# The Effect Fears of Missing Out (Fomo) on Women Muslims Consumer

[1] REZI MUHAMAD TAUFIK PERMANA*, [2] EKA TRESNA GUMELAR, [3] NINDYA SARASWATI

Universitas Islam Bandung*
Correspondance author: rezi.muhamad@gmail.com*

## Article

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## Abstract

The phenomenon of fear of missing out (FoMO) among the current generation Z has become a quite unique phenomenon from the perspective of consumer behavior. The FoMO phenomenon of cosmetic products is very interesting to see what factors can influence this. the emergence of FoMO behavior that has an impact on consumer behavior. This study uses a quantitative approach with non-probability sampling techniques because researchers do not know for sure the actual number of the study population. Purposive sampling was used in sampling in this research where respondent criteria were required to achieve the objectives of this research. Meanwhile, data analysis on this research uses structural equation modeling with SmartPLS software. The results show that the factors that influence FoMO arise significantly from the influence of Influencer Marketing and Social Media Marketing, where FoMO has a positive effect on changes in consumer behavior.

*Keywords:* Fears of Missing Out, Social Media Marketing, Influencer Marketing, Consumer Behaviour.

## Introduction

The phenomenon of fears of missing out (FoMO) among generation Z today has created an event that is both unique and different in today's various industry lines. FoMO is a term commonly used by young people to describe behavior patterns that always feel excessively worried and feel afraid of being left behind by the latest social trends (San et al., 2019). As is well known, Generation Z is the newest generation born between 1995 and the early 2010s (Priporas et al., 2019). Generation Z, often considered as 'digital natives', is the first generation to grow up surrounded by digital communications (Smith, 2017). This generation consumes more content than any other age group, spending nearly 11 hours reading, liking, and sharing material across all their devices every day (Adobe, 2018). Stillman (2018) reveals that the most basic concern of generation Z is fear if they miss interesting news or information out there and are afraid of being considered non-existent. Some-

one who views someone's posts on social media gives rise to social anxiety and the potential for missing opportunities for social interaction is considered FoM (Dossey, 2013). FoMO experienced by young people is triggered by a strong emotional bond with a group (Santoso et al, 2021).

Apart from FoMO itself, it has become popular in the cosmetic industry, which is currently growing very rapidly, where various brands and product variants present various choices for consumers. Seeing the development of the beauty industry is inseparable from the individual's drive to always look "beautiful", "maintained" and "as good as possible" (Shalmont, 2020). This individual encouragement has an impact on the beauty industry to compete with each other to become the most superior in the eyes of consumers by continuing to adapt and innovate. This is inseparable from the increasingly widespread role of digital platforms that can be accessed at any time. The presence of a digital platform is a trigger for the growth of the beauty industry today. Involvement in social media platforms has become commonplace for them to seek inspiration (Brewis, 2020). It can be seen in the data below where consumers prefer to make purchases through digital platforms compared to making purchases directly.
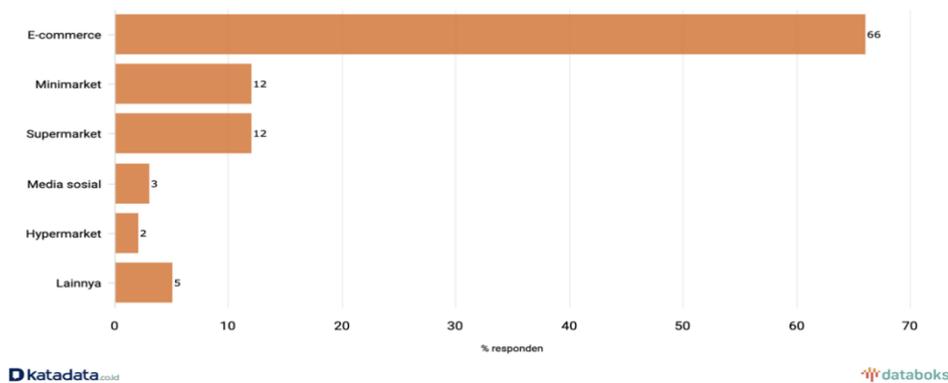


*Figure 1. Preference for where to buy beauty products*
Source: Katadata.co.id, 2022

In this regard, the tendency for consumers to see beauty products is driven by the behavior of FoMO itself. FoMO can be seen from the emerging trends, namely the trend in FoMO self-care (Rahmadianti, 2021). FoMO encourages excessive use of certain subjects, can pressure consumers to make decisions (Kang, I., Cui, H., & Son, J, 2019). FoMO behavior needs to be identified further where this behavior causes a final purchase action that impacts the buying behavior itself. Desire and feelings of pleasure are proactive stimuli which will lead to unplanned purchases by consumers (Ayub & Zafar, 2018; Parboteeah et al., 2009; Wu et al., 2020; Zhang et al., 2018a) that individuals those who experience FoMO actually experience lower need satisfaction, mood and life satisfaction in real life (Çelik & Eru, 2019). This shows that FoMO is not just an encouragement to be different in one condition with the people around but other stimuli can influence consumer decisions in choosing cosmetic products in particular. Consumers who tend to follow or even imitate a group is a characteristic where these consumers do not want to separate themselves from the mainstream (Kang, I., Cui, H., & Son , J, 2019).

In addition, social media is not only a place to socialize but is more than that where information exchange from personal information to general information is included. Social media activity arises from the surrounding environment, starting from family, friends and closest colleagues (Nawangsih, E., Tambunan, Siti Marliah., & Putri, Dian K., 2023). Today social media is not only a necessity but has become the main tool for consumers to communicate. Digital influencers are used by companies today to maximize effectiveness in social media marketing campaigns (Thurau et al., 2013). There are currently various forms of social media marketing, one of which is how to use media such as websites, podcasts, social media, all of which are a process in promoting products or services. (Dann & Dann, 2017). Media influencers have also been able to create buzz which has proven to be more effective and cost-effective compared to other marketing activities (Harrison, 2017). Influencers use social media as a forum for work and also promotion (endorsement). Images, captions and hashtags are forms of posting made by influencers on social media. The effectiveness of brand values and identity can now be supported by social media as effective marketing communications (Permana et al., 2021). Consumer purchasing intentions are apparently influenced by consumer behavior in viewing advertisements on social media (Popova et al., 2019).

To be able to bring in potential customers, influencer marketing is the best strategy with social media as a means. Influencer marketing can create a much more optimal brand and product image than using famous artists. Peck defines Influencers as "a set of third parties who have influence over an organization and potential customers." Today's marketers talk about micro Influencers, and A smaller impact can be felt when marketing through ordinary people because they have a small influence (Tomoson, 2016). Influencers are generally selected based on ability, expertise, level of popularity, and reputation. Influencers can create their influence on a product through content. This is because influencers have a close relationship with their current social status. However, Celebrities are still considered more trustworthy because they have a sufficient level of popularity and recommendation in the eyes of consumers (Tapinfluence, 2017 ). Influencer marketing can also be considered a form of product placement because it involves intentionally including brand messages in media content (Vodák et al., 2019). Several studies have revealed that the association of Influencers with consumer popularity as the final part of the marketing process creates a fundamental breakthrough where, no matter how many companies collaborate with Influencers or how high the company pays, this type of marketing will not work. Except for consumers or followers, Influencers' trust and their opinions (Juhlin & Soini, 2018).

As is currently known, some consumers in Indonesia are followers of the Islamic religion, therefore there are mandatory ways of consuming food and drinks that are permitted by religion, including cosmetics. Therefore, the halal label is very important in the beauty industry. The label is a characteristic and is one of the conditions for convincing Muslim consumers to buy halal products (Razzaque, Mohamed Abdur, 2016). However, the problem is that Muslim consumers currently buy products based only on their familiarity with the product, without looking further into the halal label (Hamdan et al., 2013). In contrast to online ordering of food products, Muslim consumers are accustomed to focusing on halal as their main preference (Al-Banna, H., 2019). We can see that currently cosmetic products are increasingly developing along with changes in healthy and natural lifestyles which have also encouraged Muslim women in Indonesia to use halal and organic cosmetics (Euromonitor International, 2015). There is a positive trend towards halal products where the majority of consumers will continue to buy halal certified products because they know the health benefits of halal products (Demirel, Y., & Yaşarsoy, E., 2017).

## Research Method

In this research, the method approach used is through descriptive methods and verification methods, where this research uses a quantitative research approach. Descriptive research is intended to assess the existence of independent variables without comparing or connecting other variables.

The descriptive method used in this research is to find out and examine how Fears of Missing Out, Social Media Marketing,  Influencer Marketing, Consumer Behaviour on muslims customers. The influence between variables is shown through the verification method, which involves testing hypotheses in statistical calculations. The verification method was used on this research to find out and answer the hypothesis. The number of respondents on this research were 250 people using the survey method. Meanwhile, data analysis on this research uses structural equation modeling with SmartPLS software.

## Results & Discussion

This section will discuss the analysis and discussion of the results of the research that has been conducted. This study collected 282 responses, but 32 responses were omitted because they did not meet the rees criteria. Thus, only 250 data are suitable for further analysis. The minimum sample requirement to use multivariate analysis is ten times the number of survey instruments, as suggested by Hair et al. (2018) accordingly.

5.1 Respondent Profile

Respondents from West Java dominated with 53.9% and were followed by DKI Jakarta with 19.53%, and Central Java with 18.75%. In terms of age, respondents aged 19-22 years accounted for 64.84%. The majority of respondents have high school education with 76.17% and Bachelor with 17.96%. Furthermore, respondents with student jobs dominate on this research with 75.78%, students 10.93%, and private employees with 6.64%.

### Tabel 1. Respondent's Profile

| Region of Origins | Number of Respondents | Percentage of Respondents |
|---|---|---|
| Jawa Barat | 130 | 52% |

| DKI Jakarta | 70 | 28% |
|---|---|---|
| Jawa Tengah | 30 | 12% |
| Jawa Timur | 10 | 4% |
| D.I. Yogyakarta | 8 | 3% |
| Riau | 3 | 1% |
| Bengkulu | 130 | 52% |

| Age | Number of Respondents | Percentage of Respondents |
|---|---|---|
| 15 – 18 | 50 | 20% |
| 19 – 22 | 95 | 38% |
| 23 - 25 | 68 | 27% |
| 25 - 30 | 30 | 12% |
| >30 | 8 | 3% |

| Occupation | Number of Respondents | Percentage of Respondents |
|---|---|---|
| Pelajar | 65 | 26% |
| Karyawan Swasta | 35 | 14% |
| Freelance | 3 | 1% |
| Dosen | 5 | 2% |
| Karyawan BUMN/ Aparatur Sipil Negara | 30 | 12% |
| Mahasiswa | 88 | 35% |
| Mengurus RumahTangga | 13 | 5% |
| Wiraswasta | 13 | 5% |

### Measurement Models

For describe the results of this research, validity and reliability tests are needed. Establish reliability using Cronbach's α of greater than 0.8. The next step is to test validity with convergent and discriminant validity. Three criteria for assessing convergent validity are item loading (λ) greater than 0.6 (Fornell C & Larcker DF, 1981), composite reliability greater than 0.8, and average variance extracted (AVE) greater than 0 .5 (Chin, 1998). Discriminant validity is ensured when the square root of the AVE for each construct is more significant than its correlation with other constructs. For reliability and convergent validity, Cronbach's α were all greater than 0.8. Item loadings ranged from 0.624 to 0.900, composite reliability ranged from 0.81 to 0.90, and AVE ranged from 0.538 to 0.737, as shown in:

### Tabel 2. Reliability and Validity Test

| Construct | Items | Factor Loading | Composite Realibility | AVE |
|---|---|---|---|---|
| Social Media Marketing | SMM 1 | 0,805 | 0,882 | 0,538 |
| | SMM 2 | 0,814 | | |
| | SMM 3 | 0,789 | | |
| | SMM 4 | 0,780 | | |
| | SMM 5 | 0,747 | | |
| | SMM 6 | 0,624 | | |
| | SMM 7 | 0,707 | | |
| | SMM 7 | 0,566 | | |
| Influencer Marketing | IM 1 | 0,693 | 0,854 | 0,612 |
| | IM 2 | 0,805 | | |
| | IM 3 | 0,796 | | |
| | IM 4 | 0,858 | | |
| | IM 5 | 0,751 | | |
| Fears of Missing Out (FoMo) | FM 1 | 0,732 | 0,890 | 0,643 |
| | FM 2 | 0,792 | | |
| | FM 3 | 0,867 | | |
| | FM 4 | 0,823 | | |
| | FM 5 | 0,787 | | |

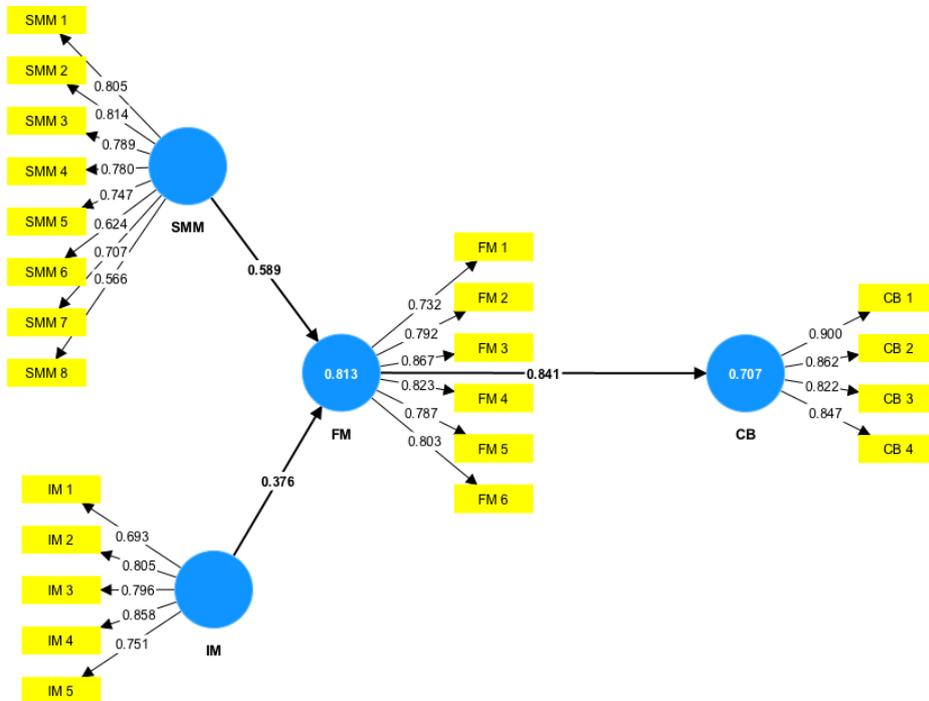| | | | | |
|---|---|---|---|---|
| | FM 6 | 0,803 | | |
| Consumer Behaviour | CB 1 | 0,900 | 0,888 | 0,737 |
| | CB 2 | 0,862 | | |
| | CB 3 | 0,822 | | |
| | CB 4 | 0,847 | | |



*Figure 2. Hypothesis Test*

The influence of exogenous variables on endogenous variables can be determined using SEM testing via PLS. In this research, the SEM PLS method is sequenced through a bootstrapping process so that the influence of exogenous variables on endogenous variables is known as follows:

**Table 3.  Calculation Results for Boot Strapping Research Data**

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values |
|---|---|---|---|---|---|
| FM -> CB | 0,946 | 0,944 | 0,025 | 38,218 | 0,000 |
| IM -> FM | 0,356 | 0,367 | 0,108 | 3,297 | 0,001 |
| SMM -> FM | 0,676 | 0,665 | 0,107 | 6,330 | 0,000 |

It is known that the T-table value for the level of confidence is 95% (α of 5%) and degrees of freedom (df) = n-2 = 250−2= 248 are 1.651 so large that hypothesis testing is required. Hypothesis testing for each The relationship between latent variables is shown as follows:

a. Testing the Social Media Marketing (Z) Variable Hypothesis against the Fears of Missing Out (X) Variable

Results showed that output table above the statistics for the variable Effect of Social Media Marketing (Z1) on the Fears of Missing Out variable

(X) is 6.330 > T-table (1.995). Where the samples tested showed positive results show 0.676 which indicates that the direction of the relationship between the Influence of Social Media Marketing variable (Z1) on the Fears of Missing Out (X) variable is positive. Thus H1 in the research is accepted. That is, in this research Social Media Marketing (Z1) as a latent varible with its indicators influences the Fears of Missing Out (X) variable with its indicators significantly.

b. Testing the Influencer Marketing Variable Hypothesis (Z) against the Fears of Missing Out (X) Variable

From the tabel above show, the statistics for the Influencer Marketing (Z1) variable on the Fears of Missing Out variable

(X) is 3.297 > T-table (1.995). Where the samples tested showed positive results show 0.356 indicate that relationship from the Influencer Marketing variable (Z1) and the Fears of Missing Out (X) variable is positive. Thus H2 in the study is accepted. That is, on this research the latent variable Influencer Marketing (Z1) with its indicators influences the Fears of Missing Out (X) variable with its indicators significantly.

c. Testing the Fears of Missing Out (X) Variable Hypothesis on Customer Behavior (Y) Variables

From the tabel above show statistics for the Influencer Marketing (Z1) variable on the Fears of Missing Out (X) variable of 38.218 > T-table (1.995). Where the samples tested showed positive resultsof 0.946 which indicates that the direction of the Fears of variable relationship Missing Out (X) to the Customer Behavior Variable (Y) is positive. Thus H3 in the study is accepted. That is, on this research the latent variable Fears of Missing Out (X) and its indicators significantly influence the Customer Behavior (Y) variable with its indicators.

## Conclusions

The results showed that the two moderating variables, namely social media marketing and influencer marketing variables significantly affected the independent variable Fears of Missing Out (FoMo), this also significantly influenced the dependent variable, namely customer behavior significantly. Data analysis is in the form of outer model and inner model analysis. From the results of the analysis, it can be concluded that several factors from social media marketing, influencer marketing and Fears of Missing Out (FoMo) directly influence or have a positive influence on customer behavior.

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