

The Influence of FoMO and Social Media Marketing on Purchasing Decisions for Mixue Ice Cream & Tea Products

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Abstract

Mixue Ice Cream & Tea is an ice cream and cold drink franchise company originating from China, founded in 1997. Mixue gained popularity due to its virality in cyberspace, leading to the massive establishment of Mixue outlets in Indonesia as part of this viral phenomenon. This research aims to investigate the influence of Fear of Missing Out (FoMO) and Social Media Marketing on purchasing decisions for Mixue Ice Cream & Tea products. The population consists of Mixue customers in Indonesia, with a sample of 209 respondents selected using a purposive sampling method, targeting individuals who have purchased Mixue products at least twice. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. Using a quantitative approach, the findings indicate that FoMO and Social Media Marketing positively and significantly impact purchasing decisions.

Keywords: *Consumer Decisions, FoMO, Purchase Intention, Social Media Marketing.*

Abstrak

Mixue Ice Cream & Tea merupakan perusahaan waralaba es krim dan minuman dingin yang berasal dari China yang didirikan pada tahun 1997. Mixue populer karena menjadi viral di dunia maya sehingga pembukaan gerai Mixue secara masif di Indonesia tidak luput dari fenomena viral tersebut. Tujuan penelitian adalah untuk mengetahui: pengaruh FoMO dan Social Media Marketing terhadap keputusan pembelian produk Mixue Ice Cream & Tea. Sumber data yang digunakan adalah primer dan peneliti melakukan penelitian dengan menyebarkan kuesioner kepada 209 responden pelanggan Mixue Ice Cream & Tea di Indonesia dengan kriteria pernah membeli produk Mixue sebanyak 2 kali. Jenis penelitian ini menggunakan metode kuantitatif. Hasil penelitian menunjukkan bahwa FoMO dan Social Media Marketing memiliki pengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: FoMO, Keputusan Pembelian, Social Media Marketing

I. INTRODUCTION

In the increasingly advanced industrial era 4.0, social media has become an important part of people's daily lives. The use of social media is not only done as a means of communication, but also as a platform for marketing products and services. One phenomenon that arises in this context is Fear of Missing Out (FoMO), which is a feeling of anxiety or fear of being left behind from the experiences experienced by others. FoMO is also often utilized by companies in their marketing strategies to encourage consumers to make purchases (Dhingra, 2023). Mixue Ice Cream & Tea as one of the major players in the ice cream and tea industry has utilized social media incentively to promote its products. In an effort to attract attention and increase sales, Mixue adopts various marketing strategies through social media platforms such as Instagram, Facebook, and TikTok. These strategies include the use of engaging visual content, direct interaction with consumers, as well as promotions that utilize FoMO (Malikha, 2022).

FoMO and social media marketing play an important role in influencing purchasing decisions. Social media platforms have become a powerful tool in shaping the consumer decision-making process by providing access to a vast amount of information, product reviews, and user-generated content, ultimately enabling informed purchasing choices. Excessive use of social media can lead to FoMO, where individuals feel compelled to make purchases to follow trends and avoid missing out on experiences showcased on social media. FOMO is a psychological phenomenon that has become increasingly relevant in the context of social media. FOMO is defined as a feeling of anxiety or fear that one is missing out on valuable experiences or information experienced by others (Romadhoni et al., 2023). In the context of marketing, FOMO can be utilized to create urgency and encouragement for consumers to make purchases immediately. Previous studies have shown that FOMO can increase consumer engagement with social media content and drive faster purchase decisions. Companies like Mixue can use this strategy to create attractive promotions and encourage consumers not to miss out on enjoying the products offered (Nungari & Obuba, 2023).

Social media marketing is a marketing strategy that utilizes social media platforms to promote products and services. The advantages of social media in reaching a wide and diverse audience make it an effective tool in modern marketing strategies. Through social media, companies can build brand awareness, interact directly with consumers, and get valuable feedback (Paballo, 2021). Social media affects buyer behavior significantly, as consumers are heavily influenced by the content they see, leading to an information-intensive decision-making process. The rise of social media has put consumers in charge, with their online interactions being the main source of content that influences purchasing decisions (Maxim, 2022). Mixue Ice Cream and Tea has successfully utilized social media to build a strong brand image and attract consumers. By utilizing interesting visual content, the story behind the

product, and fun interactions with followers, Mixue is able to create a loyal and engaged community. The purchase decision is the process by which consumers select and purchase a product or service. This process is influenced by a variety of factors, including consumers' perceptions of the product, previous experiences, recommendations from others, as well as the marketing strategies used by the company. In the context of Mixue Ice Cream and Tea, consumer purchasing decisions can be influenced by how the company utilizes FoMO and social media marketing strategies (Rini et al., 2023).

Currently, Mixue Ice Cream & Tea has become one of the most widely recognized brands in Indonesia, largely due to its viral presence on social media. This phenomenon includes the rapid establishment of Mixue outlets in almost every corner of the country, creating a new trend among young consumers. However, this popularity highlights the strong influence of Fear of Missing Out (FoMO), where consumers feel compelled to try Mixue products to avoid being left out of social trends. Additionally, Mixue's social media marketing strategies, which focus on engaging content such as short videos, memes, and creative promotions, have successfully generated high consumer engagement. Nevertheless, the company faces challenges in sustaining this phenomenon to ensure it is not merely a passing trend. Therefore, this study aims to explore how FoMO and social media marketing directly influence consumer purchasing decisions for Mixue products. The findings are expected to provide strategic insights for the company in optimizing its marketing efforts in the digital era.

This study aims to examine the effect of FoMO and social media marketing on purchasing decisions for Mixue Ice Cream and Tea products. This research is expected to provide insight into how marketing strategies through social media and the use of FoMO can improve consumer purchasing decisions. This research is expected to make an academic contribution in understanding the relationship between FoMO, social media marketing, and purchasing decisions. In addition, the results of this study can be used by companies to design more effective and innovative marketing strategies in increasing product sales. Thus, this research will provide a deeper understanding of how Mixue Ice Cream and Tea can utilize social media and FoMO to influence consumer purchasing decisions, as well as provide strategic recommendations for companies in optimizing marketing efforts in the digital era.

II. LITERATURE REVIEW

FoMo or Fear of Missing Out is a common emotional experience characterized by the worry of missing out on valuable experiences that others have. This feeling is usually influenced by various behaviors, such as social media use, technology adoption, and investment decisions among young individuals. FoMO can lead to a desire for constant connection with others' activities, impacting life satisfaction and friendships. Previous research shows that FoMO can affect various aspects of a

person's life, including mental well-being and consumption behavior (Sya'idah & Jauhari, 2022).

Fear of Missing Out (FoMO) significantly affects purchasing decisions by influencing consumer behavior through various factors. Research has shown a strong positive correlation between FoMO and consumptive behavior, suggesting that individuals are motivated to make purchases due to fears of missing out on a rewarding experience (Abbas et al., 2021). In addition, fear of missing out mediates the relationship between social group and purchase intention, with individuals more likely to purchase when imagining their close social circle participating in an event. Furthermore, awareness of surveillance practices and FoMO play an important role in directing online purchase behavior, with surveillance practices allowing for better control and direction of the target audience, ultimately influencing their purchase decisions. Overall, FoMO serves as a significant psychological factor that encourages individuals to make purchase choices based on the fear of being left out or missing out on experiences and opportunities (Solt, 2019).

In the context of marketing, FoMO can be used as a tool to encourage consumers to make purchases. Marketing strategies that utilize FoMO typically include limited-time promotions, exclusive offers, and announcements that make consumers think they will miss a valuable opportunity if they do not act immediately. This research shows that using FoMO in marketing can increase consumer engagement and accelerate purchasing decisions (Hodkinson, 2019).

H1: Fomo affects the Purchase Decision of Mixue Ice Cream & Tea Products

According to Saputra (2023) Social media marketing is an electronic marketing communication activity using online platforms to attract consumers, improve brand image, and increase sales. Meanwhile, according to Raharja (2022) Social media marketing is a product or service marketing activity carried out through social media platforms to increase visibility and interaction with consumers online. In his research, Chusnaini (2022) revealed that social media marketing also refers to the use of social platforms for brand promotion. This affects brand image, awareness, and purchase intentions, which are important for SMEs in the digital age.

Social media marketing significantly influences purchasing decisions by influencing consumer perceptions of products, brand awareness, trust, and loyalty (Vanitha & Subramanian, 2020). It has been found that social media, brand image, and price all individually influence purchase decisions, with a combined simultaneous effect on consumer choice. In addition, social media advertising plays an important role in the purchase decision-making process by creating an interactive platform, aligning content with the brand, and fostering an emotional connection with consumers. In addition, social media platforms provide a large amount of information, product reviews, and user-generated content, enabling informed purchasing decisions

and building brand loyalty through personalized interaction and engagement (Gebisa, 2023) Research also shows that social media marketing, electronic word of mouth (E-WOM), information quality, and trust positively influence purchasing decisions, with factors such as trust mediating the impact of social media marketing on consumer choice (Widiyanti et al., 2024)

H2: Social Media Marketing affects the Purchase Decision of Mixue Ice Cream & Tea

Purchasing decisions are complex processes that are influenced by various factors such as perceived quality, product knowledge, cultural aspects, emotional responses, customer engagement, and brand attachment (Balqis, 2023). Studies highlight the importance of perceived quality and product knowledge in shaping purchase decisions, especially in the context of electrical products. In addition, cultural factors play an important role, with high power distance cultures showing differences in impulse buying behavior compared to low power distance cultures (Siburian & Hasman, 2024). Emotional decision-making and intuition also play a central role in the consumer-retail industry, where impulse purchases are commonplace. Furthermore, customer engagement and brand attachment have been identified as key drivers of purchase decisions, with brand attachment mediating the relationship between customer engagement and purchase behavior. Understanding these diverse influences is critical for marketers and manufacturers to develop effective strategies and increase consumer satisfaction and loyalty (Ntobaki, 2023).

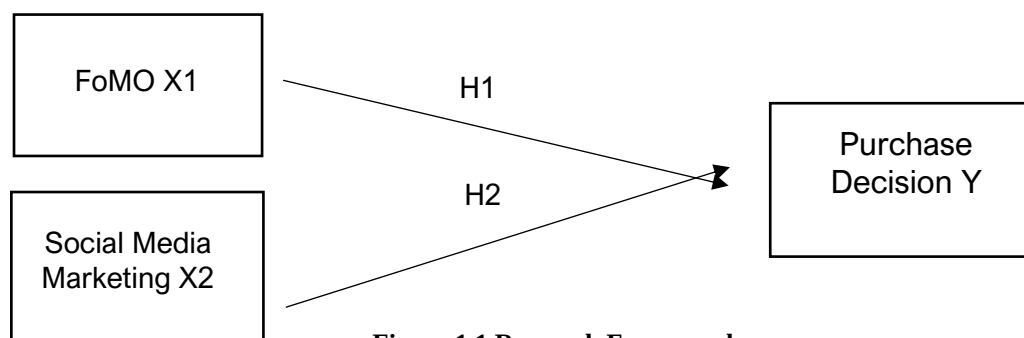


Figure 1.1 Research Framework

III. RESEARCH METHODS

This research uses a quantitative approach, which involves examining specific populations and samples, collecting data using research instruments, statistical analysis that has the aim of testing previously made hypotheses (Sugiyono, 2018). The population taken in this study were consumers who had visited Mixue Ice Cream & Tea outlets in Indonesia. With sampling in this study using non-probability sampling technique with purposive sampling, where this sampling technique is selected based on certain criteria. These criteria are Mixue Ice Cream & Tea consumers who have bought ice cream or tea products 2 times.

The data source used in this study is primary data. The data collection technique used was using a questionnaire distributed to Mixue Ice Cream & Tea consumers online via google form. The answers to the questionnaire used a five graduated Likert scale. The sample size guidelines used in this study are based on the opinion of Hair et al, all (2021) which states that in each SEM parameter estimation the recommended sample size ranges from 100-300 respondents. The data analysis used in this study is the PLS (*Partial Least Squares*) tool which uses the SmartPLS software version 3.

IV. RESULT AND DISCUSSION

Data collection was carried out by survey method using a questionnaire in the form of an online questionnaire with the google form feature. The total question items in the questionnaire were 9 pieces, consisting of three statement items regarding social media marketing, three statement items regarding FoMO, and three items regarding purchasing decisions. The questionnaire was distributed on July 03-06, 2024 with a total of 209 questionnaires. This number meets the criteria and can be used for research. These 209 questionnaires have met the minimum requirements in determining the sample size with a minimum sample size of 100 respondents. Most of the respondents' ages in the study ranged from 18-22 years, as many as 78.5%. Based on gender, this study was dominated by women as many as 71.3% of the total respondents. Based on products that are often purchased, it is dominated by the Ice Cream product category as much as 86.1%. This age group, typically consisting of university students and young adults, is highly active on social media platforms, where Mixue's marketing strategies are most prevalent. The viral and trendy nature of Mixue aligns with the lifestyle and preferences of this demographic, who are drawn to affordable yet visually appealing products that can be shared on their social media. Additionally, younger consumers are more likely to experience **Fear of Missing Out (FoMO)**, which motivates them to participate in popular trends, such as visiting Mixue outlets. The affordability of Mixue products also resonates well with the limited spending power of this age group, making it an attractive option for frequent purchases. Table 1. Describes the characteristics of research respondents.

Table 1. Respondent Characteristics

Respondent Characteristics	Number of Respondents	Percentage
Age		
<17	2	1%
18-22	164	78,5%
>23	43	20,6%
Total	209	100%
Gender		
Female	149	71,3%
Male	60	28,7%

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Respondent Characteristics	Number of Respondents	Percentage
Total	209	100%
Frequently Purchased Products		
Ice Cream	180	86,1%
Tea	29	13,9%
Total	209	100%

This study uses two validity tests, namely convergent validity test and discriminant validity test. Sholihin & Ratmono (2013), in their book, state that the results of construct validity testing can be seen from the AVE value and factor loadings, the AVE value is accepted if each variable is > 0.5 and discriminant validity is met if the *cross loading* value in each type of variable statement is known to be greater than the correlation value of each statement through other variables.

Table 2. Convergent Validity Test Results

Variables	Item	Validity Test	
		AVE	Load Factor
Social Media Marketing	SM1	0,719	0,877
	SM2		0,888
	SM3		0,774
FoMO	FM1	0,665	0,806
	FM2		0,826
	FM3		0,813
Purchase Decision	PD1	0,592	0,807
	PD2		0,761
	PD3		0,740

Based on the convergent validity test results table 2. Shows that the measurement items have good load values and the data is accepted. After conducting the convergent validity test, the researchers then tested the discriminant validity test using the criteria of Sholihin & Ratmono (2013). Discriminant validity is said to be good if the square root value of the AVE of each construct has a higher value than the highest correlation of other constructs. Table. 2 shows that the square root of the AVE of each construct has a higher value than the highest correlation of other constructs.

Table 3. Results of the Discriminant Validity Test

	SM	FM	PD
SM	0,848		
FM	0,427	0,815	
PD	0,530	0,367	0,770

This study also conducted reliability testing, in this study it can be seen from the Cronbach Alpha value, if the Cronbach Alpha value $>0,060$ it is considered reliable, while if the Cronbach Alpha value $<0,60$ it is considered unreliable (Sholihin & Ratmono, 2013). Table 4. Research Reliability test results.

Table 4. Reliability Test Results

Variables	Reliability	Description
Social Media Marketing	0,884	Reliable
FoMO	0,856	Reliable
Purchase Decision	0,813	Reliable

Table. 4 show that the results of the reliability test have a value of $>0,60$ so that it can be said that all constructs in this study have good reliability values (Sholihin & Ratmono, 2013). At this stage two hypothesis tests were carried out. Statistical analysis to test the hypothesis in this study is PLS-SEM using the SmartPLS.03 analysis tool.

Table 5. Hypothesis Testing Results

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Values	Description
SM->PD	0,457	0,460	0,055	2,911	0,000	Supported
FM->PD	0,172	0,180	0,059	8,281	0,004	Supported

Table. 5 shows the results of hypothesis testing used in the study. There are two hypotheses tested in this study. All hypotheses have a P-values $<0,0$ which indicates that all hypotheses have an influence and the hypothesis is accepted.

H1: FoMO affects purchasing decisions

Hypothesis two in this study states that FoMO has a positive and significant effect on purchasing decisions. The results of the path coefficient analysis show that there is support for hypothesis two. The results of estimating the relationship between FoMO and purchasing decisions show that FoMO has a significant effect with a P-Values value <0.05 , namely 0.004. This result shows that the more consumers FoMO on Mixue Ice Cream & Tea products, the consumer purchasing decisions will increase.

The significant relationship between FoMO and purchasing decisions is supported by previous research. Sya'idah & Jauhari (2022) and Abbas et al. (2021) note that FoMO drives individuals to make purchasing decisions, motivated by the desire not to miss out on experiences that others are having. This finding aligns with Solt (2019), who suggests that FoMO significantly influences consumers' buying behavior, particularly in contexts where surveillance and awareness of others' activities increase the likelihood of making a purchase. FoMO's role in amplifying the emotional connection to the brand was also highlighted in Hodgkinson (2019), where the use of time-sensitive offers and exclusive promotions increases consumer engagement and

urgency, encouraging quicker purchase decisions. In the context of Mixue Ice Cream & Tea, this indicates that consumers who fear missing out on the popular trend are more likely to make a purchase.

H2: Social Media Marketing affects Purchasing Decisions

Hypothesis one in this research states that social media marketing has an effect on purchasing decisions for Mixue Ice Cream & Tea products. The results of the path coefficient analysis show that there is support for hypothesis one. The results of estimating the relationship between social media marketing and purchasing decisions show that social media marketing has a positive and significant effect with a $P\text{-value} < 0.05$, which is 0.000. These results indicate that good utilization of social media marketing at Mixue Ice Cream & Tea Company as a marketing campaign event will result in increased purchasing decisions.

Social media marketing's positive influence on purchasing decisions is consistent with findings by Vanitha & Subramanian (2020) and Gebisa (2023), which emphasize how social media influences consumer perceptions, brand awareness, and purchasing behavior. Saputra (2023) and Raharja (2022) also affirm that social media platforms enhance product visibility and consumer interaction, building brand loyalty and fostering emotional connections, which can lead to increased purchasing decisions. This effect is supported by Widiyanti et al. (2024), who argue that electronic word-of-mouth (E-WOM) and trust in social media platforms mediate the relationship between social media marketing and purchasing behavior. In the case of Mixue, effective social media marketing not only increases consumer awareness but also influences their decisions by creating a sense of connection and trust through regular engagement and targeted campaigns.

V. CONCLUSION AND SUGESTION

Conclusion

Based on the research results, there are several conclusions as follows. There is a positive and significant influence between Social Media Marketing on Purchasing Decisions for Mixue Ice Cream & Tea products. This means that when the Mixue Ice Cream & Tea Company utilizes social media well and makes it easier for consumers to get product information, the higher the level of consumer purchasing decisions to buy Mixue Ice Cream & Tea products. Other results from the study show that FoMO also has a positive and significant influence on purchasing decisions. This means that the feeling of FoMO in consumers has a good influence in increasing purchasing decisions for Mixue Ice Cream & Tea products.

This research provides a practical contribution that it is important for businessmen /entrepreneurs to utilize social media marketing and FoMO as a marketing campaign strategy arena. By optimizing strageti and developing interactive content so that this can influence consumer purchasing decisions. Another practical contribution to the Mixue Ice Cream & Tea Company is that FoMO has a significant influence on consumer purchasing decisions so that the Company must be able to utilize and maintain FoMO by setting strategies so that consumers remain loyal to buying Mixue Ice Cream & Tea products.

Suggestion

For future researchers:

1. Integrate additional variables that may affect purchasing decisions, including trust, perceived value, and customer satisfaction.
2. Taking a methodological approach through a longitudinal study to see how the relationship between social media marketing, FoMO, and purchasing decisions develops over time.
3. Analyze different samples, such as millennials versus Gen Z, or new customers versus existing customers.

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