THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES (SMMA) ON PURCHASING DECISIONS MEDIATED BY FEAR OF MISSING OUT (FOMO) AND BRAND LOVE: A STUDY ON MINISO CONSUMERS IN THE DIGITAL ERA

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ABSTRACT

This study aims to analyze the impact of social media marketing activities (SMMA) on consumer purchasing decisions at Miniso stores, with the role of brand love and fear of missing out (FOMO) as mediating variables. This study utilizes a quantitative method with a Structural Equation Modeling (SEM) approach processed through SmartPLS version 4.0. with a total of 200 miniso Jepara Kudus consumer respondents. The outcomes displayed that social media marketing activities have a significant influence on brand love as well as FOMO, both of which influence consumer purchasing decisions. This finding confirms the significance of effective social media management in constructing consumer emotional attachment and driving a sense of purchase urgency, especially in modern retail consumers such as Miniso. The implications of this study provide strategic insights for marketers in maximizing the potential of social media to increase consumer loyalty as well as purchase decisions.

Keywords: *Social Media Marketing Activities, Brand Love, Fear of Missing Out (FOMO), Purchase Decision*

INTRODUCTION

Most companies utilize online marketing strategies, for instance, advertisements on social media sites, blogger notes, as well as user-generated content management to construct brand awareness amongst consumers (Wang & Kim, 2017). Individuals utilize these stages to communicate with each other, while well known brands utilize them to showcase their items. Social activities have migrated from the real world to the virtual world thanks to social networking sites (Cahyono, 2016). Messages are sent in genuine time which presently permits individuals to associated, also to share data. Consequently, companies consider social media stages as an basic apparatus to succeed within the online commercial center (Ebrahim, 2020). However, social media has the biggest impact when people are looking for information and making decisions about purchases (Khatib, 2016). It has also been demonstrated that favorable media evaluations influence consumers' decisions to buy, whereas unfavorable reviews discourage them. According to a Brand and Marketing Institute (BMI) survey, social media is a factor in the majority of consumer purchases. According to data, social media plays a crucial role in affecting the purchasing decisions of 80% of Indonesian customers (Suandy, 2017).

Social media effectively increases sales of MSME products by providing an online buying and selling platform (Maharani & Nurlukman, 2023). Not only that, improving the quality of products and services can also help MSMEs improve their operational efficiency and effectiveness (Verhagen et al., 2021). So that with quality and competitive products it will be easier to market, and of course it will be easily accepted by local and international markets (Deng & Zhang, 2018).

This study tackles the question of how social media marketing activities (SMMA) can create Fear of Missing Out (FOMO) and Brand Love in Miniso consumers in the digital era, this in turn affects their purchasing decisions. In today's digital age, consumers are increasingly influenced by the Fear of Missing Out when they see promotions or new products offered on social networks, which can motivate them to make an immediate purchase (Przybylski et al., 2013). Moreover, research by Batra et al. (2012) the role of social media marketing is significant In constructing emotional bonds or brand love, which has the potential to increase consumer loyalty to Miniso. This issue needs to be researched to understand how far is FOMO and The correlation between social media marketing efforts and Miniso customers' buying decisions is mediated by Brand Love, so that it can help Miniso design a more effective digital marketing strategy in attracting and retaining customers in this digital era.

In previous research by Utama et al. (2023) suggests that the effect of SMMA on Shopee Ads has a substantial impact on customer purchase decisions, but Arsj (2023) said social media marketing has no discernible impact on such decisions. This implies that other elements might have a greater bearing on decisions about what to buy. This suggests that other factors may be more influential in determining purchasing decisions.

There are several distinctions in the outcomes of previous research, obtained variables that are analyzed, namely Social Media Marketing Activities, and purchasing decisions. However, there are several research questions related to how brand love and FOMO can influence Social Media Marketing Activities on Purchasing Decisions on Miniso products. The aim of this study is to identify the relationship between Social Media Marketing Activities, Brand Love and Fear of Missing Out through Purchasing Decisions on Miniso.

LITERATURE REVIEW
Social Media Marketing Activity
SMMA or social media marketing activity is a the process by which companies create, communicate and deliver online marketing offers through social media platforms to build and maintain relationships with stakeholders that increase stakeholder value by offering personalized buying recommendations, sharing information, facilitating interaction, as well as creating personalized information (Trisa & Roosdhani, 2024). Another name for social media marketing activitity is social media marketing activities (Yadav et al., 2017). SMMA has been regarded as an effective marketing communication method (Kim & Ko, 2012). According to Koay et al. (2020), Social Media Marketing Activity has 5 dimensions that can be used, namely 1) Interactivity 2) Informativeness 3) Personalization 4) Trendiness 5) Word of mouth.

Fear of Missing Out (FOMO)
FOMO (Fear of Missing Out) is the fear and anxiety experienced by people who are active and connected on digital platforms, as they feel the need to know what is happening in other people's lives (Luca et al., 2020). In a modern society influenced by technology, FOMO can affect people's view of their own lives and make them feel fearful of failure, worthlessness, and being left behind (Rahmawati et al., 2021). Exposure to other people's lives through social media can affect people's view of themselves. This can trigger feelings of fear of failure, fear of worthlessness, and fear of missing out if they do not reach expected standards. This unbalanced social comparison can exacerbate anxiety and self-dissatisfaction (Luca et al., 2020). According to Przybylski et al. (2013), it has three main aspects that are important components of Self-Determination Theory (SDT) that explain basic human psychological needs to achieve well-being and intrinsic motivation, namely :
1. Competence: An individual's ability to adapt and deal effectively with the challenges of daily life.
2. Autonomy: an individual's ability to take personal initiative and make their own decisions.
3. Unmet psychological need for relatedness (closeness to others)

Brand love
Brand love is an occurrence experienced by a group of consumers who feel very satisfied with a certain brand. The concept of brand love describes a strong emotional bond between consumers and brands, characterized by positive feelings and deep loyalty (Batra et al., 2012). These positive feelings influence consumers' evaluations and emotional reactions, thus creating a strong emotional bond between consumers and brands (Anggoro et al., 2019). This can trigger loyalty and advocacy behavior from consumers towards the brand (Fitrianto et al., 2021). Research conducted by Wang et al., (2019) suggests empirical verification of brand love as a pivotal factor in raising brand loyalty, the three dimensions of love are passion, possessiveness, as awell as altruism. In modern marketing, building consumer love for brands is one of the company's key strategies, as these strong emotional bonds can increase consumer loyalty, strengthen brands, and ultimately support sustainable business growth (Fitrianto et al., 2021).

Purchase Decision
Purchasing decisions are an crucial aspect of consumer behavior, which includes the process of choosing, buying, using, also evaluating services, goods, ideas, or experiences to satisfy desires as well as needs Kotler and Keller (2016). According to Saputra et al.

(2022), purchasing decisions are influenced by various factors, for instance financial circumstances, technology, regulations, price, location, and promotion. Consumers can process information and make decisions about the products they want to buy.

Research Framework

The research framework includes a framework that illustrates the flow of thought of a concept with other concepts and connects the variables studied. To find out how the influence of Social Media Marketing Activities on purchasing decisions mediated by brand Love and Fear Of Missing Out, based on the theories and concepts discussed previously, Figure 1 is the conceptual framework in this study:
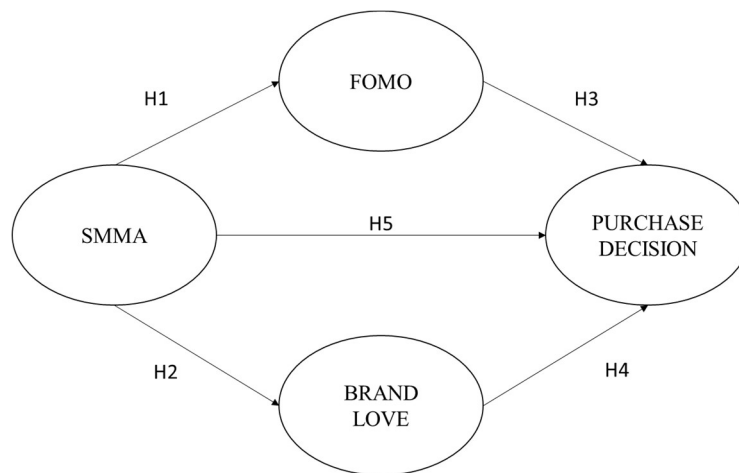
Source : Constructed by authors for this study, 2024

Figure 1
Research Framework

HYPOTHESES

From the description of the research framework, the hypotheses that are proposed as follows:

H1: Social Media Marketing Activity has a positive and significant influence on FOMO
H2: Social Media Marketing Activity has a positive and significant influence on Brand Love
H3: FOMO has a positive and significant influence on purchasing decisions
H4: Brand Love has a positive and significant influence on purchasing decisions
H5: Social Media Marketing Activity has a positive and significant influence on purchasing decisions

The following is a table of measurement indicators used in research on the effect of Social Media Markerting Activities on Purchasing Decisions Mediated by Fear of Missing Out (FOMO) and Brand Love.

Tabel 1
Measurement Items

Constructs	Items	Statement Item	Reference
Social Media Marketing Activities	SMMA 1	Miniso social media is fun	(Kim & Ko, 2012)
	SMMA 2	I enjoy the content shared by Miniso social media	
	SMMA 3	It is possible for me to share my opinion about brands, products, or services that I get from Miniso's social media	
	SMMA 4	I feel that Miniso social media interacts regularly with its followers and fans	
	SMMA 5	The information provided by Miniso's social media is up-to-date	
	SMMA 6	I feel trendy when following Miniso social media.	
	SMMA 7	I would recommend my friends to visit Miniso social media	
	SMMA 8	It is possible for me to share Miniso's social media content with my friends	
	SMMA 9	I can choose to contact Miniso admin through DM or WA chat.	
	SMMA 10	Saya dapat memilih barang sesuai dengan yang saya inginkan di media sosial Miniso.	
Fear out mising out	FOMO 1	other people have had more pleasant experiences than me when buying Miniso	(Tandon et al., 2021)
	FOMO 2	I worry that other people have a more pleasant experience than me when buying Miniso.	
	FOMO 3	I feel worried when I know my friends are having fun without me because they bought Miniso.	
	FOMO 4	I feel anxious when I don't know what my friends are doing when I buy Miniso.	
	FOMO 5	I feel annoyed when I miss the opportunity to meet/interact with my friends and talk about my Miniso buying experience.	
Brand Love	BL 1	Miniso brand is very unique	(D'Amico et al., 2021)
	BL 2	By buying Miniso products, I feel happy	
	BL 3	Discovering new products from Miniso makes me happy	
	BL 4	I have a very good attachment to the Miniso brand	
Purchase Decision	PD 1	I search for information first before making a purchase	(Albert et al., 2008)
	PD 2	I feel interested in buying Miniso so that I can share pleasant experiences with friends who have bought Miniso	
	PD 3	I buy Miniso because the brand looks attractive and makes me feel happy	

RESEARCH METHODS

This study utilizes quantitative research methods to investigate the correlation between the variables under study. This study uses a sample consisting of 200 Miniso customers who had made purchases in Jepara Kudus. Primary data was gathered through an online survey, employing a questionnaire that has a rating scale from 1 to 10 (Harpe & Learning,

2015). The sample method used was non-probability purposive, which allows researchers to select respondents according to predetermined criteria.

Data processing was carried out with the help of SmartPLS 4.0 software and also the Structural Equation Modeling (SEM) approach, which make it easier for researchers to analyze the causal relationship between the research variables (Roosdhani et al., 2023) Thus, this study can identify the causal correlation between the variables studied and provide a clearer picture of the phenomenon under study.

RESULTS AND DISCUSSION
Validity Test

To determine the convergent validity of the research model, the outer loading criteria of at least 0.7 as well as the Average Variance Extracted (AVE) value of at least 0.5 are used (Ulum et al., 2008). Table 1 presents the results of the convergent validity test of the research model. This measurement is deemed fulfilled when the outer loading is above 0.7 and the AVE value with a minimum value of 0.5.

Table 2
Convergent Validity Test

Variable	Indicator	Outer loading	AVE	Results
Sosial Media Marketing Activities	SMMA 1	0,778	0,755	VALID
	SMMA 2	0,864		
	SMMA 3	0,893		
	SMMA 4	0,887		
	SMMA 5	0,878		
	SMMA 6	0,904		
	SMMA 7	0,894		
	SMMA 8	0,872		
	SMMA 9	0,830		
	SMMA 10	0,882		
Brand Love	BL 1	0,939	0,883	VALID
	BL 2	0,943		
	BL 3	0,951		
	BL 4	0,925		
Fear Of Missing Out	FOMO 1	0,947	0,908	VALID
	FOMO 2	0,963		
	FOMO 3	0,955		
	FOMO 4	0,958		
	FOMO 5	0,943		
Purchase Decision	PD 1	0,780	0,749	VALID
	PD 2	0,901		
	PD 3	0,910		

Source: Data output from SmartPls version 4.0 (Processed), 2024

The results of the analysis show that it can be inferred that the indicators employed to measure the variables of Social Media Marketing Activities, Brand Love, FOMO, also Purchase Decision have satisfactory validity. This is shown by the AVE value which is above 0.5 and the convergent validity test value which is above 0.7. Thus, it can be inferred that these indicators are valid and can be employed to test the research hypothesis.

Reliability Test

Composite Reliability (Cr) is a metric used to measure the reliability of variables, namely how much reliable value the variable has. A Cr value that is considered satisfactory is above 0.7, although there is no exact absolute standard. Cr values that range between 0 and 1 also represent Cronbach's Alpha values, which show how dependent the indicators are. In this study, Cr values exceeding 0.7 show that the reliability of the variables can be stated, as a result the research results are reliable.

Table 3
**Composite Reliability & Cronbach's Alpha**

Variable	Cronbach's alpha	Composite Reliability	Description
SMMA	0,964	0,969	Reliable
BL	0,956	0,968	Reliable
FOMO	0,975	0,980	Reliable
PD	0,832	0,899	Reliable

Source: Data output from Smartpls version 4.0 (Processed), 2024

The Reliability Test outcomes display that all indicators of the variables studied have a value above 0.7, which means that these indicators can be considered reliable. A value above 0.7 indicates that these indicators have high consistency and can be relied upon to measure the variables studied.

Inner Model (Measurement Model)

The inner model is a predictive framework designed to uncover causal connections between latent variables and complex elements that are hard to quantify (Fornell & Bookstein, 1982).
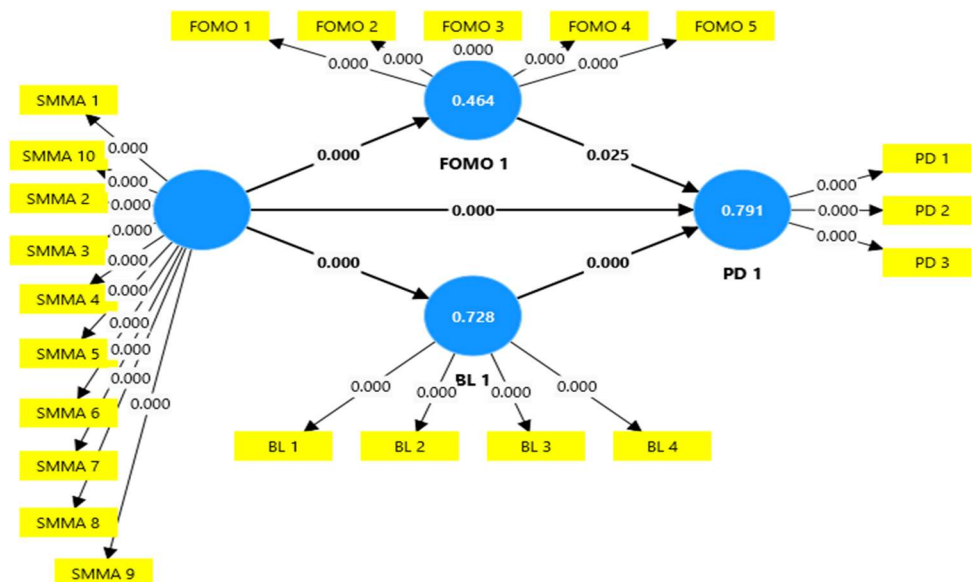
Source : Data output from Smartpls version 4.0, 2024

Figure 2
Structural Model

This table presents a systematic and transparent summary, ensuring clear definitions and accessibility of references related to measurement roles and criteria.

R-square

R-square (R^2) is the coefficient of determination used to measure how much the independent variable can explain the variability of the dependent variable. A high R^2 value indicates that the independent variable has a significant influence on the dependent variable. The resulting R-square value can help researchers understand how much impact the independent variable has on the dependent variable. Based on the R-square value, the influence of the independent variables can be categorized into three levels, namely: Strong: the R-square value is close to 0.67, meaning that the independent variable has a very large impact on the dependent variable. Moderate: the R-square value is close to 0.33, meaning that the independent variable has a moderate influence on the dependent variable. Weak: the R-square value is close to 0.19, meaning that the independent variable has little impact on the dependent variable (Cohen, 2013).

Table 4
R-square

Variable	R-square	R-square adjusted	Description
Brand Love	0,728	0,727	Strong
FOMO	0,464	0,461	Moderate
Purchase Decision	0,791	0,787	Strong

Source: Data output from SmartPls version 4.0 (Processed), 2024

From the data Table 4, it displays that the R-Square value on the endogenous variable (Y) purchase decision is 0.791, with an adjusted R-Square of 0.787, which indicates a strong correlation level. With an influence value that states 79.1%, the remaining 20.9% is affected by Other variables outside of this study, which also have the potential to affect the dependent variable. And the R-Square value on the Brand love variable is 0.728, with an adjusted R-Square of 0.727, which indicates a strong correlation level. With an influence value of 72.7%, the 27.3% is affected by other variables not included in the study. The R-Square value on the FOMO variable is 0.464, with an adjusted R-square of 0.461, which indicates a moderate level of correlation. With a value of the influence of 46.4%, the remaining 53.6% was influenced by other variables that were not included in the study.

Mediation Test

In the context of mediation, there are three possible scenarios. First, Non-mediation occurs when there is a positive correlation between the independent variable and the dependent variable, but the correlation between the mediating variable and the dependent variable is negative. Second, negative mediation occurs when there is a positive correlation between the mediating variable and the dependent variable, but the relationship between the independent variable and the dependent variable is negative. Third, partial mediation occurs when there is a positive relationship between the mediating variable and the dependent variable, also between the independent variable and the dependent variable (Hayes, 2009).

To evaluate the findings of mediation testing, the P value can be used as a reference. Utilizing the bootstrapping approach in SmartPLS 4.0, the P value can indicate

whether the mediation effect is positive or negative. If the P value of the indirect special effect is larger than 0.05, then the mediation effect is negative. Conversely, if the P value is less than 0.05, then the mediation effect is positive (Carroll & Ahuvia, 2006).

Table 5
Specific Indirect Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
SMMA-> FOMO -> PD	0,094	0,092	0,042	2,217	0,027
SMMA-> BL -> PD	0,351	0,353	0,073	4,842	0,000

Source: Data output from SmartPls version 4.0 (Processed), 2024

Table 5 displays the indirect effect of the correlation between variables mediated by other variables. SMMA → FOMO → PD (0.094, p-value 0.027) The indirect relationship between SMMA and PD mediated by FOMO has a coefficient of 0.094 as well as a p-value of 0.027, which is significant. This means that FOMO partially mediates the impact of SMMA on purchase decisions, although the effect is not as large as the direct effect of SMMA on PD. SMMA → BL → PD (0.351, p-value 0.000) The indirect relationship between SMMA and PD mediated by BL (Brand Love) has a coefficient of 0.351 with a p-value of 0.000, meaning that brand love plays a very important role in mediating the impact of SMMA on purchasing decisions.

It can be inferred that SMMA has a significant influence both directly and indirectly on purchasing decisions (PD), through mediating variables such as FOMO and BL. Brand Love plays a stronger role than FOMO in mediating the impact of SMMA on purchasing decisions, which can be categorized as full mediation.

Hypothesis Testing
In hypothesis testing, the statistical T as well as P values are employed to determine whether the hypothesis is acceptable or not. The criterion used is the P value, where if the P value is less than 0.05, then the hypothesis can be accepted. Meaning that the outcomes of the hypothesis test show that the correlation between the variables tested has statistical significance (Hastie et al., 2009).

The statistical T and P values can be found in the Path Coefficient of the SmartPLS program version 4.0, which is obtained using the Bootstrapping technique. The Bootstrapping technique is employed to test the statistical significance of the path coefficient, so as to determine whether the hypothesis can be accepted or not. Thus, the outcomes of hypothesis testing can be interpreted more accurately and can be used as a basis for making decisions or recommendations.

Table 6
Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Description
SMMA-> BL	0,853	0,854	0,025	34,660	0,000	Accepted
SMMA-> FOMO	0,681	0,682	0,039	17,470	0,000	Accepted
SMMA-> PD	0,407	0,408	0,085	4,788	0,000	Accepted
BL -> PD	0,412	0,414	0,085	4,867	0,000	Accepted
FOMO -> PD	0,137	0,135	0,061	2,249	0,025	Accepted

Source: Data output from SmartPls version 4.0 (Processed), 2024

The influence of social media marketing activities on Brand love
From on the outcomes of hypothesis testing, the P-value is 0.000 as well as the T-statistic is 34.660. This confirms that marketing activities through social media have a significant relationship with Brand Love. In research by Algharabat (2017), SMM activities positively influence brand self-expression (both inner and social), which in turn increases brand love. When social media marketing activities are managed well, consumers not only become loyal, but also have strong positive emotions towards the brand, which increases their emotional attachment.

The influence of social media marketing activities on FOMO
From on the outcomes of hypothesis testing, the results obtained with a P-value of 0.000 and a T-statistic of 17.470. This confirms that marketing activities through social media have a significant relationship with FOMO. According to research by Bright and Logan (2018), FOMO has a substantial impact on social media fatigue, greater than advertising or privacy factors. Research results from Fang et al. (2020), FOMO affects consumers' preferences to post about products relevant to their identity on social media. Overall, research shows that FOMO has a substantial impact on a varied aspects of consumer behavior on social media. This suggests that effective social media marketing can trigger FOMO among consumers, which is the fear of missing out on information, promotions, or opportunities, thereby increasing consumer interaction with brands. Social media marketing activities that capitalize on FOMO can be an effective strategy to increase consumer engagement and loyalty.

The influence of FOMO on purchasing decisions
From on the outcomes of the hypothesis test, the P-value is 0.025 as well as the T-statistic is 2.247. This means that FOMO has a significant relationship influencing consumers to immediately make a decision to buy a product for fear of losing the opportunity to get a prok or special offer. According to research Ortiz et al. (2024) The use of social media as well as anticipated emotions can trigger FOMO, which in turn increases purchase intentions. However, fear of better options (FoBO) as well as fear of doing something (FoDA) can hinder consumers' ability to make decisions. But other researchers say purchasing decisions that FOMO impacted can provide satisfaction for consumers. Personally and situationally relevant social media content can enhance FOMO which encourages consumers to make purchases (Ilyas et al., 2022). FOMO affects purchase and post-purchase behavior, especially among generation Z who shop online. FOMO can

increase subjective norms and purchase intentions, which then affect purchase behavior (Nasr et al., 2023). FOMO has a substantial influence on consumer purchasing decisions.

The influence of Brand Love on purchasing decisions

From on the outcomes of hypothesis testing, the P-value is 0.000 as well as the T-statistic is 4.867. This confirms that the greater the consumer's love for a brand has a significant relationship, the greater their tendency to make purchases. According to research conducted by Salsabiil (2023), brand love significantly influences consumer purchasing decisions. Research shows that love for brands is the main driving factor in purchasing decisions. The dimensions of brand personality as well as brand experience contribute to the formation of brand love, which then influences purchasing decisions (Kukreti et al., 2023). According to other studies emotional marketing plays an important role in building brand love. Emotional factors in marketing can increase consumer love for brands, which in turn affects purchasing decisions (Jasim, 2023). Brand Love is not just a matter of consumer interest, but also forms an emotional attachment that drives purchasing decisions.

The influence of social media marketing activities on purchasing decisions

From on the outcomes of hypothesis testing has a P-value of 0.000 with a T-statistic of 4.788. this confirms social media marketing activities have a substantial relationship to purchasing decisions. According to research conducted by Chen et al. (2019), social media marketing activity has a substantial impact on social identification and perceived value. besides that according to research by Chen et al. (2019) said that social media marketing activities are a category Social media marketing includes a variety of actions that businesses take, including account management, content creation, product promotion, customer service, and performance measurement. Research results from Prayogo and Yoestini (2022) that social media marketing activities have a positive and significant impact on consumer purchasing decisions. Social media marketing activities can have an impact on consumer decisions about what they are looking for and buying. This is because by carrying out social media marketing activities, they can reach many people, which in turn results in increased sales. it can be concluded that consumers who are exposed to intense marketing activities through social media are more likely to make decisions to buy products or services from these brands.

CONCLUSIONS AND SUGGESTIONS

The results showed that social media marketing activities have a significant influence on purchasing decisions. Brand Love proved to be a stronger connecting factor than FOMO in linking social media marketing activities with purchasing decisions. This research was only conducted in Jepara and Kudus districts, so the results may not be comprehensive at Miniso outlets in Indonesia, future research should involve a larger and more diverse sample using different sampling techniques and research objects. Influencers have the ability to influence consumer purchasing decisions, one of which is used using the services of influencers by creating interesting and authentic content (Rogers, 2003). Besides, influencers have a great influence on online communities and followers on social media. With this collaboration, it can increase sales of Miniso products, so that this product can be trusted by consumers and affect product sales and customer satisfaction.

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