



FOMO as Mediator of SMM and EWOM on Intention

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Abstract: *This research aims to explore FOMO in relation to purchase intent, social media marketing, and EWOM. FOMO arises when individuals feel that their quality of life will improve if they do not miss out on information, trends, events, or experiences that are currently happening. This study will also examine FOMO as a mediating factor between SMM and EWOM and between EWOM and intention to purchase. This study will apply TAM Theory, in which the research model is constructed using variables that reflect technology adaptation in its application. The research design was quantitative and cross-sectional. The research sample was selected using purposive sampling, specifically by applying the following criterion: social media users who had seen Sensatia Botanicals advertisements, yielding 201 respondents. Validity testing included discriminant and convergent validity. After that, reliability testing is needed to assess the questionnaire's indicators. SEM-PLS was used to test hypotheses in this research. The research concludes that SMM has no direct effect on purchase intention, whereas FOMO fully mediates this effect. In the effect of EWOM on intention to purchase, FOMO acts as a partial mediator because EWOM has a direct effect on intention to purchase.*

Keywords: *EWOM; FOMO; Intention; SMM; TAM*

1. Introduction

TAM theory is a well-known theoretical framework in academia that explains the factors influencing users' use of reliable and accurate information technology (Mokhtar et al., 2018; Purwianti et al., 2024). The Technology Acceptance Model (TAM) posits that a person's intention to use technology is determined by two factors: perceived usefulness and perceived ease of use (Davis, 1989). Changes in society's consumption behavior are influenced by technological advances, particularly digital technologies and social media, which have had a significant impact (Adhiarso et al., 2019). Factors influencing these changes include social, digital, and emotional factors (Schiffman & Wisenblit, 2019). Accordingly, when consumers find a product useful, their attitude improves, which in turn influences their intention to buy (Oloveze et al., 2022). Purchase intention increases when usability is viewed favorably, as this fosters a positive attitude (Cimbaljević et al., 2024).

FOMO is a psychological state in which an individual worries that their friends are more advanced and accepted in their social environment (Przybylski et al., 2013). FOMO arises when individuals feel they will improve their quality of life if they do not miss out on information, trends, events, or experiences as they happen. FOMO arises when individuals seek out trends on social media platforms (Habib & Almamy, 2025). Several studies in many countries state that FOMO has a significant positive effect on intention to purchase

(Habib & Almamy, 2025; Laili et al., 2025; Sarabia-Sánchez et al., 2024). However, other studies state that FOMO has a positive but insignificant effect (Dwisuardinata & Darma, 2022).

Research results indicate that SMM influences purchase intention (Habib & Almamy, 2025; Noer et al., 2024; Yadav & Rahman, 2018), but some studies find no positive effect on purchase intention (Viliaus & Ina, 2023). SMM is a modern marketing technique practiced by almost every company in a virtual network to reach customers who may be located far from the city (Umair et al., 2020). Intention to purchase is a form of behavioral motivation that indicates the extent to which consumers want to buy a product or service. Consumer intention is also influenced by positive EWOM, which encourages consumers to try a product (Lin & Shen, 2023). EWOM is the exchange of news and opinions, and consumers can share their experiences and recommendations about a product or service on social media platforms, including review sites and online communities (Zhang et al., 2010). Research has shown that EWOM has a positive and significant effect on purchase intention (Imbayani & Gama, 2018; Khan et al., 2025; Nguyen et al., 2024).

Research testing the effect of EWOM on purchase intention, mediated by FOMO, did not find an effect for tickets to The Dream Show 3 Jakarta concert (Febrianti & Usman, 2025). Furthermore, research testing EWOM, including FOMO as a mediating variable, on purchase intention for beverage products in Jakarta yielded positive and significant results. However, this study did not include other variables that influence purchase intention; it used only EWOM and FOMO as mediators (Kusumo et al., 2024). A review of previously published studies reveals inconsistencies in the results regarding the relationships among SMM, EWOM, FOMO, and purchase intention. Therefore, this research aims to explore the FOMO phenomenon in relation to purchase intentions, social media marketing, and EWOM, and test the FOMO variable as a mediating influence between SMM and EWOM on purchase intentions.

2. Literature Review & Hypotheses development

2.1. Technology Acceptance Model Theory

This study adapts the TAM theory developed by Davis (1989). In digital marketing, TAM introduces two key variables that influence users' adoption of new information systems. TAM has two benefits for system development: perceived usefulness and perceived ease of use. In this study, perceived benefits are conceptualized as consumer trust in a Sensatia Botanicals product through EWOM, namely, positive comments from other consumers who have used the product before. Positive EWOM can increase consumers' purchase intention for the product through FOMO, as consumers fear missing out on a product that is currently popular on social media, thereby increasing their interest in trying it. FOMO acts as an intermediary between EWOM and purchase intention (Febrianti & Usman, 2025). The second benefit is perceived usage, which, in this study, is analogous to SMM and content personalization, and can increase consumer purchase intention either directly or indirectly, namely through FOMO (Habib & Almamy, 2025). After seeing the content on social media, consumers become aware of new trends regarding the use of the product, which creates

anxiety if they do not follow it, often referred to as FOMO (Habib & Almamy, 2025). The presence of FOMO prompts consumers to want the product, thereby creating purchase intention (Flecha Ortiz et al., 2024).

2.2. SMM

Social Media Marketing (SMM) uses social media platforms to introduce a new product and educate consumers on how to use it. Social media marketing uses social media to persuade or influence consumers to try the products and services being offered (Tanhaei et al., 2024). Social Media Marketing is a modern marketing technique used by almost every company on social media networks to reach customers who may be located far from the city (Umair et al., 2020). When you have an idea and want to reach millions of people quickly at a slightly higher cost, the best option is social media. Another definition of social media marketing is provided by Alwan & Alshurideh (2022): a marketing strategy that uses social media platforms to connect with customers, build brand equity, increase sales revenue, and drive website traffic.

2.3. EWOM

People in society are encouraged and motivated to discuss the company's services and goods through word-of-mouth marketing (Prahawan et al., 2021). Electronic word-of-mouth (EWOM) is a form of communication among customers on digital platforms, often in the form of reviews, opinions, and recommendations, serving as an important source of information for prospective buyers who want to try the product (Khan et al., 2024). EWOM encompasses all types of reviews, both positive and negative, on a particular platform, from consumers and potential consumers, which are widely disseminated through online media (Yang, 2022). Perceived EWOM is the degree to which students in secondary schools can understand marketing-related information (such as reviews and comments) that undergraduate or graduate students supply via social media platforms like Facebook, Instagram, YouTube, and Twitter (Bataineh, 2015).

2.4. FOMO

Fear of Missing Out (FOMO) is an anxiety that results from the fear of missing out on amazing moments and experiences that others have, as demonstrated on social media, which pushes people to follow trends and be connected (Przybylski et al., 2013). People who do not suffer from FOMO might be able to select goods based on their wants. On the other hand, FOMO sufferers make impulsive purchases when they encounter a product promoted via EWOM on social media (Putri et al., 2024). A fundamental psychological need that motivates human behavior is the need to fit in and to feel intimate and connected to others (Deci & Ryan, 2000). A persistent feeling of unease, known as FOMO, occurs when someone notices that others are enjoying exciting activities while they are not. FOMO makes it difficult to make logical decisions and encourages excessive message checking and commitment signaling, which can result in fatigue and affect both personal and professional spheres (Bläse et al., 2024; Flecha Ortiz et al., 2024).

2.5. Purchase Intention

The intention to purchase is a behavioral motivation that reflects the extent to which consumers want to buy a product or service (Lin & Shen, 2023). After that, intention to purchase is also influenced by social factors such as digital reviews, influencer recommendations, and brand trust (Medina & Lodeiros-Zubiria, 2025). Intention to buy refers to a person's tendency or desire to purchase something in the near future. It is used as a subjective measure to predict the extent to which a person intends to buy something within a given period (Li et al., 2022). Purchase intentions and decisions can be influenced by two factors: consumers typically choose the most popular brand among a variety of options (Chen et al., 2017). Consumer urgency is increased when time or supply constraints are communicated clearly. These opinions are supported by evidence showing that scarcity marketing accelerates purchase intention by eliciting emotional and psychological responses (Chung et al., 2017).

2.6. Hypotheses

Social media marketing is effective for conveying messages that resonate with the broader community because it has strong potential to encourage mass personalization, which can motivate people to try something (Lalic et al., 2012). It was then added that consumer empowerment, or the search for a product through social media, expresses their style (Habib & Almamy, 2025). Corporate reputation, social media update frequency, social media content, social media motivations, and brand messaging are the five antecedents that firms should consider before launching an effective application (Almohaimmeed, 2019). It should be noted that SMM can positively affect consumer purchase intent and brand equity (Yadav & Rahman, 2018). Research findings indicate that social media marketing has a positive and significant effect on purchase intention in India (Habib & Almamy, 2025a; Yadav & Rahman, 2018). The second finding is that social media marketing has a positive and significant effect on purchase intention in Indonesia (Noer et al., 2024)

H₁: SMM has a positive effect on purchase intention.

Positive EWOM will also increase purchase intention. Electronic word-of-mouth influences purchasing decisions because people trust reviews, whether favorable or unfavorable, left by national film viewers on social media platforms to gather information before making a final decision to purchase a good or service (Romadhoni et al., 2023). Customers are curious to read about both positive and negative product experiences in the media, where they evaluate suggestions that influence their buying intentions (Poturak & Turkyilmaz, 2018). Through e-WOM, customers acquire perceptions and trust about goods and services (Ilhamalimy & Ali, 2021). Research indicates that EWOM positively affects purchase intention in India (Khan et al., 2025). EWOM has a positive and significant effect on purchase intention in Indonesia (Imbayani & Gama, 2018). Other studies also report that EWOM directly affects purchase intention in Vietnam (Nguyen et al., 2024).

H₂: EWOM has a positive effect on purchase intention

A new phenomenon that has received widespread research attention in the context of technology and social media marketing is FOMO (Habib et al., 2021). FOMO is associated with impulsive purchasing (Rozgonjuk et al., 2020). Businesses use social media for marketing, which has given rise to a phenomenon known as FOMO (Xi et al., 2022). An individual who frequently uses the internet often experiences FOMO because they constantly see new things. Due to their obsession with instant content, social media addicts may overlook the constancy of relationships, thereby exacerbating FOMO (Davidai & Gilovich, 2018). In the digital age, crafting effective marketing tactics requires a sophisticated understanding of FOMO (Habib & Almamy, 2025). Research indicates that social media marketing has a positive, significant effect on FOMO in India (Habib & Almamy, 2025).

H₃: Social media marketing has a positive effect on FOMO

The limited capacity to influence online users' decisions amid a wealth of information that can trigger uncomfortable sensations, EWOM is essential to address in the context of marketing (Mannion & Nolan, 2020). EWOM is generated on social media, where users interact with others, thereby causing FOMO. FOMO, which frequently influences consumer purchasing decisions, can also stem from the rapid growth of EWOM in the digital world. Online users may experience FOMO when they realize they could miss out on a desired good or service in the moment while searching for information on social media (Neumann, 2020). Positive EWOM in the comments column is said to trigger FOMO among consumers who see the comments (Yuwono & Sudradjat, 2025). Research concluded that EWOM has a positive and significant effect on FOMO in Indonesia (Kusumo et al., 2024b; Wulandari, 2020).

H₄: EWOM has a positive effect on FOMO

FOMO causes consumers to make immediate purchases to stay connected with others who are doing the same (Przybylski et al., 2013). People motivated by FOMO engage in regret avoidance and take proactive measures to reduce the guilt associated with inaction. FOMO, defined as the "pervasive fear that others may be experiencing gratifying experiences that one is missing," influences consumer choices regarding technology adoption, especially in fear-based marketing (Habib & Almamy, 2025). The research conclusion also indicates that FOMO has a positive and significant influence on purchase intention in the US, with particular appeal as an anticipation-based motive, a defense mechanism, and a self-improvement strategy to strengthen purchase intent (Good & Hyman, 2021). These findings are consistent with previous studies and indicate that FOMO has a positive and significant effect on the intention to purchase alcoholic drinks in Bali, Indonesia (Dwisuardinata & Darma, 2022). Other research also states that FOMO has a positive and significant effect on purchase intentions in Puerto Rico (Flecha Ortiz et al., 2024).

H₅: FOMO has a positive effect on purchase intention.

It should be noted that social media can increase FOMO, meaning that positive content can heighten it by driving digital engagement (Przybylski et al., 2013). FOMO is viewed here as a mediator of the relationship between social media and the intention to purchase a product (Habib & Almamy, 2025). Research findings indicate that SMM has a positive and

significant effect on purchase intention in India (Habib & Almamy, 2025; Yadav & Rahman, 2018). Positive online reviews encourage consumers to try products, a trend driven by FOMO (Kim & Ko, 2012). Then, consumers with FOMO will become even more determined to make a purchase (Good & Hyman, 2021). Research findings indicate that FOMO mediates the positive effect of EWOM on purchase intention in Indonesia (Febrianti & Usman, 2025; Kusumo et al., 2024b).

H₆: SMM has a positive effect on purchase intention through FOMO.

H₇: EWOM has a positive effect on purchase intention through FOMO

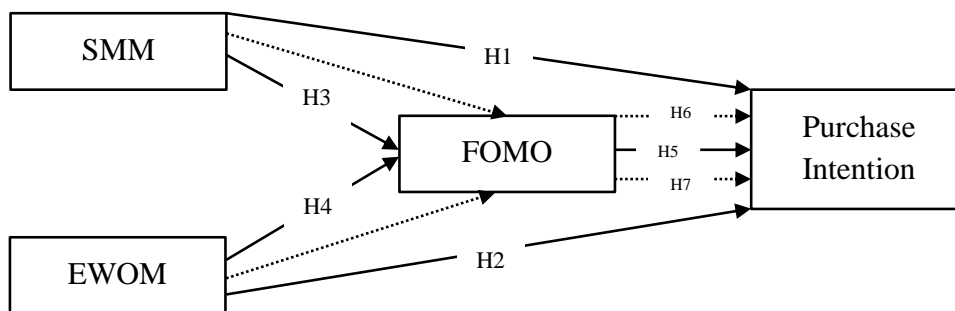


Figure 1. Research Model

SMM and EWOM directly influence consumers' purchase intentions (H1, H2) and indirectly through FOMO (H3, H4, H5). FOMO mediates the effect of SMM and EWOM on consumer intention (H6, H7). This research model adopts the TAM theory, supported by previous studies, in which FOMO is considered a link between social media marketing on existing platforms and consumers' prior positive comments, which in turn generate purchase intention.

3. Method

Non-probability purposive sampling was used in this research, i.e., sampling based on certain conditions (Cooper & Schindler, 2014). This study has specific objectives and considerations: to examine the relationships between SMM, EWOM, and purchase intention, with FOMO as a mediator. This means that respondents must meet certain criteria in order to fulfill the objectives of this study. According to data from the Central Statistics Agency (2022), more than 60% of Indonesians experience mild to moderate stress due to pressure and traffic congestion. Products that saw sales increases in 2023 include aromatherapy oils, and this trend is expected to continue through 2030 (Karlita et al., 2023). The respondents in this study were those who were aware of social media advertisements and had seen reviews of Sensatia Botanicals products, with a sample size of 201 respondents, calculated as 20 indicators multiplied by 10 (Hair et al., 2022). A 5-point Likert scale was used in this study, ranging from strongly disagree to agree strongly. Data collection was conducted through Gform. After data collection, two validity tests, discriminant and convergent validity, were conducted (Hair et al., 2014). Next, reliability testing was conducted,

including composite reliability and Cronbach's alpha (Hair et al., 2022). After that, data analysis was conducted using PLS-SEM.

Table 1. Research Instrument

Variables	Instrument
SMM (Kim & Ko, 2012)	<ol style="list-style-type: none"> 1. Information about products obtained on social media is very enjoyable. 2. Social media from product brands provides appropriate information and services. 3. You can communicate and exchange opinions with others through social media. 4. The value displayed on the product's social media is the latest information. 5. Want to share information about the brand obtained from the product's social media
EWOM (Mohammad et al., 2021)	<ol style="list-style-type: none"> 1. Before making a purchase decision, I read online reviews to learn the opinions of other consumers. 2. I always read online product reviews from other customers to get a good impression. 3. I constantly read internet product reviews from other customers to make sure I am purchasing the right item. 4. I often gather information from online product reviews from consumers before I buy the product. 5. I believe what other customers have to say about X's products. 6. Online product reviews regarding Brand X influence my shopping selections.
FOMO (Przybylski et al., 2013)	<ol style="list-style-type: none"> 1. The Company I worry about missing out on limited editions or product promotions. 2. Seeing other people buying products makes me feel compelled to buy them too. 3. I am afraid I will regret it if I do not buy trendy products right away. 4. In order to stay up to date on product information, I frequently check social media. 5. I tend to rush into buying when there are product promotions or flash sales.
Purchase Intention (Guha et al., 2021; Prabeng et al., 2019)	<ol style="list-style-type: none"> 1. I am attracted to get information about product X. 2. I am happy to know more about product X. 3. I am interested in trying product X. 4. I would like to own product X. 5. I am very likely to purchase product X in the future.

4. Result

The research included 201 respondents surveyed via an online questionnaire on Google Forms. Table 2 shows the characteristics of the respondents. The total number of respondents in this study was 201, consisting of 87 men (43.3%) and 114 women (56.7%). The most common total expenditure was IDR 3,500,000-5,000,000 among 83 respondents (41.3%); followed by IDR <2,000,000 among 70 respondents (34.8%); then IDR 2,000,001-3,500,000 among 40 respondents (19.9%); and finally IDR 5,000,000 among 8 respondents (4.0%). The largest number of respondents were aged 21-23 years, with 96 respondents (47.8%); followed by respondents aged 17-20 years old, numbering 57 respondents (28.4%); then

respondents aged 24-27 years old, numbering 34 respondents (16.9%); and finally respondents aged 28-30 years old, numbering 14 respondents (7.0%).

Table 2. Respondent Characteristics

		Frequency	Percentage
1.	Gender		
	Male	87	43.3%
	Female	114	56.7%
	Total	201	100%
2.	Expenditure (IDR)		
	< 2.000.000	70	34.8%
	2.000.001 – 3.500.000	40	19.9%
	3.500.001 – 5.000.000	83	41.3%
	> 5.000.000	8	4.0%
Total		100%	
3.	Age		
	17-20	57	28.4%
	21-23	96	47.8%
	24-27	34	16.9%
	28-30	14	7.0%
	Total	201	100%

Table 3. Convergent Validity Result

Variable	Indicator	Factor Loading	AVE	Conclusion
SMM	PMS1	0.872	0.781	Valid
	PMS2	0.874		
	PMS3	0.894		
	PMS4	0.922		
	PMS5	0.922		
EWOM	EW1	0.851	0.719	Valid
	EW2	0.876		
	EW3	0.831		
	EW4	0.829		
	EW5	0.847		
	EW6	0.854		
FOMO	FM1	0.843	0.703	Valid
	FM2	0.827		
	FM3	0.857		
	FM4	0.829		
	FM5	0.836		
Purchase Intention	NB1	0.868	0.749	Valid
	NB2	0.876		
	NB3	0.853		
	NB4	0.860		
	NB5	0.870		

The results of the convergent validity test, in the form of the Loading Factor and AVE, are shown in Table 3. The test results show that all instruments are within the predetermined cut-off limits, so it can be concluded that all instruments are valid.

Table 4. Fornell Larcker Result

	EWOM	FOMO	Purchase Intention	SMM
EWOM	0.848			
FOMO	0.639	0.839		
Purchase Intention	0.606	0.768	0.865	
SMM	0.467	0.632	0.554	0.883

Table 5. HTMT Result

	EWOM	FOMO	Purchase Intention
EWOM			
FOMO	0.699		
Purchase Intention	0.654	0.846	
SMM	0.504	0.692	0.599

Table 6. Cross Loading Result

	SMM	EWOM	FOMO	Purchase Intention
PMS1	0.854	0.442	0.526	0.468
PMS2	0.872	0.408	0.550	0.470
PMS3	0.874	0.381	0.553	0.474
PMS4	0.894	0.398	0.566	0.497
PMS5	0.922	0.435	0.593	0.534
EW1	0.409	0.851	0.581	0.555
EW2	0.445	0.876	0.574	0.572
EW3	0.379	0.831	0.532	0.506
EW4	0.436	0.829	0.474	0.474
EW5	0.340	0.847	0.490	0.433
EW6	0.363	0.854	0.584	0.525
FM1	0.565	0.569	0.843	0.652
FM2	0.521	0.496	0.827	0.608
FM3	0.517	0.575	0.857	0.645
FM4	0.537	0.537	0.829	0.641
FM5	0.508	0.500	0.836	0.671
NB1	0.494	0.561	0.673	0.868
NB2	0.463	0.529	0.687	0.876
NB3	0.449	0.510	0.654	0.853
NB4	0.483	0.487	0.607	0.860
NB5	0.507	0.532	0.696	0.870

Discriminant validity testing was conducted to determine the extent to which the measuring instrument for one construct differed from other constructs. The results of Discriminant Validity, and the form of cross-loading are presented in Table 4, the Fornell-Larcker Criterion is presented in Table 5, and the HTMT is presented in Table 6.

Table 7. The Reliability Result

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
SMM	0.930	0.931	Reliable
EWOM	0.922	0.925	Reliable
FOMO	0.894	0.895	Reliable
Purchase Intention (PI)	0.916	0.917	Reliable

Table 8. The Hypothesis Testing Result

	Beta	Mean	S. DEV	T statistics	P values	Results
SMM => PI	0.195	0.296	0.032	5.848	0.000**	H ₁ : accepted
EWOM => PI	0.185	0.183	0.060	3.076	0.002**	H ₂ : accepted
SMM => FOMO	0.426	0.425	0.058	7.292	0.000**	H ₃ : accepted
EWOM => FOMO	0.440	0.440	0.061	7.276	0.000**	H ₄ : accepted
FOMO => PI	0.589	0.589	0.061	9.726	0.000**	H ₅ : accepted
SMM => FOMO => PI	0.251	0.250	0.042	5.971	0.000**	H ₆ : accepted
EWOM => FOMO => PI	0.259	0.259	0.044	5.901	0.000**	H ₇ : accepted

** sig <1%

Hypothesis testing 1 on the effect of SMM variables on purchase intention has a coefficient of 0.195, and the p-value is 0.000 (< 0.01); therefore, it is significant. Thus, it can be concluded that hypothesis 1 is accepted. Hypothesis 2, which tests the effect of the EWOM variable on purchase intention, has a coefficient of 0.185 and a p-value of 0.002. It can be concluded that hypothesis 2 is accepted. Hypothesis testing 3 on the effect of SMM variables on FOMO has a coefficient of 0.426 with a p-value of 0.000. It can be concluded that the hypothesis is accepted. Testing hypothesis 4 on the influence of the EWOM variable on FOMO, the coefficient of 0.440 with a p-value of 0.000 indicates that hypothesis 4 is accepted. Hypothesis 5 has a coefficient of 0.589 and a p-value of 0.000; the hypothesis is accepted. Hypothesis 6 has a positive value of 0.251, and the p-value is 0.000. It can be concluded that the hypothesis is accepted. Testing 7, the effect of the EWOM variable on purchase intention through FOMO, has a coefficient of 0.259 and a p-value of 0.000. It can be concluded that the hypothesis is accepted.

Hypothesis 1, which states that SMM has a positive effect on intention to purchase. The study found that social media marketing does not always lead to immediate purchases (Yin et al., 2023). Social media has a significant impact on how customers feel about a company or product (Dayoh et al., 2022). Positive brand attitudes among customers are a key concern for marketers because they play a key role in shaping customers' purchase intentions or preferences. The emergence of social media has been recognized as a game-changer for engaging modern customers in meaningful ways (Kucukusta et al., 2019). It also indicates that Sensatia Botanicals' social media content does not immediately prompt potential consumers to purchase the product. The content from Sensatia Botanicals is not visually appealing, so consumers are not very interested.

Hypothesis 2 states that EWOM positively affects purchase intention. Something important to consider when examining a characteristic related to information, consumer

behavior, and technological factors to increase consumer involvement with EWOM and ultimately purchase intentions (Yusuf et al., 2018). Positive online reviews posted by consumers improve their purchasing decisions (Mahmud et al., 2024). These reviews will certainly help marketers redesign or maintain products and can also improve service and support, both of which will stimulate consumers' purchase intentions (Khan et al., 2025). Consumers' purchase intentions are significantly influenced by reviews, recommendations, or discussions about the concert posted by previous consumers on online platforms such as TikTok (Febrianti & Usman, 2025). Positive reviews from other consumers about Sensatia Botanicals products positively impact consumer purchase intention.

Hypothesis 3, which states that social media marketing has a positive effect on FOMO, was accepted. It should be noted that users, or more precisely, social media addicts, are driven by supportive content and ignore the consistency of relationships, thereby exacerbating FOMO, which is the feeling of disappointment when you do not follow existing trends (Davidai & Gilovich, 2018). The majority of the younger generation, from Europe to Asia, who have access to information via social media, have reportedly experienced FOMO, or the fear of being left behind by others (Yin et al., 2023). The results of the study showed that Consumers who engage with social media marketing platforms also have a high intention to purchase products (Habib & Almamy, 2025). The content created by Sensatia Botanicals attracts the attention of potential consumers, many of whom are aged 21-23 and are Gen Z, who are constantly following current aromatherapy trends, which its users widely use to achieve tranquillity after a day of activities.

Hypothesis 4, which posits that EWOM positively affects FOMO, is accepted. EWOM information that highlights the event's exclusivity or portrays an engaging experience can instill fear in potential consumers, thereby making it a highly effective tool for establishing this perception (Febrianti & Usman, 2025). Social media is a primary source of EWOM, which naturally leads to user interactions and can trigger FOMO. When a consumer or potential consumer encounters positive information about other users' experiences through EWOM, they tend to feel anxious and worried about missing out on valuable opportunities, a phenomenon often referred to as FOMO (Kusumo et al., 2024). Positive reviews from previous customers encourage potential customers to try the product, as they do not want to miss out on new product trends.

Hypothesis 5, which posits that FOMO positively affects consumer purchase intention, was accepted. The influence of influencers and social comparisons on social media platforms, as well as on materialism and FOMO, will certainly affect purchase intentions (Dinh & Lee, 2022). The higher the level of FOMO among consumers and potential consumers, the greater their intention to buy. FOMO is characterized by a fear of missing out on a unique experience, which serves as a strong emotional motivator in purchasing decisions (Febrianti & Usman, 2025). This suggests that, in specific situations, FOMO can positively influence consumers' purchase intentions for lifestyle products and enhance social sentiment (Habib & Almamy, 2025a). In this study, everything trending and that consumers do not want to miss out on will increase their intention to buy Sensatia Botanicals products. A sense of anxiety drives this if they do not follow existing trends.

Hypothesis 6, which states that “SMM has a positive effect on purchase intention through FOMO, is accepted. Unlike in conventional relationships, FOMO can increase consumer engagement on social media, thereby indirectly fostering positive social connections through greater use of social media (Yadav & Rahman, 2018). Therefore, under certain circumstances, FOMO can positively contribute to increased social sentiment and build consumer intention to purchase lifestyle products (Habib & Almamy, 2025). In this study, FOMO partially mediates this influence. This reinforces the notion that social media content directly affects purchase intention. This means that consumers must feel anxious and afraid of missing out on trends when viewing content on social media before they intend to try or buy the product, Sentatia Botanicals.

Hypothesis 7, which states that EWOM has a positive effect on purchase intention mediated by FOMO, is accepted. Purchase intention is indirectly influenced by FOMO, namely through customer or potential consumer demands. Purchase intent may be positively impacted by a greater degree of FOMO (Dwisuardinata & Darma, 2022). FOMO can arise from online social interactions, namely EWOM, which contain positive reviews that consumers use to seek information, thereby influencing purchase intent and increasing trust and intent towards a product (Kusumo et al., 2024). In this research, FOMO acts as a partial mediator in the effect of EWOM on intention to purchase. This indicates that positive social media reviews for Sensatia Botanicals products create a trend, showing that many people are already using the product, which in turn makes others want to use it too.

5. Conclusion

The conclusion of this study states that social media marketing has a significant positive direct effect on purchase intention. EWOM also has a significant positive direct effect on purchase intention. Indirectly, social media marketing has a positive and significant effect on purchase intention through FOMO. Here, FOMO partially mediates the effect of SMM on purchase intention. EWOM also has a positive, significant, and indirect effect on purchase intention through FOMO. Here, FOMO partially mediates the effect of EWOM on purchase intention. The sample in this study consisted mainly of Generation Z, aged 17-30, who are hungry for technology. Future research may include another generation, such as Generation Millennial, to increase diversity in the results.

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