

***THE EFFECT OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS
ON PURCHASE INTENTION WITH FOMO AS A MEDIATING VARIABLE: A
STUDY OF ADIDAS SAMBA PRODUCTS***

**PENGARUH PEMASARAN MEDIA SOSIAL DAN KESADARAN MEREK
TERHADAP NIAT BELI DENGAN FOMO SEBAGAI VARIABEL MEDIASI:
STUDI PADA PRODUK ADIDAS SAMBA**

Khairunnisaa¹, Roslina², Yuniarti Fihartini³

Management Program, University of Lampung, Lampung, Indonesia^{1,2,3}

khairunnisaa000@gmail.com¹, Ocha.lina77@gmail.com², yuniarti.fihartini@feb.unila.ac.id³

ABSTRACT

The purpose of this study is to examine the influence of social media marketing and brand awareness on purchase intention, with Fear of Missing Out (FoMO) as a mediating variable, among consumers of Adidas Samba products. This study employs a quantitative approach using purposive sampling. 260 respondents were selected based on the criteria of having knowledge about Adidas Samba product information obtained through social media and being aware of Adidas Samba as part of the Adidas brand. Data analysis was conducted using SEM-PLS. The results found that social media marketing and brand awareness have a positive and significant influence on purchase intention, brand awareness has a positive and significant influence on FoMO, whereas social media marketing has no significant influence on FoMO. FoMO was found to have a positive and significant influence on purchase intention. The mediation test results showed that FoMO does not mediate the effect of social media marketing on purchase intention but is able to positively and significantly mediate the relationship between brand awareness and purchase intention.

Keywords: social media marketing, brand awareness, Fear of Missing Out (FoMO), purchase intention, Adidas Samba.

ABSTRAK

Tujuan penelitian ini adalah untuk menguji pengaruh pemasaran media sosial dan kesadaran merek terhadap niat beli dengan Fear of Missing Out (FoMO) sebagai variabel mediasi pada konsumen produk Adidas Samba. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling. Sebanyak 260 responden dipilih berdasarkan kriteria memiliki pengetahuan mengenai informasi produk Adidas Samba yang diperoleh melalui media sosial serta memiliki kesadaran terhadap Adidas Samba sebagai bagian dari merek Adidas. Analisis data dilakukan dengan menggunakan SEM-PLS. Hasil penelitian menemukan bahwa pemasaran media sosial dan kesadaran merek memiliki pengaruh positif dan signifikan terhadap niat beli, kemudian kesadaran merek berpengaruh positif dan signifikan terhadap FoMO, sedangkan pemasaran media sosial terhadap FoMO tidak memiliki pengaruh signifikan. FoMO terbukti memiliki pengaruh positif dan signifikan terhadap niat beli. Hasil pengujian mediasi menunjukkan bahwa FoMO tidak memediasi pengaruh pemasaran media sosial terhadap niat beli namun mampu memediasi secara positif dan signifikan hubungan antara kesadaran merek dan niat beli

.Kata Kunci: pemasaran media sosial, kesadaran merek, Fear of Missing Out (FoMO), niat beli, Adidas Samba.

INTRODUCTION

The development of digital technology has transformed the landscape of communication and business activities worldwide. These changes have also influenced marketing practices, which were previously dominated by traditional approaches based on conventional media and one-way communication. In this context, a new paradigm has emerged that

emphasizes interactivity, participation, and consumer engagement as key elements of marketing strategy. Social media has consequently evolved as part of the digital ecosystem, enabling two-way communication and more dynamic relationships between companies and consumers.

According to data from APJII (the Indonesian Internet Service Providers Association) for 2025, the number of

internet users in Indonesia rose from 171.17 million in 2018 to 229.428 million in 2025. This increase reflects significant growth over the past decade. User growth surged significantly at the beginning of the decade. The growth rate then slowed in 2020 due to changing social and economic conditions. By 2025, growth had regained momentum, driving a substantial increase in the number of users. This pattern reflects a fluctuating yet consistently upward growth trajectory.

According to data from a 2025 survey by the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia is increasing every year. From 64.80% of the population in 2018, the number of internet users in Indonesia has continued to rise, reaching 80.66% by 2025. The average number of internet users in Indonesia is increasing by 2.45% annually. Instagram and TikTok are the two most dominant social media platforms in Indonesia as of February 2025. Instagram ranks second with an 84.6% usage rate among internet users aged 16 and older, confirming its role as the leading visual-content-based platform for building identity, fostering social interaction, and driving brand engagement through its feed, Stories, and Reels features, TikTok ranks fourth with a usage rate of 77.4%, reflecting its rapid growth as an algorithm-driven short-form video platform that drives the rapid and viral share of content. TikTok is widely used for entertainment, short educational content, and product reviews that can influence users' interests and decisions. This comparison shows that Instagram excels at fostering long-term engagement between users and brands, while TikTok is effective at generating rapid exposure and boosting attention in a short period of time. On the other hand, when viewed in terms of the age or

generation of internet users, Generation Z consists of the largest number of internet users in Indonesia.

The significant proportion and digital characteristics attached to these two generations require industry players to adopt a more personalized and dynamic communication approach, in which social media marketing strategies have emerged as one of the main pillars of digital marketing. Social media marketing is considered a strategic approach that leverages social media platforms to create two-way interactions, build long-term relationships with consumers, and manage brand communication through content that promotes participation, engagement, and the creation of shared value between companies and their audiences (Li *et al.*, 2020).

The advantages of social media marketing are its ability to reach a wide audience, provide real-time communication, and enable the delivery of messages that are relevant to the characteristics and lifestyles of specific audiences (Liu *et al.*, 2023). In addition, advancements in social media algorithms help boost the visibility of content considered relevant and trending, accelerating the spread of product information among users (Kothari *et al.*, 2025).

Studies have shown that the impact of social media marketing does not always have a direct effect on purchasing decisions. While high exposure to marketing content can increase user attention and engagement, its influence on purchase intent often depends on mediating factors such as the emotional appeal of the message, the credibility of the information, and electronic word of mouth among consumers (Tiwari *et al.*, 2025).

The relationship between social media marketing and purchase intent is

complex and non-linear, as digital engagement does not automatically translate into a purchase decision. Therefore, social media marketing must be understood as a series of strategic activities that encompass interactivity between the brand and consumers, the quality and relevance of the information conveyed, the intensity of e-WOM, the ability to personalize messages, and the alignment of content with emerging trends. The combination of these dimensions determines the extent to which marketing activities can shape positive perceptions and drive consumer purchase intent (Tiwari *et al.*, 2025).

Purchase intention represents consumers' tendency to make purchases, which is influenced by their responses to social media marketing activities specifically, their perceptions of a message's credibility, emotional appeal, and electronic word-of-mouth spreading across digital platforms (Tiwari *et al.*, 2025). On social media, purchase intention is determined not only by perceptions of quality or price but also by social factors, such as the influence of public figures, lifestyle representations, and social validation from the online environment (Djafarova & Bowes, 2021).

One psychological impulse that is becoming increasingly prominent in the social media ecosystem is the Fear of Missing Out. FOMO is defined as a feeling of fear, anxiety, or worry that arises when individuals when they feel left out of the latest information, experiences, or activities that others are currently engaging in, particularly through social media platforms. This phenomenon often arises as a response to the high intensity of digital interactions and the desire to remain socially connected, and can thus influence users' behavior and psychological experiences

within the context of digital communication (Fitri *et al.*, 2024).

In this study, the FoMO phenomenon is directly linked to the resurgence of the Adidas Samba as an iconic fashion product. Around 2022–2023, the Adidas Samba experienced a surge in popularity alongside increased exposure on social media, particularly on Instagram and TikTok, which are visually intensive and trend-oriented platforms.

RESEARCH METHODOLOGY

Research Approach

This study employs a quantitative approach aimed at measuring data and generating statistical analyses to test the established hypotheses. The method used is a survey method, which involves collecting data from a sample representative of the population using a questionnaire as the primary data collection tool (Malhotra & Naresh, 2020).

Research Location and Time

The questionnaire in this study is aimed at consumers of Adidas Samba shoes and will be administered online using Google Forms, which will be distributed via social media platforms such as Instagram, WhatsApp, and Twitter. The researcher will then use statistical analysis to empirically analyze the questionnaire results.

Types and Sources of Data

In this study, the literature review data will be drawn from books, journals, and previous studies that can serve as references for this research. The field study in this research involves the distribution of questionnaires.

POPULATION AND SAMPLE

Population

The population of this study consists of consumers who use social media and are aware of information regarding Adidas Samba shoes.

Sample

The sample in this study consists of consumers who have never made a purchase via social media or who have made such a purchase, in accordance with the criteria determined by the researcher. The sampling criteria for this study are as follows:

1. Have knowledge of Adidas Samba product information obtained through social media
2. Be aware of Adidas Samba as part of the Adidas brand

Sampling Techniques

The sampling technique used in this study is non-probability sampling, a method in which not every member of the population has an equal chance of being selected for the sample. The specific sampling technique chosen is purposive sampling, which is based on the ease of finding subjects until a specified number is reached (Uma Sekaran and Roger Bougie, 2016).

LITERATURE REVIEW

Marketing

According to (Gary Armstrong, Philip Kotler, 2023) marketing is a social and managerial process through which individuals and organizations satisfy their needs and desires by creating and exchanging value. In a business context, marketing means that companies interact with customers to build mutually beneficial relationships. Companies create, deliver, and communicate value by identifying target markets, attracting, retaining, and developing customers.

S-O-R (Stimulus, Organism, Response)

The Stimulus-Organism-Response (S-O-R) paradigm was first introduced by (Mehrabian, A., and Russell, 1974) in (Guo *et al.*, 2021), which emphasizes that a stimulus (S) can influence the organism (O) that is, the consumer's internal state thereby eliciting a specific behavioral response (R). A stimulus is defined as a trigger that activates consumers and can be external such as marketing strategies, advertisements, promotions, or situational factors or internal, such as the consumer's personal characteristics (Chan *et al.*, 2017)

Consumer Behavior

Consumer behavior is the study of the process by which individuals, groups, or organizations select, purchase, use, consume, and dispose of products, services, ideas, experiences, and time to satisfy their needs and wants. This process involves all decision-making activities from before the purchase through to after the use of a product or service (Jacoby *et al.*, 1976).

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a theory developed by (Ajzen, 2020), that provides an explicit definition of behavior, focusing on its target, the actions involved, the context in which the behavior takes place, and the time frame.

Self-Determination Theory (SDT)

Self-Determination Theory (SDT) is a macro-level theory that explains the fundamental nature of human motivation as well as the factors that influence the emergence of that motivation. This theory also explains the key conditions that support the development of motivation, as well as the psychological processes that channel these conditions into individual behavior and well-being

(Ryan, R.M., Deci, 2024) as cited in (Englund & Gerdin, 2025).

Conspicuous Consumption

Conspicuous consumption is a concept introduced by Thorstein Veblen in his book titled *The Theory of the Leisure Class* (Veblen, 1899). Veblen explains that individuals often consume luxury goods as a way to display their social status and wealth to others. This consumption behavior is driven not only by functional needs but also by the desire to display prestige. Conspicuous consumption refers to the act of purchasing and displaying luxury goods and services that reflect an individual's wealth (Podoshen & Andrzejewski, 2012).

Social Comparison

According to (Festinger, 1954), social comparison theory is a process of mutual influence and competitive behavior in social interactions, driven by the need for self-evaluation and comparison with others.

Social Media Marketing

Social media marketing is the process of influencing individuals to promote products or services on websites through online media channels (Guha *et al.*, 2021).

Brand Awareness

Brand awareness refers to consumers' awareness of a brand and the products it offers. It is of the utmost importance for every company to provide the public with the best possible information about its brand and offerings in order to attract potential customers (Ansari *et al.*, 2019).

Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is defined as a spreading anxiety that others

may be having meaningful experiences that we are not part of, characterized by a strong desire to stay constantly connected to what others are doing (Przybylski *et al.*, 2013).

Purchase Intention

Purchase intention is defined as a person's tendency to make a purchase, whether online or offline (Kim & Ko, 2010).

RESULTS AND DISCUSSION

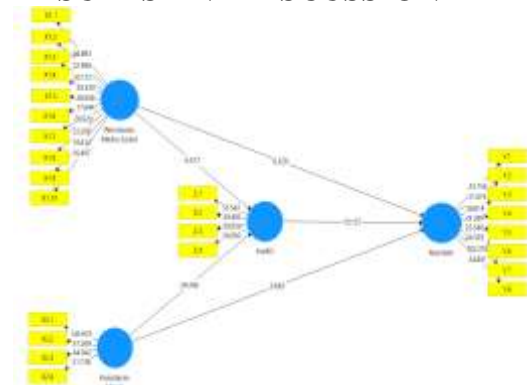


Figure 1. Results of the Structural Model Test for This Study

DISCUSSION

The Effect of Social Media Marketing on Purchase Intent

The results of this study indicate that social media marketing has a positive and significant effect on the purchase intent of Adidas Samba consumers. These results suggest that the more effective Adidas's social media marketing activities are, the higher consumers' purchase intent for Adidas Samba products becomes.

The results of this study are consistent with a study (Guha *et al.*, 2021) that found that effective social media marketing activities can increase consumer engagement and drive purchasing behavior. These results also support a study (Moslehpour *et al.*, 2021) that found social media marketing has a positive effect on consumer purchase intent. Additionally, a study (Aji *et al.*,

2020) shows that social media marketing has a direct influence on purchase intent through increased interaction and positive consumer perceptions of the brand.

The Effect of Brand Awareness on Purchase Intention

The results of this study indicate that brand awareness has a positive and significant effect on purchase intention. These results suggest that the higher consumers' awareness of Adidas Samba, the higher their intention to purchase the product.

This finding is consistent with the S-O-R framework, which explains that environmental factors (Chan *et al.*, 2017) can influence consumers' internal states and generate specific behavioral responses. In this study, brand awareness acts as a stimulus that drives the formation of a response in the form of purchase intention. The better consumers are able to recognize and recall Adidas Samba, the more likely the product is to be considered for purchase when consumers need casual shoes.

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

The results of the study indicate that social media marketing does not have a significant effect on FoMO. These findings suggest that Adidas's social media marketing activities have not yet been able to directly create a sense of fear of missing out or missing out on experiences among consumers. Although Adidas actively shares product information, promotions, and the latest trends via social media, consumers do not necessarily experience the social anxiety that characterizes FOMO.

The results of this study differ from those of a study (Ilyas *et al.*, 2022), which found that social media content

can increase consumers' FoMO. These findings also do not support the study by (Habib & Almamy, 2025), which states that social media marketing activities can trigger FoMO in product purchases. This discrepancy in results suggests that the development of FoMO regarding the Adidas Samba is more influenced by psychological and social factors than by social media marketing activities themselves.

The Effect of Brand Awareness on Fear of Missing Out (FOMO)

The results of this study indicate that brand awareness has a positive and significant effect on FoMO. These findings suggest that the higher consumers' awareness of Adidas Samba, the higher their level of FOMO.

These findings are supported by a study (Dabbous & Barakat, 2020), which explains that high brand awareness can strengthen consumers' emotional engagement with a brand. This is further supported by a study (Habib & Almamy, 2025), which also shows that high brand exposure can increase consumers' social anxiety regarding developing trends.

The Effect of Fear of Missing Out (FoMO) on Purchase Intent

The results of the study indicate that FoMO has a positive and significant effect on purchase intent. These results are consistent with the FoMO theory proposed by (Przybylski *et al.*, 2013), which explains that individuals tend to feel anxious when they are unable to participate in experiences or activities that others consider important. In the context of consumption, this feeling drives individuals to make purchases in an effort to avoid social exclusion and maintain their involvement in relevant social groups.

The Effect of Fear of Missing Out (FoMO) as a Mediator of Social Media Marketing on Purchase Intent

The results of the study show that FoMO does not mediate the effect of social media marketing on purchase intent. These results indicate that Adidas's social media marketing strategies are more effective in shaping evaluations consumer rationality rather than creating psychological pressure in the form of FoMO. Thus, social media marketing serves as a means of conveying information and directly generating purchase interest. The results of this study differ from those of a study by (Habib & Almamy, 2025) which found that FoMO mediates the relationship between social media marketing and purchase intention. Studies by (Shiva Firamanda, Cut Aprilia, 2024) showed that FoMO acts as a mediating variable in the relationship between social media marketing and purchase intention.

The Effect of Fear of Missing Out (FoMO) as a Mediator Between Brand Awareness and Purchase Intention

The results of this study indicate that FoMO positively and significantly mediates the effect of brand awareness on purchase intention. Consumers who are more familiar with Adidas Samba are more frequently exposed to the brand's trends, social symbols, and popularity, leading to concerns about missing out on owning a product that is currently popular. These findings support the S-O-R Theory proposed by (Chan *et al.*, 2017), in which brand awareness acts as the stimulus, FoMO as the organism, and purchase intention as the response. High brand awareness triggers a psychological response in the form of FoMO, which ultimately drives consumers' purchase intentions.

CONCLUSION

1. Social media marketing has a positive and significant effect on purchase intention for Adidas Samba products. These results indicate that the more effective the social media marketing activities are, the higher consumers' purchase intention for Adidas Samba products.
2. Brand awareness has a positive and significant effect on the intention to purchase Adidas Samba products. The higher the level of consumer awareness of the Adidas Samba brand, the greater the consumers' desire to purchase these products.
3. Social media marketing does not have a significant effect on Fear of Missing Out (FoMO). These results indicate that Adidas Samba's social media marketing activities have not yet been able to directly induce a fear of missing out on trends or experiences enjoyed by others.
4. Brand awareness has a positive and significant effect on Fear of Missing Out (FoMO). The higher consumers' awareness of Adidas Samba, the greater their fear of missing out on trends related to that product.
5. Fear of Missing Out (FoMO) has a positive and significant effect on the intention to purchase Adidas Samba products. Consumers with higher levels of FoMO are more likely to show a stronger intention to purchase Adidas Samba.
6. Fear of Missing Out (FoMO) does not mediate the effect of social media marketing on purchase intention. This indicates that the effect of social media marketing on purchase intention is direct and does not go through FoMO.
7. Fear of Missing Out (FoMO) positively and significantly mediates the effect of brand awareness on purchase intention. High brand

awareness can increase consumers' FoMO, which in turn drives an increase in purchase intention for Adidas Samba.

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