path coefficient value of 0,553, supported by a t-statistic of 6,186 and a p-value of 0,000. These findings suggest that increased exposure to social media marketing activities can intensify consumers' feelings of FoMO, particularly in relation to branded tumbler products. When consumers frequently encounter promotional content, influencer usage, and trending tumbler designs on social media, they may feel anxious or worried about being left behind if they do not own similar products. This indicates that social media marketing not only informs consumers but also creates psychological pressure to follow trends and maintain social relevance.

From a theoretical perspective, this result can be explained through the Stimulus-Organism-Response (S-O-R) framework. Social media marketing functions as the stimulus (S), presenting information, trends, and lifestyle representations associated with branded tumblers (Tin, 2025; Vidyanata, 2022). These stimuli are processed within the organism (O), leading to emotional responses such as anxiety, concern, and fear of missing out when individuals perceive that others are already engaging with the product (Chandra, 2025; Fitrianiingsih et al., 2025). As a result, consumers develop a strong desire to remain connected with current trends. Marketing strategies that emphasize exclusivity, limited availability, or trending aesthetics of branded tumblers further amplify these psychological responses (Apriyansa & Addinpujoartanto, 2025; Putri & Fadhillah, 2025).

These findings are consistent with previous research. Studies by Azhari and Roosdhani (2025) and Zulfita et al. (2024) found that social media marketing significantly influences the emergence of FoMO among consumers.

In the context of branded tumbler products, this means that continuous exposure to attractive and trend-driven marketing content increases the likelihood of consumers experiencing FoMO.

As a result, consumers are more likely to feel the need to stay updated with current trends and product ownership. Therefore, this study reinforces the idea that social media marketing plays a crucial role in shaping consumers psychological states, particularly in generating FoMO in lifestyle-based product consumption.

The Influence of Fear of Missing Out (FoMO) on Purchase Decision

The results of this study indicate that Fear of Missing Out (FoMO) has a positive and significant effect on Purchase Decision. This is demonstrated by the path coefficient value of 0,415, supported by a t-statistic of 5,338 and a p-value of 0,000, which meet the required significance criteria. These findings suggest that higher levels of FoMO experienced by consumers are associated with a stronger tendency to make purchasing decisions, particularly in the context of branded tumbler products. In this case, consumers who frequently encounter tumbler promotions on social media may feel anxious about being left behind when others own aesthetically appealing or trending tumblers. As a result, they are more likely to purchase branded tumblers not only for functional purposes but also to maintain social relevance and follow current lifestyle trends. This indicates that purchase decisions for branded tumblers are strongly influenced by emotional and social pressures rather than purely rational considerations.

From a theoretical perspective, these findings can be explained using the Stimulus-Organism-Response (S-O-R) framework proposed by Mehrabian and Russell (1974). Within this framework, exposure to branded tumbler promotions on social media acts as the stimulus (S), delivering visual content, lifestyle representations, and trend-driven messages that attract consumer attention (Tin, 2025; Vidyanata, 2022). These stimuli are processed internally by the organism (O), where consumers experience psychological responses such as anxiety, concern, and fear of missing out when they see others using or promoting branded tumblers (Chandra, 2025; Fitriyaningsih et al., 2025). This internal state then leads to the response (R), which is the decision to purchase the tumbler product. In this context, branded tumblers are not only perceived as functional items but also as symbols of lifestyle and social identity, which strengthens the influence of FoMO on purchasing behavior (Borshalina et al., 2022; Zulfita et al., 2024).

These findings are consistent with previous studies that emphasize the role of FoMO in influencing purchase decisions. Research by Chandra (2025), as well as Azhari and Roosdhani (2025) and Zulfita et al. (2024), found that FoMO has a positive and significant effect on consumer purchasing behavior. In the context of branded tumbler products, this means that consumers who experience higher levels of FoMO are more likely to purchase tumblers after seeing them promoted or used by others on social media. Furthermore, Putri and Fadhillah (2025) explain that FoMO encourages consumers to act quickly in response to trends and perceived social expectations, especially in online environments. Therefore, the findings of this study reinforce the idea that FoMO plays a crucial role in driving purchase decisions for branded tumbler products, particularly among Gen Z consumers who are highly influenced by digital trends and social interactions.

The Mediating Role of Fear of Missing Out (FoMO) between Social Media Marketing and Purchase Decision

The results of the indirect effect analysis indicate that Fear of Missing Out (FoMO) significantly mediates the relationship between Social Media Marketing and Purchase Decision. This is evidenced by a path coefficient of 0,230, a t-statistic of 3,506, and a p-value of 0,000, which confirms that the indirect effect is both positive and statistically significant. These findings suggest that social media marketing does not only directly influence purchase decisions but also operates through psychological mechanisms, particularly FoMO. In the context of branded tumblers, exposure to visually appealing content, influencer endorsements, and trending campaigns on social media can trigger feelings of anxiety about being left behind. As a result, consumers are more likely to make purchasing decisions not solely based on product functionality, but also due to emotional pressure to stay aligned with current trends. This highlights that the effectiveness of social media marketing lies in its ability to stimulate both cognitive evaluation and emotional responses simultaneously. From a theoretical perspective.

These findings are consistent with the Stimulus-Organism-Response (S-O-R) framework proposed by Mehrabian and Russell (1974). In this study, social media marketing acts as the stimulus (S), which includes promotional content, digital campaigns, and influencer interactions related to branded tumblers. This stimulus is then processed within the organism (O), represented by the emergence of FoMO as a psychological response characterized by feelings of anxiety, concern, and fear of being left out (Chandra, 2025; Fitriainingsih et al., 2025). The internal state subsequently leads to the response (R), namely the purchase decision. In the case of branded tumblers, marketing strategies that emphasize exclusivity, aesthetic appeal, or limited availability can intensify FoMO, thereby encouraging consumers to make quicker purchasing decisions. Thus, FoMO serves as a crucial internal mechanism that translates external marketing stimuli into actual consumer behavior (Vidyanata, 2022; Tin, 2025).

Furthermore, these findings are in line with previous studies that highlight the mediating role of FoMO in consumer behavior. Research by Azhari and Roosdhani (2025), Putri and Fadhillah (2025), and Zulfita et al. (2024) consistently demonstrates that FoMO acts as a significant mediator between social media marketing and purchase decisions. These studies explain that exposure to intensive and engaging social media content can increase consumers fear of missing out, which in turn strengthens their intention to purchase. In relation to branded tumblers, this implies that consumers are not only influenced by marketing content itself but also by the social pressure created through digital interactions and perceived trends.

Therefore, the present study reinforces prior findings by confirming that FoMO plays an important mediating role, particularly among Gen Z consumers who are highly active on social media and sensitive to lifestyle trends.

5. Conclusions

Based on the findings of this study, it can be concluded that Social Media Marketing has a positive and significant effect on Purchase Decision, indicating that engaging content, influencer promotion, and interactive communication on social media effectively encourage Generation Z consumers to purchase branded tumblers. In addition, Social Media Marketing also has a positive and significant effect on Fear of Missing Out (FoMO), showing that exposure to trendy, popular, and aesthetically appealing content can trigger psychological anxiety of being left behind. Furthermore, FoMO itself has a positive and significant effect on Purchase Decision, meaning that consumers tend to make purchases not only based on product value but also due to emotional pressure to follow trends. Finally, FoMO is proven to mediate the relationship between Social Media Marketing and Purchase Decision, indicating that FoMO acts as a psychological mechanism that strengthens the influence of social media marketing on consumer purchasing behavior.

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