



## The Influence of Digital Marketing and Brand Image with Fear of Missing Out (FoMO) as Mediation Variables on Decisions Purchase of Adidas Evo SL Products

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### Abstract

**Introduction/Main Objectives:** This study aims to analyze the role of Fear of Missing Out (FoMO) as a mediating variable linking digital marketing and brand image to purchase decisions. The objective is to understand how external marketing stimuli and internal psychological factors jointly shape consumer decision-making behavior.

**Background Problems:** The study addresses the question of whether digital marketing and brand image directly influence purchase decisions, and to what extent FoMO mediates these relationships in the context of running community members.

**Research Methods:** A quantitative approach was applied, using a sample of 180 respondents drawn from a running community associated with the product. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS.

**Findings/Results:** The findings show that digital marketing and brand image do not have a significant direct effect on purchase decisions. FoMO, as an internal psychological factor, has a positive and significant direct effect and fully mediates the relationship between both external variables and purchase decisions.

**Conclusion:** The study concludes that FoMO functions as a full mediator, highlighting the dominant role of psychological drivers over external marketing stimuli in influencing purchase decisions.

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**Keywords:** Digital Marketing; Brand Image; Fear of Missing Out (FoMO); Purchase Decision; PLS-SEM.



## Introduction

The trend of a healthy and active lifestyle is increasingly mushrooming in big cities, including Jakarta. One of the most popular activities is running. This hobby not only limited to individual sports, but has developed into a social phenomenon characterized by the emergence of various running communities one of them is in the South Jakarta area. The existence of these communities is very massive, forming a solid and interconnected ecosystem. Social dynamics this creates a very specific and attractive market for producers sports equipment.

In the realm of running gear, functional products alone are no longer enough. Modern consumers, especially among tech-savvy runners, also seeking aesthetic value and exclusivity. This is where the Adidas EVO SL comes in relevant. This product is a product designed to provide performance maximum developed by adidas' internal design team. However, this product succeeded in creating a product that is not only functional, but also aesthetic. It has also become a high-end fashion identity among the running community.

The phenomenon of increasing number of running communities in South Jakarta creating an attractive market niche for running shoe manufacturers, one of which is Adidas EVO SL. In the digital age, consumer purchasing decisions are no longer influenced by product quality, but also by digital marketing strategies and consumer perception of brand image. However, there is a psychological phenomenon that plays a role, Fear of Missing Out (FoMO), where individuals feel anxious or fear of not following the trends or experiences that other people are going through.

## Research Methods

This research is a quantitative research. Research method quantitative is a method based on the philosophy of positivism, used to research on a specific population or sample". Research methods Explanatory methods will be specifically applied to explain why and how the purchasing decision phenomenon occurs.

This research uses 4 research variables, namely digital marketing, brand image, Fear of Missing Out (FoMO), and purchasing decisions. There are 5 hypotheses in this study which can be seen in Figure 1, namely:

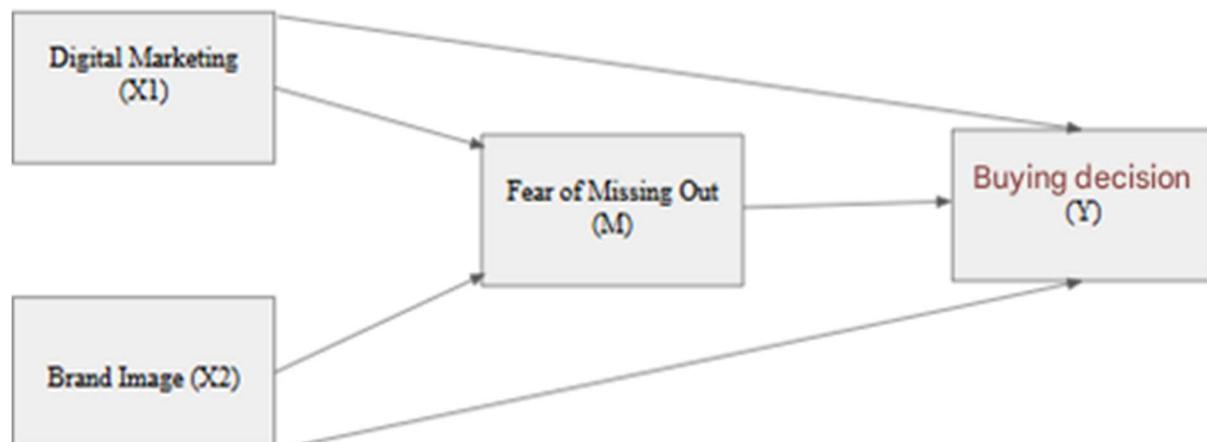


Figure 1 Conceptual Framework

H1: Digital Marketing has a positive and significant impact on Purchase Decision.

H2: Brand Image has a positive and significant influence on Decision Purchase.

H3: FoMO has a positive and significant effect on Decision Purchase.

H4: FoMO mediates the relationship between Digital Marketing and Purchase Decisions Purchase.

H5: FoMO mediates the relationship between Brand Image and Purchase Decision Purchase.

The most relevant data collection method for this research is questionnaire, considering the quantitative approach used. The questionnaire in This research will be disseminated online. This choice is based on characteristics of research subjects, namely members of the running community in South Jakarta. In this study, the most relevant sampling technique is non probability sampling, especially purposive sampling and snowball sampling. And Hair et al.'s (2010, 2017) formula is also known to provide guidelines for determining the minimum sample size in multivariate analysis (especially for SEM). Using the Hair et al (2010, 2017) formula, a total of 140 respondents were obtained. which can represent the entire population of runners in South Jakarta. Analysis techniques the data used is PLS-SEM with the Smart PLS 3.0 application. The scale the measurement used in this study is the Likert Scale with 5 response categories with tiered score weights.

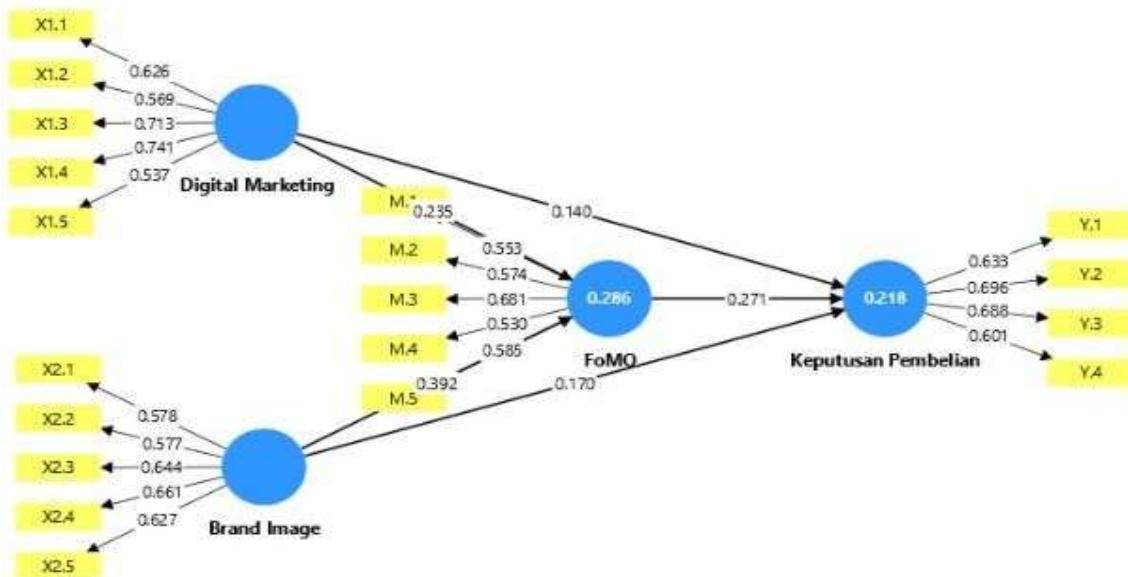
## Result

The results of data collection carried out by researchers from the distribution online questionnaire via Google Form with 140 respondents. Respondents were asked to provide an assessment of the questions that had been answered provided by researchers according to predetermined options

**Table 1 Respondent Characteristics**

Characteristics	Frequency Distribution	Implications for Research
Age	The majority (around 60-75%) are in the 20-30 year range	This age group, comprising digital natives and early/late millennials to early Gen Z, are active social media users. They are highly susceptible to digital marketing stimuli and exhibit high levels of FoMO due to their strong online social engagement.
Gender	More men	Product performance running which is indeed dominated by men
Level of Education	The majority have a bachelor's degree	A relatively high level of education is associated with better financial capabilities (disposable income) and awareness of fashion trends, which supports the decision to purchase premium products such as the Adidas EvoSL.

Based on the Table 1, it can be seen that the characteristics of the respondents based on gender, the most common were 58.33% male and 41.67% women. This shows that male dominance is normal in research targeting the Adidas EvoSL running shoes product.

**Figure 2 Partial Least Squares Method****Table 2 Outer Loadings Values**

Variabel	Brand Image	Digital Marketing	FoMO	Purchase Decision
M.1			0,553	
M.2			0,574	
M.3			0,681	
M.4			0,53	
M.5			0,585	
Y.1				0,633
Y.2				0,696
Y.3				0,688
Y.4				0,601
X1.5		0,537		
X1.2		0,569		
X1.1		0,626		
X1.3		0,713		
X1.4		0,741		
X2.2	0,577			
X2.1	0,578			
X2.5	0,627			
X2.3	0,644			
X2.4	0,661			

In the table above, the outer loadings value in this study is Outer loading shows how much each question item (indicator) contributes in measuring the variables. The ideal value is  $\geq 0.70$ . almost all indicators is below 0.70. For example, in the Brand Image variable, the highest loading only 0.661.

In FoMO, there is only one indicator (M.3) that is close to the standard (0.681). This low loading value indicates that many items questions that are not strong enough to measure the variables. This is a problem first validity. Ideally, indicators with loadings below 0.50 or 0.60 considered for elimination from the model to improve quality measurement. In this study, if the loading factor value is between 0.5-0.6, then is said to be sufficient, whereas if the loading factor value is  $>0.7$  then it is said to be high (Ghozali, 2006).

**Table 3** Construct Reability and Validity

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0,598	0,597	0,755	0,382
Digital Marketing	0,639	0,649	0,776	0,412
FoMO	0,527	0,525	0,723	0,344
Purchase Decision	0,556	0,558	0,750	0,430

Based on table 3, it shows that although convergent validity problematic, this model shows good results on internal reliability. Composite Reliability for all variables is above the threshold of 0.70 (for example, Brand Image = 0.755; Digital Marketing = 0.776). This shows that although the indicators are less convergent, they are collectively consistent in measuring its variables. This means that if the measurement is repeated, the results tend to be stable. A composite reliability value of 0.6-0.7 is considered reliable. good (Hair et al., 2017). The AVE value has a value below 0.50 shows that the latent variables are less able to explain the variance of indicators. Convergent validity was not met.

**Table 4** Construct Reability and Validity

Variable	Brand Image	Digital Marketing	FoMO	Purchase Decision
Brand Image	0,618			
Digital Marketing	0,422	0,642		
FoMO	0,491	0,4	0,587	
Purchase Decision	0,362	0,320	0,410	0,656

The results show that the square root of AVE for each variable (value diagonal) is higher than its correlation value with other variables. This is the first evidence that each construct is different from each other. The square root value AVE (diagonal) is greater than the correlation between variables. For example, for Brand Image (0.618) > correlation with DM (0.422), FoMO (0.491), and Decision Purchase (0.362). This criterion can be said to be met.

**Table 5** Cross Loadings Values

Variable	Brand Image	Digital Marketing	FoMO	Purchase Decision
M.1	0,421	0,211	0,553	0,213
M.2	0,258	0,175	0,574	0,2
M.3	0,314	0,298	0,681	0,28
M.4	0,18	0,268	0,53	0,142
M.5	0,222	0,223	0,585	0,335
X1.1	0,252	0,626	0,213	0,226
X1.2	0,24	0,569	0,202	0,203
X1.3	0,262	0,713	0,278	0,211
X1.4	0,264	0,741	0,353	0,169
X1.5	0,341	0,537	0,215	0,231
X2.1	0,578	0,351	0,296	0,148
X2.2	0,577	0,261	0,264	0,236
X2.3	0,644	0,296	0,323	0,199
X2.4	0,661	0,179	0,255	0,247
X2.5	0,627	0,231	0,363	0,273
Y.1	0,175	0,189	0,321	0,633
Y.2	0,321	0,134	0,223	0,696
Y.3	0,252	0,226	0,307	0,688
Y.4	0,204	0,291	0,215	0,601

Cross Loadings of each indicator on its own variable (e.g., X1.1 on Digital Marketing = 0.626) is higher than the loading on the variable others (on Brand Image = 0.252, FoMO = 0.213, KP = 0.226). This criterion can be fulfilled. Each indicator has the highest loading value on the construct it should be measured, not on other constructs. This confirms that respondents were able to differentiate questions for each variable.

HTMT is the average ratio of correlation between different indicators variables (Heterotrait-Heteromethod) divided by the average correlation between indicators on the same variable (Monotrait-Heteromethod). In simple terms, HTMT measures how much correlation there is between two variables compared with the internal correlation that already exists in each variable. The goal is to test whether two latent variables actually measure different concepts.

**Table 6 HTMT Values**

Variable	Brand Image	Digital Marketing	FoMO	Purchase Decision
Brand Image				
Digital Marketing	0,693			
FoMO	0,835	0,676		
Purchase Decision	0,627	0,546	0,728	

Based on the research results, the highest HTMT value is 0.835 (between Brand Image and FoMO).

**Table 7 SQUARE AND F SQUARE**

Variable	R-square	R-square adjusted
FoMO	0,286	0,279
Purchase Decision	0,218	0,205

For FoMO, R<sup>2</sup> is 0.286, meaning Digital Marketing and Brand Image together was only able to explain 28.6% of the variation in FoMO. This is classified as weak to moderate. For Purchase Decision, R<sup>2</sup> is 0.218, meaning that the three predictor variables are only able to explain 21.8% of variations in Purchasing Decisions. This is considered weak.

The SRMR value (0.112) is above the recommended limit (0.08). Technically, the model has a poor fit to the data. Failure This Goodness of Fit is very consistent with the failure of Convergent Validity (AVE). Because the questionnaire items (low Outer Loadings) do not measure variables well, the overall model (GoF) also cannot replicate correlation between observed data.

**Table 8 FIT Model Values**

	Saturated model	Estimated model
SRMR	0,112	0,112

Based on the results of the FIT model test in table 4.13, the SRMR value is 0.112 shows that this research model has a good level of suitability. good between the data and the theoretical model, because the value is below the limit maximum of 0.15 (Hanseler et al., 2015). The direct effect is measured by analyze the Path Coefficient ( $\beta$ ), T-statistic, and P-value of each relationship predicted by the model. The hypothesis is declared accepted if the P-value  $\leq 0.05$  (or T statistic  $\geq 1.96$  at 5% significance level).

**Table 9 Hypothesis Influence Test**

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STD EV )	P values
Brand Image -> FoMO	0,392	0,4	0,073	5.354	0
Brand Image -> Purchase Decision	0,17	0,176	0,101	1.678	0,093
Digital Marketing -> FoMO	0,235	0,243	0,086	2.743	0,006
Digital Marketing -> Purchase Decision	0,14	0,143	0,092	1.522	0,128
FoMO -> Purchase Decision	0,271	0,276	0,087	3.105	0,002

Based on the results of testing the direct influence hypothesis in the table below above, it can be seen that the direct path in the model is the variable FoMO towards Purchasing Decisions is the strongest direct path, namely The coefficient of ( $\beta = 0.271$ ) shows that the higher the level of anxiety or social pressure felt by respondents to follow trends community (FoMO), the stronger their intentions and actions to do so purchases. FoMO, as an internal and emotional factor, has been shown to be a stronger driver of decisions than external stimuli (X1 and X2). Overall, the results of the direct hypothesis test of this model indicate that there is The Role of Full Mediation. External factors (X1 and X2) that generally considered to be a purchase driver turns out to be ineffective in terms of directly in this study. On the other hand, the Purchase Decision (Y) is directly significantly and strongly influenced only by FoMO (M). This indicates that the influence of Digital Marketing and Brand Image must be fully internalized into FoMO to generate a purchasing response.

**Table 10 Test of the Effect of the Mediation Hypothesis**

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STD EV )	P values
Brand Image -> FoMO -> Purchase Decision	0,106	0,11	0,039	2.727	0,003
Digital Marketing -> FoMO -> Purchase Decision	0,064	0,068	0,034	1.865	0,031

In the case of the influence of Digital Marketing mediated by FoMO, the results analysis shows that there is a significant indirect influence with P-value of 0.031. This means that digital marketing stimuli, such as advertisements that intense and exclusive content, proved not to be strong enough to directly trigger purchasing decisions. On the other hand, Digital Marketing content serves as an initial trigger that creates a social environment in which Respondents feel left behind or anxious if they don't follow trends. In other words On the other hand, the effectiveness of Adidas Adizero EVO SL advertising on the running community does not lie on how informative the ad is, but rather on how big the ad is. successfully triggers the fear of missing out (FoMO). Purchase decisions, as response, completely mediated and driven by emotional pressure that created by FoMO.

**Table 11 Summary of Direct Hypothesis Test Results**

Hypothesis	relationship path	Path Coefficient ( $\beta$ )	T-statistic	P-value	Statement
H1	Digital Marketing → Purchase Decision	0.140	1.522	0.128	Rejected

H2	Brand Image → Purchase Decision	0.170	1.678	0.093	Rejected
H5	FoMO → Purchase Decision	0.271	3.105	0.002	Accepted

The mediating role of FoMO has also been shown to be very significant in Brand influence. Image on Purchasing Decisions, even with greater channel strength large, as seen from the very low P-value, namely 0.003. This finding is very attractive because of Brand Image, which represents rational quality, reputation, and status social media, has been shown not to directly encourage purchases. Brand Image actually serves as the desired social validation. Because Adidas Adizero shoes EVO SL has a very good status image in the community, the anxiety to "not being equal" to other community members (FoMO) becomes very high. Therefore, Brand Image is only effective in encouraging purchases if it successfully internalized into FoMO; it is FoMO that then becomes direct drivers of purchasing decisions. Essentially, these communities do not buy because of the quality of the shoes (X2), but because they buy social recognition bridged by FoMO anxiety.

## Discussion

Based on the results of this research which have been processed, they produce results that Variable X2 shows the highest average across all models (above 4.10), underlines that the Brand Image of the Adizero EVO SL product is non-negotiable factor for respondents. And variable M, namely FoMO, shows lowest average (around 2.53), creating an interesting cognitive gap in the research model. The low average across all FoMO indicators, especially in M.1 (Anxiety/Worry) and M.2 (Social Pressure), showing that respondents tend to reject or are unaware that the decision they are driven by anxiety or peer pressure. They want to perceive oneself as a rational decision maker. This phenomenon is called Social Desirability Bias, where respondents give answers that are considered "socially acceptable" (i.e., purchases are based on quality X2), rather than acknowledge emotional reasons (anxiety M). Variable Y shows the average High (around 3.80), confirming that the strong stimulus was successful processed into purchasing responses.

The highest value at Y.4 (Buy again in future) shows that the Adizero EVO SL product is not only attractive at the start, but also successful maintaining post-purchase satisfaction that creates brand loyalty. This is consistent with the high perception of quality (X2.4). The average high on Y.2 (Primary Choice) and Y.3 (Recommended) indicates that Adidas successfully shifted respondents' perceptions of other brands. Respondents who loyal and satisfied to become brand advocates, which indirectly immediately reinvigorate Digital Marketing (X1) through word-of-mouth online and offline. The average height of Y serves as the dependent variable valid to be tested. In the SOR framework, this Response (R) is generated from accumulation of rational (Brand Image) and emotional (Digital Marketing) influences and FoMO. The presence of FoMO (even if descriptively low) has the potential explains why purchase intention turns into urgent action (response FoMO), is not just a passive intention.

## Conclusion

Based on the results of data analysis from the South Jakarta running community, this research concludes the following: Digital Marketing (Advertising) on the Purchase Decision (Rejected) can be seen in the Adidas advertisement continuously continuously, but advertising itself is not enough to make consumers immediately run and buy shoes. Advertising only creates awareness, not encouragement Purchase. Brand Image Hypothesis on Purchasing Decisions (Rejected) it can be seen that Adidas is a cool, quality brand, and premium, but that knowledge

does not automatically make consumers buy. Something is lost between image recognition and the act of purchasing. FoMO Hypothesis on Purchase Decision (Accepted) Missing factors That's FoMO. Fear of missing out, social pressure from community friends who already have those shoes, or the anxiety of not being considered up-to-date is the main and strongest reason that drives purchases. The Influence of Advertising and Brands Image is mandatory through FoMO. Marketers must use Digital Marketing and Brand Image to trigger social anxiety in consumers. Only when that anxiety arises, then the urge to buy is created.

In simple terms, purchasing Adidas Adizero EVO SL shoes at South Jakarta running community is an emotional decision, not a rational one.

1. They do not buy for rational reasons (informative advertising or proven quality).
2. They buy because of psychological pressure not to be a minority and lose status in their circle of friends.

Therefore, FoMO is an absolute intermediary (bridge) that must be passed by all marketing strategies in this study. Strategy successful marketing is that which emphasizes social status and disadvantages if not having the product, not just the product features.

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