



**SOCIAL MEDIA FEAR OF MISSING OUT (FOMO) TO GEN Z:
THE ROLE OF GREEN MARKETING COMMUNICATION AND SOCIAL
INFLUENCE TO PURCHASE INTENTION**

By

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Abstract

This research was conducted to determine whether social media marketing and social influence influence the purchase intention of Fore Coffee products in West Jakarta with FOMO (Fear of Missing Out) mediation. This research addressed all Fore Coffee consumers at Jakarta's outlets as many as 305 Gen Z respondents. The research method carried out in this study is the quantitative method. Data collection through online surveys through Google Forms. Sampling is carried out by non-probability sampling using the accidental sampling method and using SmartPLS (Partial Least Square) software. The results of this study found that social media marketing and social influence influence the buying interest of Fore Coffee products mediated by FOMO.

Keywords: Social Media Marketing, Social Influence, FOMO, Consumer Behavior, Green Marketing Communication

INTRODUCTION

Based on data from Bank Indonesia in 2020, the food and beverage sub-sector became the largest contributor to GDP in the industrial sector, reaching 51.15%. Because of this considerable opportunity, many people want to build a business in this field. Competition in the Indonesian food and beverage industry has become very tight. This encourages F&B business people to strive to bring innovation and pay attention to aspects of product quality, raw materials used, and the latest production methods.

The development of the food and beverage industry in Indonesia is supported by its adequate food resources. Food ingredient suppliers in Indonesia are also competing to produce the best raw materials for the processed food and beverage industry. One of the extraordinary natural resource potentials associated with the rapid growth of its type of industry is the coffee bean. Indonesia is the 3rd

largest producer in the world as stated by International Coffee Organization.

Because there are so many competitors in the same industry, innovation is required in both product and marketing. Local coffee industry keeps on competing to adopt the latest marketing trends in order to win the market, one of which is to begin using digital marketing to convey the mission and value of the products they offer, as social media. According to research on Indonesians' favorite coffee shops, Janji Jiwa Coffee, Kenangan Coffee, Tuku Coffee, and Fore Coffee are the top choices and all of them uses social media marketing. But Fore came up with a strong green message on its campaign.

Fore Coffee's unique selling point is its eco-friendliness and the usage of a cup that adheres to the 4R principle of reuse, reduce, recycle, and recovery. Fore Coffee's plastic cup has a *PP* or *Polypropylene* code with a 5 in the



middle, indicating that the cup can be used up to 5 times. Aside from that, *polypropylene* has a good resistance to high temperatures as well as a high melting point, making it suitable for warm usage. As a result, the unique selling point encourages people to buy coffee from Fore Coffee, whether they want to enjoy a cup of coffee or simply take the Fore Coffee trend that could be considered as FOMO (Fear of Missing Out) especially in the context of Gen Z and their social circle as it has been stated in the previous research by (Prathivi et al., 2023; Purba et al., 2023) that the adoption of social media and digital marketing contributes favorably to the accomplishments of these young generation.

One of the current consumer behavior trends is FOMO (Fear of Missing Out). FOMO is a phenomenon in which a person becomes anxious after seeing or checking social media due to the excitement generated by their surroundings (Przybylski, Murayama, DeHaan, and Gladwell, 2013). In a nutshell, FOMO is a consumer behavior induced by social pressure related to purchase interest.

The focus of this study is to find out whether the environmentally friendly trends shown in green marketing communication on Fore Coffee's social media can trigger the emergence of FOMO for Gen Z coffee lovers and foster buying interest. So that from these problems that encourage researchers to do this research which entitled Social Media Fear of Missing Out (FOMO) to Gen Z: The Role of Green Marketing Communication and Social Influence to Purchase Intention

THEORETICAL FRAMEWORK

Green Marketing Communication

According to Kotler and Keller (2009), marketing communication is a way for businesses to directly or indirectly inform, convince, and remind customers about the items and brands they sell. There are eight forms of marketing communication mix, which include advertising and sales promotion, events

& experiences, public relations, direct marketing, interactive marketing, personal selling, etc.

According to Peattie and Crane (2005) that the idea of green marketing emerged in the 1980s because consumers were increasingly interested in green products. Green marketing gained prominence in the late 1980s and 1990s after the first workshop on Ecological marketing was held in Austin, Texas (USA) in 1975. This trend continues to grow until even more rapidly after the pandemic when people began to care about a healthy lifestyle. Data from Google Trends reveal a rise in the use of plastic garbage. Researchers can link data on the number of coffee users in Indonesia to a graph of the trend of eco-friendly enthusiasts. This demonstrates that the Indonesian market is more environmentally sensitive. As a result, this topic is considered relevant (Juniarto, 2020).

Consumer Behavior

Consumer behaviour, according to Durianto (2004), is the process or action by which an individual looks for, chooses, desires, and assesses a good or service that fulfils those needs. Income, consumer sales, and pricing considerations all have an impact on how consumers behave when it comes to goods and services (Engel, 1995; Good, 2021; Peter, 2010; Santoso, 2019). This is based on a principle that says those with money can buy the products or services they want to fulfil their social obligations.

FOMO and Social Media Marketing

Fear of Missing Out (FOMO), also known as anxiety about missing out, was first described by Przybylski et al. (2013), who noted that FOMO is a psychological phenomenon in which people feel anxious about their likelihood of experiencing symptoms like obsession with things or intuition for things. As to Kreilkamp (1984), FOMO is mostly linked to negative emotions and is commonly understood as the "fear of being left behind" that arises when one's family



or close friends are abandoned. This phenomenon likely higher as an attention economy came into the trend and people got more attached to social media.

Social media is becoming one of the tools used for international communication amongst individuals due to the rapid changes in the digital era. One example of Web 2.0 is social media marketing, which is a platform that allows users to freely interact and exchange material (Ha, et al., 2008; Intelligence, 2021). Social media, according to Kotler and Keller (2016: 642), has a special intuitive quality that allows users to share movies and other content with others. According to (Maslim & Pasaribu, 2021) , social media balance via social networks is a successful strategy that logically piques customer interest. Social media marketing makes it simple for customers to learn more about the brand and item they wish to purchase (Oktavio et al., 2022). Kotler and Keller (2012) claim that social media has a unique intuitive feature that enables users to share videos and other content with others, also motives, and achievements, this is where FOMO took place.

FOMO and Social Influence

According to earlier studies (Fatihah, Amara Dhiva, 2023; Dwisuardinat, 2023), family members and close friends play a significant influence in the products or services that are chosen for purchase. Everyone experiences FOMO, which makes them feel intuitively detected in online conversations and causes them to stay in touch with others without realising it (Sayrs, 2013). A quick explanation of Fear of Missing Out (FOMO) may be found in some of the research mentioned above. FOMO is a human behaviour that is fascinated with particular things and is triggered by environmental factors like family and close friends.

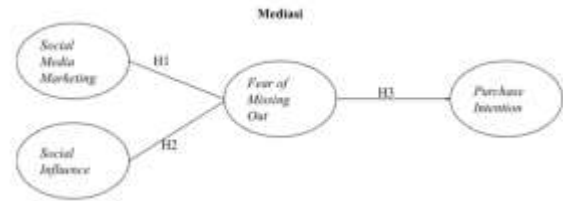


Figure 1. Research Model

Below are the hypotheses:

- H1. Social media marketing relates positively to FOMO
- H2. Social influence relates positively to FOMO
- H3. FOMO relates positively to purchase intention

RESEARCH METHOD

This research is using quantitative method by SEM PLS. The sample collection technique used is non-probability sampling with an accidental sampling method which mimics the sampling method by taking samples that are unlikely to exist or are found in certain places according to the scientific context (Sugiyono, 2000; 2015; 2018). This accidental sampling method is a non-random sampling technique where the collection of existing research is carried out spontaneously (Hair, 2013; 2017)

A total of 100 respondent will be collected, however, based on the calculation of a sample that can capture the population diversity of consumers and foreign exchange followers, the researcher will take a sample of 305 Fore Coffee consumer in Jakarta outlets especially Gen Z consumer for their close relevance to social media and FOMO.

RESULT AND DISCUSSION

The growth of local business in Indonesia has led to robust marketing competition. Starting from carrying out promotions through social media, creating a FOMO trend that causes consumers to become curious and have unique interests. It cannot be denied that it turns out that social media is not



only an intuitive place to disseminate information but also intuitively promotes certain goods or services.

The relationship between Social Media Marketing and FOMO is significant with a t-statistic of 1,440 > 0.470. The β value is positive, namely 0.000, which indicates that the direction of the relationship between Social Media Marketing and FOMO is positive.

The relationship between Social Influence is significant with a t-statistic of 12.694 > 0.972. The β value is positive, namely 0.000, indicating that the direction of the relationship between Social Influence and FOMO is positive.

The relationship between FOMO and Purchase Intention is significant with a t-statistic of 10.697 > 0.912. The β value is positive, namely 0.000, indicating that the direction of the relationship between FOMO and Purchase Intention is positive.

The relationship between Social Media Marketing and Purchase Intention is significant with a t-statistic of 1.404 > 0.160. The β value is positive, namely 0.000, indicating that the direction of the relationship between Social Media Marketing and Purchase Intention is positive.

The relationship between Social Influence and Purchase Intention is significant with a t-statistic of 0.185 > 0.019. The β value is positive, namely 0.000, indicating that the direction of the relationship between Social Influence and Purchase Intention is positive.

Variabel	β	t statistics	P values
Social Media Marketing -> FOMO	0.470	1,440	0.000
Social Influence -> FOMO	0.972	12.694	0.000
FOMO -> Purchase Intention	0.912	10.697	0.000

Table 1. Direct Effect

The indirect effect on the independent variable and the mediator variable has a direct effect with P values of 0.000-0.000. The P

values are all significant below 0.005 with α 5%.

Variabel	β	t statistics	P values
Social Media Marketing -> FOMO -> Purchase Intention	0.953	10.662	0.000
Social Influence -> FOMO -> Purchase Intention	0.885	13.673	0.000

Table 2. Indirect Effect

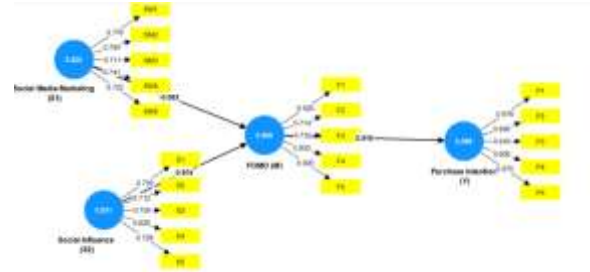


Table 3. Structural Model

The R2 value for the FOMO variable is 0.854 and R2 in this case means that the independent variables (Social Media Marketing and Social Influence) are able to explain 85.4% of changes in the mediator variable (FOMO), while the remaining (14.6%) changes in the mediator variable (FOMO) is explained by variables outside this research model. And for the Purchase Intention variable, the R2 value is 0.838, meaning that the mediator variable (FOMO) is able to explain 83.8% of changes in the dependent variable (Purchase Intention), while the remaining (16.2%) changes in the dependent variable (Purchase Intention) are explained by the variables in outside this research model.

Data on the value of each indicator from the respondent analysis is highest in the social influence indicator which influences FOMO and mediates FOMO on purchase intention. This is in line because according to research from Thi Cam Tu Din, et. al. (2023) that people closest to them can influence the individual to do the same thing.



Table 4. Path Coefficient

Hipotesis	Path Coefficients	β	t statistic	p values	Result
H1	Social Media Marketing \rightarrow FOMO	0.470	1,982	0,000	Significant
H2	Social Influence \rightarrow FOMO	0.972	12,694	0,000	Significant
H3	FOMO \rightarrow Purchase Intention	0.912	10,697	0,000	Significant
H4	Social Media Marketing \rightarrow FOMO \rightarrow Purchase Intention	0.160	2,124	0,000	Significant
H5	Social Influence \rightarrow FOMO \rightarrow Purchase Intention	0.019	1,973	0,000	Significant

The trend of FOMO is also influenced by social influence which refers to how other people influence the uniqueness of a person's behavior. This research results indicating that social media marketing and the social influence are meant to influence the consumer's final decision. Social media marketing and social influence on promoting a green lifestyle and campaign can also becoming an attractive consumer FOMO trend that is important for product business owners in the food and beverage industry.

CONCLUSION AND RECOMMENDATION

Conclusion

From the existing results, the dimension of interesting writing is the most important dimension in social media marketing. This is proven by the first question from the social media marketing variable where the written message about environmental friendliness conveyed by Fore Coffee via social media is very interesting and gets the highest score compared to other indicator questions representing other social media marketing dimensions. However, the question indicators from the attractive photo dimensions also support the influence on social media marketing of Fore Coffee products, with the order of

interesting writing as the first sequence then followed by the interesting photo dimensions. In the research above, it is proven that if Fore Coffee wants to create FOMO, it needs to create interesting content on social media, especially in terms of writing so that Fore Coffee Instagram account followers are interested in seeing it.

It is also concluded that the most influential dimension of social influence is the visibility dimension, where I often get information about Fore Coffee products from family members, getting the highest score compared to other indicator questions that represent other dimensions of social influence. However, question indicators from the subjective norms dimension also support the social influence of Fore Coffee products, with the order of visibility as first followed by subjective norms in second.

In the research above, it is proven that if Fore Coffee wants to create FOMO, it needs support from social influence in recommending, supporting and collaborating. This is in line with the Theory of Planned Behavior, where the theory states that the relationship between attitudes, subjective norms and perceptions will influence an individual's behavioral intention to carry out an individual action.

FOMO is an emotional and psychological condition of consumers that needs to be studied and exploited by marketing techniques. FOMO creates consumer anxiety, fear of being left behind by the environment, so that it has a positive impact on consumer purchases of a product. Generation Z, which is characterized as individuals who are under-influenced and being always connected, tends to show FOMO syndrome because they try to fulfill psychological needs, especially the need for connectedness. So this research shows that FOMO plays an active role in influencing consumer purchase intention. And it was found that the dimensions of FOMO, namely



relatedness and self, were important dimensions of purchase intention.

Recommendation

Content creation using user-generated content, in this case, what needs to be improved is the creation of quality photos and writing (touching the emotional side of the audience) and easy to find by searching hashtags, creating captions, and so on. User-generated content marketing can help companies promote their products to consumers and this UGC can be business to business or customer to business where this process is intertwined by both parties, namely they can share and express creative ideas for a product they have tried, making it easier to attract potential new consumers to try the product. Research from (Ananda, 2022) reveals that user generated content (UGC) has a greater influence on purchasing interest compared to using other marketing communications such as advertisements or brand posts created by the brand itself. It is said that to attract social media users to interact and procure user generated content, industry players provide stimulus in the form of questions or competitions that attract social media users to try interacting with related brands (Kurniasari, 2018; Leviana, 2019; Putra, 2020; Wardhani, 2022)

For future research, additional research locations and objects are recommended to obtain better results and a broader perspective regarding performance. The addition of other variables is also suggested to see their influence, for example on consumer assessments (consumer reviews) in generating buying interest.

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