

# “INFLUENCE OF SOCIAL MEDIA AND BRAND RECOGNITION ON PURCHASE INTEREST MEDIATED BY FOMO MARKETING” (Study on Compass Shoe Brand)

Fikri Muttaqin<sup>1</sup>, Cynthia Ayu Manggarani<sup>2</sup>

STIE YKPN, Yogyakarta, Indonesia

E-mail: fikrimuttaqin18@gmail.com

## ABSTRACT

*This research is motivated by the phenomenon of Fear of Missing Out in Indonesia and the emergence of the FoMO marketing strategy. Several studies have proven that a consumer influence on FoMO has occurred. This research aims to examine the effect of FoMO marketing mediating the relationship between social media and brand recognition on buying interest. The sample in this study were consumers and potential consumers who know the Compass shoe brand. The sampling method used was the purposive sampling technique, and the sample size obtained in this study was 144 respondents. The results of this study prove that FoMO marketing can mediate social media and brand recognition. However, FoMO marketing partially mediates on social media and fully mediates on brand recognition because without going through FoMO marketing, it does not affect buying interest.*

**Keywords:** social media, brand recognition, FoMO marketing, buying interest

## INTRODUCTION

The marketing concept in the current pandemic era has undergone many changes in perspective, especially in the marketing practices implemented. Digital Marketing creates knowledge and several new strategies in marketing activities, such as Content Marketing, namely the creation of interesting content with specific target groups to create interaction with existing content (Kotler, 2017:121)

Indonesia's digital condition has developed rapidly. The population of internet users in 2017 was 262 million, with a penetration of 132.7 million people, and total social media users were 47% of the total population in Indonesia, and every year it increases (GetCraft, 2020). The development of the digital world, especially social media, which continues to increase, affects consumer behavior in shopping. According to Gobiz (2019), there are four consumer behaviors in the digital era, namely:

1. Compare product quality from reviews.

2. Prioritizing the ease of ordering and payment.
3. Likes personalization.
4. I do not want to fall behind the trend.

The impact of the behavior of the digital era, especially social media, is triggering impulsive behavior for consumers. This behavior in the world of psychology is called Fear of Missing Out or more commonly known as FOMO.

Fear of Missing Out behavior is formed due to consumer habits and dependence on social media. FOMO is an anxiety syndrome caused by the regret of being left behind with more information than others (Przybylski et al., 2013). Several companies and businesses use the concept of lagging information or this trend to be used as a strategy in marketing. This FoMO phenomenon has attracted the attention of several researchers, such as a study entitled The Relationship between Fans Engagement and FoMO Behavior on BTS MEAL Purchase (a case study on ARMY fandom in DKI Jakarta), where FoMO behavior encourages consumers to buy a product in collaboration with their idol (D. D. G. Sari,

2022). Another study is the Fear of Missing Out Phenomenon among Social Media Users: Mixed Methods Study, which states that FoMO in Indonesia is categorized as moderate, and there is an external drive that affects the experience of FoMO (Cahyanabila & Helmi, 2021).

Previous research can conclude that the level of FoMO in Indonesia tends to influence consumers to be more consumptive and positively impact marketing. Researchers are interested in the Compass brand because the brand is doing rebranding (re-introducing products with newer designs) and implementing new strategies, namely FoMO marketing, such as collaborating. The emergence of local brand campaigns strengthens Compass in product introductions (brand recognition).

Compass Shoes is a shoe brand from Bandung and was established in 1998 under the auspices of PT. Compass Mr. These shoes fell and rose again in August 2018 by rebranding and carrying out a collaborative marketing strategy (Lee, 2021). Compass collaborates with several art activists, musicians, bands, figures, creative industry players, and Tokopedia as the official store for selling Compass shoes. Through this strategy, Compass can return to being popular with many people, both young people and the elderly.

The relationship between social media and the emergence of the FoMO phenomenon is an exciting thing in the marketing world. One of the marketing goals is to introduce and customers can understand the products offered well so that these products can be sold. This relates to whether customers are interested in the products offered and whether the strategy is right on target. So this case is interesting to study how the success of Compass shoes can attract buying interest for customers and prospective customers to buy local product shoes that can compete during the onslaught of imported shoes in Indonesia.

Fear of missing out (FoMO), which usually tends to be negative in psychology, positively impacts marketing. People who

tend to be afraid and perceive the stigma that FoMO destroys the way they behave towards the purchase of an item are used by marketing to introduce their products better and attract buying interest. The link between the development of the internet, especially social media, and the product introduction (brand recognition) of Compass shoes, triggered the implementation of a study entitled "The Effect of Social Media and Brand Recognition on Buying Interest mediated by FoMO Marketing."

This study examines the effect of FoMO marketing mediating social media relationships and brand recognition on Compass shoes. Specifically, this research aims to:

1. I am testing the influence of social media on buying interest in Compass shoes.
2. I am testing the effect of brand recognition on buying interest in Compass shoes.
3. I am testing the effect of FoMO marketing on buying interest in Compass shoes.
4. Examine the effect of FoMO marketing mediating the relationship between social media and purchase intention of Compass shoes?
5. To examine the effect of FoMO marketing mediating the relationship between brand recognition and purchase intention of Compass shoes?

## **THEORETICAL BASIS**

### **1. Social Media**

*Social media* is a medium that represents internet users to interact, share, collaborate and communicate with others virtually (Nasrullah, 2015). There are three forms of social media, namely: recognition (cognition), communication (communicate), and cooperation (cooperation). Social media has a significant impact on people to communicate today or today.

Meike and Young in Nasrullah (2015) mean that social media is communication between public media and individuals to share with anyone, which makes it easy to exchange information and interact anywhere

and anytime. Social media is also a two-way activity in the form of visual, audiovisual, and written, based on three things: connecting, sharing, and collaborating (Puntoadi, 2011).

Social media presence essentially makes it easier for individuals and communities to network and share wherever and whenever related to information that will be received or conveyed.

## **2. Brand Recognition**

According to Aaker in a book by Freddy Ranguti (2009: 39), brand awareness is the ability of potential consumers to remember and recognize certain products in a brand. Meanwhile, brand recognition is part of the brand awareness dimension, according to Kotler & Keller (2016), namely the level of awareness of a brand by providing support such as the introduction of the characteristics of a product. Brand recognition also helps consumers to differentiate and better recognize a brand. For example, customers can recognize product names and categories such as logos, slogans, and packaging. In essence, brand recognition is the ability of customers or consumers to recognize a product in a particular brand.

## **3. FoMO Marketing**

Fear of Missing Out is an individual's fear of using the internet, especially social media, because they fear when someone feels they do not exist (Carbonell et al 2013). The results of research conducted by Fuster et al. (2017) explain that social media causes addiction and causes a person to be fear of missing out (FoMO). FoMO arises because of feelings of worry if other people have more valuable experiences (Przybylski et al 2013). The characteristics are an urge always to be connected to the activities of other people and excessive use of social media.

Marketing is the process of creating economic value in the economy. An important factor in creating value in marketing is production and consumption,

which will determine the price of goods or services and become a link between production and consumption activities (Purba & Lima Krisna, 2017:4). Marketing is also a transaction activity that brings together sellers and buyers in transacting goods or services, then offering the product (Laksana, 2019:1). While FoMO Marketing is a marketing strategy that utilizes consumer behavior and habits to access social media in offering a product to consumers. According to the Mekari Journal (2022), the FoMO marketing strategy not only looks at trends but also provides consumer advocacy and experiences. Some of the FoMO marketing strategies are as follows:

1. Show people who buy your product.
2. Show the number of existing stock.
3. Give a time limit.
4. Build a sense of competitiveness among consumers.
5. Making exclusive products.
6. Provide special services for first-time buyers.

## **4. Buying Interest**

Buying interest, according to Mowen (1995), is the tendency of consumers to buy a specific product or brand by measuring the possibility of consumers making a purchase. Purchase intention is a consumer's tendency to buy and take action related to the possibility of making a purchase (Peter & Olson, 1999).

Another opinion also says that buying interest is the relationship between consumers and their purchase plans for certain products, how many products are needed, such as purchasing products within a certain period (purchase plans) by considering attitudes to consume and buying interest in the products to be purchased (Sutisna & Pawitra, 2001).

Buying interest arises because of planning and recommendations through the media or consumers, which raises options for purchasing decisions. According to Schiffman et al (2008), indicators of buying

interest are divided into several factors as follows:

1. The interest of consumers in seeking information on related goods or services.
2. Considerations before making a purchase.
3. Interest in trying related goods or services.
4. Desire to know related goods or services.
5. The emergence of a desire to have related goods or services.

## **HYPOTHESES**

### **1. The Effect of Social Media on Buying Interest**

Social media is a medium for internet users that represents users to interact, share, collaborate and communicate virtually with other users (Nasrullah, 2015). Based on research by Ali Abdallah Alawan (2018), entitled Investigating The Impact of Social Media Advertising Features on Customer Purchase Intentions, the research results show that social media advertising affects attention and positively impacts consumer buying interest. Researchers try to examine and study further related how far the influence or impact of the correlation of these variables, so that the following hypothesis emerges:

H1: The effect of social media on buying interest in Compass shoes

### **2. The Effect of Brand Recognition on Buying Interest**

One part of brand recognition is the level of awareness of a brand towards the introduction of a product, according to Kotler & Keller (2016: 268). Consumers use this ability to recognize these products, which is supported by previous research by Zariysh Shahid et al. (2017) entitled The impact of Brand Awareness on The Consumer's Purchase Intention, one of which is brand recognition affects buying interest. This time the researcher tried to retest the effect of brand recognition on buying interest in Compass shoes, so the researchers concluded and raised the following hypothesis:

H2: The effect of brand recognition on buying interest in Compass shoes.

### **3. The Effect of FoMO Marketing on Buying Interest**

FOMO, or Fear of Missing Out is a fear of using social media because they are afraid when someone feels they do not exist (Carbonell et al 2013). Ika Rahmawati & Rosdiana Sijabat's research (2022) entitled Analysis of Influencer's Imitation Behavior Phenomenon, Fear of Missing Out About the Impact on Purchase Intention on Local Cosmetic Product Edorese by Social Media Influencers from their research found that FoMO marketing and buying interest have a relationship positive. This research was conducted by purposive sampling with the object of women using local cosmetics in Jakarta. Researchers will re-examine the effect of FoMO marketing on buying interest by using a different research object, namely Compass shoes, so that the following hypothesis emerges:

H3: The effect of FoMO marketing on buying interest in Compass shoes.

### **4. FoMO Marketing mediates Social Media on Buying Interest**

Social media is a two-way communication based on three things: connecting, sharing, and collaborating (Puntoadi, 2011). Buglass et al research (2017) entitled Motivators of online vulnerability: The impact of social network site use and FOMO from one of the results of his research, namely that there is a positive and significant increase in the use of social media to increase Fear of Missing Out and the research of Ika Rahmawati & Rosdiana Sijabat (2022) entitled Analysis of Influencer's Imitation Behavior Phenomenon, Fear of Missing Out About the Impact on Purchase Intention on Local Cosmetic Product Endorse by Social Media Influencers from this study found that FoMO marketing has a positive effect on buying interest. Researchers want to test whether FoMO marketing as a variable can mediate social media on interest in buying

Compass shoes so that the following hypothesis emerges:

H4: FoMO marketing mediates the relationship between social media and buying interest in Compass shoes.

### **5. FoMO Marketing mediates Brand Recognition on Buying Interest**

The research of Syahriah Sari et al (2021) entitled Analysis of Brand Awareness and Its Influence on Buying Decisions for Toyota Calya cars in Makassar from the results of the research shows that brand awareness has a very good effect on purchasing decisions. Brand awareness has a positive and significant effect on the buying decision of Toyota Calya in Makassar. One of the dimensions of brand awareness is brand recognition to Kotler and Keller (2016: 268). In addition, Zarihsahid et al research (2017) entitled The impact of Brand Awareness on The Consumers Purchase Intention is one of his research results that proves that brand recognition positively influences buying interest. Researchers want to test whether FoMO marketing as a variable can mediate brand recognition on interest in buying Compass shoes, so the following hypothesis emerges:

H5: FoMO marketing mediates the relationship between brand recognition and purchase intention of Compass shoes.

## **METHOD**

### **Research Population**

The population is a universal area consisting of subjects who have predetermined characteristics and uniqueness (Sugiyono, 2017). This research makes consumers and potential consumers of Compass shoes the object of research.

### **Research Variables**

Sugiyono (2012) describes the variable as a collection of information researchers have determined to determine which information can be concluded. These variables are independent, mediating variables, and related variables.

#### **1. Free Variables (independent)**

According to Sugiyono (2018: 57), the independent variable is a variable that influences the emergence of the dependent (related) variable:

##### **a. Social Media (X1)**

Social media is a medium used to share, communicate and collaborate with others online (Nasrullah, 2015). In this variable, the source of the questionnaire questions was taken from the research of Kim AJ & Ko E. (2012) as many as nine questions.

##### **b. Brand Recognition (X2)**

Brand Recognition is how far to recognize a brand, and the respondent's level of awareness of a brand can be measured according to Kotler and Keller (2016: 268). In this variable, the source of the questionnaire questions is taken from Winardi (2017) research, with as many as seven questions.

#### **2. Mediation variable**

According to Sugiyono (2018: 59), the mediating variable is a variable that affects the independent and related variables. FoMO marketing (Z) is a mediating variable in this study. FoMO is a person's fear of not feeling or experiencing something (Walter, 2012). Marketing in FoMO is a strategy to provide experience and advocacy to consumers. In this variable, the source of the questionnaire questions was taken from the research of Prybylski et al in Al-Menayes (2016), as many as five questions.

#### **3. Related variables (dependent)**

According to Sugiyono (2018: 57), the dependent variable is a variable that occurs due to the existence of independent variables. Purchase intention (Y) is a purchase plan for the product by considering the attitude and interest in purchasing the product (Sutisna and Pawitra 2001). In this variable, the source of the questionnaire questions was taken from the research of Yazgan Pektas & Hassan (2020), as many as four questions.

## Analysis Methods and Techniques

Sugiyono (2017) states that data analysis is carried out after all respondent data is obtained. The data analysis methods include descriptive statistics, validity tests, reliability tests, normality tests, and multicollinearity tests. Heteroscedasticity test. F test, coefficient of determination, multiple regression analysis, and t-test. This study used SPSS 22.

## RESULTS AND DISCUSSION

### Overview of Research Objects

The object of research used by researchers is Compass shoes. The population in this study includes all consumers who know the brand and social media of Compass shoes. The researcher uses purposive sampling as a sampling technique because the research sampling process requires specific criteria, namely consumers and prospective consumers who know the brand and social media of Compass shoes as samples that will be used in the research. The data obtained is primary data obtained directly through questionnaires distributed via a google form, with the number of respondents who answered 144 respondents.

### Respondent's Descriptive

Descriptive respondents in research conducted by researchers get the following results:

#### 1. By Gender

The number of respondents who filled out many male questionnaires was 74 respondents with a percentage of 51.4%. Nevertheless, the female respondents were 70 respondents with a percentage of 48.6%.

#### 2. Based on Last Education

The number based on the latest education explains that the respondents who filled out the most questionnaires were respondents with the last education level of SMA/equivalent, namely 76 respondents (54.9%). Then followed by Bachelor's education 63 respondents (43.8%), Diploma

1 respondents (0.7%), SMP as many as 1 respondent with a percentage of 0.7% and others who did not fill it or the percentage was 0%.

#### 3. By Occupation

The number of respondents who fill in the most is having a job as a student, with a total of 80 respondents (55.6%). Then followed by employment as an employee 27 respondents (18.8%), entrepreneurs 13 respondents (9%), freelance 8 respondents (5.6%), unemployment (not having a job) 7 respondents (4.9%), students 5 respondents (3.5%), and creative workers 4 respondents 2.8%.

#### 4. Based on Income Level

The number of data respondents who earn <Rp 2,000,000 as many as 90 respondents (62.5%). Respondents who have an income level of IDR 2,000,000 - IDR 5,000,000 are 43 respondents (29.9%). Then income of IDR 5,000,000 - IDR 10,000,000 as many as 8 respondents (5.6%) and respondents with income of more than IDR 10,000,000 as many as 3 respondents (2.1%).

## Data Quality Test

### 1. Uji Validitas

No	Variable	Item	R Value	Significant Value	Information
1.	Social Media (SM)	SM1	0,649	0,000	VALID
		SM2	0,764	0,000	VALID
		SM3	0,794	0,000	VALID
		SM4	0,808	0,000	VALID
		SM5	0,850	0,000	VALID
		SM6	0,842	0,000	VALID
		SM7	0,832	0,000	VALID
		SM8	0,750	0,000	VALID
		SM9	0,773	0,000	VALID
2.	Brand Recognition (BR)	BR1	0,576	0,000	VALID
		BR2	0,572	0,000	VALID
		BR3	0,691	0,000	VALID
		BR4	0,766	0,000	VALID
		BR5	0,678	0,000	VALID
		BR6	0,678	0,000	VALID
		BR7	0,639	0,000	VALID
3.	FoMO Marketing (FM)	FM1	0,854	0,000	VALID
		FM2	0,935	0,000	VALID
		FM3	0,933	0,000	VALID
		FM4	0,873	0,000	VALID
		FM5	0,908	0,000	VALID
4.	Buying Interest (BI)	BI1	0,921	0,000	VALID
		BI2	0,939	0,000	VALID
		BI3	0,934	0,000	VALID
		BI4	0,921	0,000	VALID



Source: Primary Data, 2022  
 Information:  
 $R_{table} = (df) = n - 2$   
 $(df) = 144 - 2 = 142$   
 $R_{table} = 0.1376$

The table shows that the calculated R-value for all questions is greater than the table R-value of 0.1376. So, all solid questions are said to be valid.

## 2. Uji Reliabilitas

No.	Variable	Cronbach's Alpha	Information
1.	Social Media	0,917	RELIABEL
2.	Brand Recognition	0,773	RELIABEL
3.	FoMO Marketing	0,942	RELIABEL
4.	Buying Interest	0,946	RELIABEL

Source: Primary Data, 2022

The result data above states that all variables have a value higher than 0.6, which is in the range of 0.773 - 0.946, so the study results indicate that all variables are reliable.

## Classical Assumption Test

### 1. Uji Normalitas

Kolmogorov-smirnov	Significant value	Information
Unstandardized Residual	0,205	Normal Data

Source: Primary Data, 2022

In the normality test, it can be said to be normally distributed if the significance of the data is more significant than 0.05. The results of the data processing state that the significance value is 0.205, which means it is more significant than 0.05. So it can be concluded that the dependent and independent variables have normally distributed data, and the data can be used for further regression testing.

### 2. Uji Multikolinearitas

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Social Media	0,437	2,288	There is no multicollinearity
Brand Recognition	0,483	2,071	There is no multicollinearity
FoMO Marketing	0,655	1,526	There is no multicollinearity

Source: Primary Data, 2022

From the test results in the table above, it can be proven that the three independent variables do not have multicollinearity because they have a tolerance value of more than 0.10, namely 0.437 - 0.655, and the

VIF value of the three variables also has a value less than 10. In conclusion, the data generated in the table shows that the three independent variables above do not occur in multicollinearity.

## 3. Uji Heteroskedastisitas

No.	Variable	Significant Value	Information
1.	Social Media	0,311	There is no heteroscedasticity
2.	Brand Recognition	0,749	There is no heteroscedasticity
3.	FoMO Marketing	0,469	There is no heteroscedasticity

Source: Primary Data, 2022

The data processing results above explain the three independent variables of heteroscedasticity because they have a significance value greater than 0.05, namely 0.311 - 0.749. In conclusion, the data above does not occur heteroscedasticity.

## Research Model Quality Test

### 1. Uji F

Model	F	Probability Value
Regression	100,921	0,000

Source: Primary Data, 2022

In the regression equation (F test) results, the probability is 0.000. This value is smaller than 0.05 and is to the decision-making requirements. The conclusion is that the independent variables in this study have a simultaneous effect on the dependent variable.

### 2. Uji Koefisien Determinasi (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,827	0,684	0,677	2,416

Source: Primary Data, 2022

The regression results from the data above show that the adjusted r square value is 0.684 or 68.4%. It means that the independent variable in this study can explain the dependent variable by 68.4%, and the rest is explained by variables outside this study, which is 31.6%.

## 4.6 Multiple Regression Analysis

$$Y = 0.300 + 0.266MS + 0.019BR + 0.315FM + e$$

Description:

- a. The constant value of 0.300 indicates that without the influence of the independent variables used in this study, the success value of Buying Interest is 0.300.
- b. The regression value of the influence of Social Media is 0.266, which means that each Social Media increase by one (1) unit will increase Buying Interest by 0.266.
- c. The regression value of the influence of Brand Recognition is 0.019, which means that each increase in Brand Recognition by one (1) unit will increase Buying Interest by 0.019.
- d. The regression value of the influence of FoMO Marketing is 0.315, which means that everyone (1) unit of Buying Interest increases, increasing Buying Interest by 0.315.

## Hypothesis test

### 1. Uji t

Variable	B	T	Sig.	Hypothesis	Conclusion
Konstan	0.300	0.223	0,824		
MS	0,266	6,726	0,000	H1	Supported
BR	0,019	0,290	0,772	H2	Not supported
FM	0,315	7,391	0,000	H3	Supported

Source: Primary Data, 2022

The results of multiple regression testing in table 4.16 explain that:

- a. The significance value of the Social Media variable is  $0.000 < 0.05$ , and the coefficient value is 0.266, which means that the Social Media variable affects Buying Interest. H1 is supported.
- b. The significance value of the Brand Recognition variable is  $0.772 > 0.05$ , and the coefficient value is 0.019, which means that the Brand Recognition variable affects Purchase Interest. H2 is not supported.
- c. The significance value of the FoMO Marketing variable is  $0.000 < 0.05$ , and the coefficient value is 0.315, which means that the FoMO Marketing variable affects Purchase Interest. H3 is supported.

## 2. Analysis of Mediation Variables (SOBEL test)

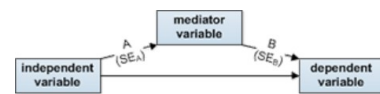
### SOBEL Test X1

The Mediation Role of FoMO Marketing on Social Media on Buying Interest

Variable	Coefficient	Standard error
Line (a)	0,410 (a)	0,031 (a)
Line (b)	0,273 (b)	0,032 (b)

Source: Primary Data, 2022

Based on the data generated, the test using the Sobel test can be calculated using the following formula:



A: 0.410 ?  
 B: 0.273 ?  
 SE<sub>A</sub>: 0.031 ?  
 SE<sub>B</sub>: 0.032 ?

Calculate!

Sobel test statistic: 7.16915816

One-tailed probability: 0.0

Two-tailed probability: 0.0

Based on the results of the Sobel test, it can be seen that the t-count value is  $7.169 > 1.96$ . These results indicate that there is mediation, so H4 is supported.

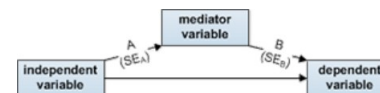
### SOBEL Test X2

The Mediation Role of FoMO Marketing on Brand Recognition on Buying Interest

Variable	Coefficient	Standard error
Line (a)	0,569 (a)	0,067 (a)
Line (b)	0,287 (b)	0,062 (b)

Source: Primary Data, 2022

Based on the data generated, the test using the Sobel test can be calculated using the following formula:



A: 0.569 ?  
 B: 0.287 ?  
 SE<sub>A</sub>: 0.067 ?  
 SE<sub>B</sub>: 0.062 ?

Calculate!

Sobel test statistic: 4.06446280

One-tailed probability: 0.00002407

Two-tailed probability: 0.00004814

Based on the results of the Sobel test, it can be seen that the t-count value is  $4.064 > 1.96$ . These results indicate that there is mediation, so H5 is supported.

## DISCUSSION

### Hypothesis Test Results 1 (supported):

The Effect of Social Media on Buying Interest. Hypothesis testing in this study explains that social media for Compass shoes has a positive effect and can stimulate



consumer buying interest. Compass Social Media has some interesting content, and it causes increased buying interest of consumers and potential consumers of Compass shoes. This research is in line with research conducted by Ali Abdallah Alawan (2018) entitled Investigating The Impact of Social Media Advertising Features on Customer Purchase Intention, whose research results show that social media advertising affects attention and has a positive impact on consumer buying interest.

**Hypothesis 2 Test Results (not supported):** Brand Recognition does not affect purchase intention. From the results of the research analysis that has been researched, it can be concluded that brand recognition does not directly affect buying interest and is not to the research of Zariysh Shahid et al (2017) entitled The impact of Brand Awareness on The Consumer's Purchase Intention because according to the researcher there is a need for other variables or mediation to support brand recognition.

**Hypothesis Test Results 3 (supported):** The Effect of FoMO Marketing on Buying Interest. Hypothesis testing in this study explains that FoMO marketing implemented by Compass shoes can encourage consumer buying interest. The marketing strategies, such as providing time limits, a sense of competition between consumers, exclusive products, and special services, have made Compass consumers and potential consumers become FoMO, thereby increasing Compass shoe sales. This research is in line with the research conducted by Ika Rahmawati & Rosdiana Siajabat (2022) entitled Analysis of Influencer's Imitation Behavior Phenomenon, Fear of Missing Out About the Impact on Purchase Intention on Local Cosmetic Product Edorese by Social Media Influencers. FoMO marketing and buying interest have a positive relationship.

**Hypothesis Test Results 4 (supported):** FoMO Marketing mediates Social Media on Buying Interest. Hypothesis testing in this

study explains that FoMO marketing affects social media, increasing consumer buying interest in Compass shoes. Compass application of FoMO marketing mediates social media, increasing consumer buying interest. This is reinforced by research conducted by Sarah L et al (2017) entitled Motivators of online vulnerability: The impact of social network site use and FOMO, one of the results of which is that there is a positive and significant increase in the use of social media to increase Fear of Missing Out and research by Ika Rahmawati & Rosdiana Siajabat (2022) entitled Analysis of Influencer's Imitation Behavior Phenomenon, Fear of Missing Out About the Impact on Purchase Intention on Local Cosmetic Product Endorse by Social Media Influencers shows that FoMO marketing has a positive effect on purchase intention. It can be concluded that FoMO marketing has a mediating element to bridge the role of social media that will affect buying interest.

**Hypothesis Test Results 5 (supported):** FoMO marketing mediates brand recognition on buying interest. Hypothesis testing in this study explains that FoMO marketing affects brand recognition which can increase consumer buying interest in Compass shoes. Implementing FoMO marketing by Compass mediates brand recognition, increasing consumer buying interest in Compass shoes. This is reinforced by research conducted by Syahriah Sari et al (2021) entitled Analysis of Brand Awareness and Its Influence on Buying Decisions for Toyota Calya cars in Makassar, entitled the results of research showing that brand awareness is very good, and purchasing decisions are very good and research by Zariysh Shahid et al. al (2017) entitled The impact of Brand Awareness on The Consumers Purchase Intention, one of the results of his research is proving that brand recognition has a positive influence on buying interest. It can be concluded that FoMO marketing has a mediating element to bridge the role of brand recognition which will affect buying interest.

## CONCLUSION AND RECOMMENDATION

### 6.1 Conclusion

The results of research that has been carried out by researchers can be concluded as follows:

1. Social media influences buying interest in Compass shoes.
2. Brand recognition does not affect buying interest in Compass shoes.
3. FoMO marketing influences buying interest in Compass shoes.
4. FoMO marketing mediates the relationship between social media and Compass shoes.
5. FoMO marketing mediates the relationship between brand recognition and Compass shoes.
6. FoMO marketing proves that it can mediate social media and brand recognition but FoMO marketing has a partial nature on social media because without FoMO marketing it can affect buying interest and FoMO marketing fully mediates brand recognition because without going through FoMO marketing it does not affect buying interest.

### 6.2 Limitations

Research conducted by researchers has limitations and obstacles. The limitations of this study are as follows:

1. The data collection process produced only uses research tools, namely questionnaires so that conclusions are made only based on questionnaire data without being equipped with direct or field observations.
2. The data collection process carried out by researchers is relatively short, namely in June 2022, due to speeding up the processing of research data. And the number of respondents data is 151 people, according to the researcher, it can still be added and get a wider scope of research.

### 6.3 Recommendations for Further Research

Given the limitations of this study, the researchers provide suggestions for further research. It is hoped that further research

will be better than the research that has been done by the researcher.

1. The next research is expected to add other research methods to strengthen the conclusions. Research can be done by using direct observation such as interviews whose research results will be more accurate.
2. Subsequent research is expected to be able to prepare for a longer time so that data from respondents will be more optimal and minimize the occurrence of bias in the resulting data.
3. Future research is expected to use other independent variables that have not been used by researchers.

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