

## THE INFLUENCE OF FEAR OF MISSING OUT (FOMO) AND TIKTOK SOCIAL MEDIA MARKETING ON IMPULSIVE BUYING OF ADIDAS SAMBA PRODUCTS AMONG STUDENTS OF THE UNIVERSITY OF MUHAMMADIYAH TANGERANG

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### ABSTRACT

*Students at Muhammadiyah University of Tangerang are the subjects of this research, and the purpose of the investigation is to investigate the impact that social media marketing Tiktok and FOMO have on the impulsive purchasing of Adidas Samba products of these students. In this investigation, a quantitative methodology was used. A total of ninety individuals participated in the research study. These individuals were selected using the process of purposive sampling, with particular consideration given to respondents who were students at Muhammadiyah University of Tangerang and who were actively utilizing Adidas Samba items. This information was gathered via the use of a questionnaire that had a Likert scale score ranging from 1 to 5. Validity tests, reliability tests, classical assumption tests, multiple linear regression tests, coefficient of determination tests, and hypothesis tests are all examples of the types of data analysis that were used in this research. Additionally, SPSS version 27 was utilized for the analysis of the data. The findings of the study indicate that there is a partial positive and significant influence of the Fear of Missing Out variable, as indicated by a calculated  $t$  value of  $9.214 > t$  table  $1.662$  with a significance level of  $0.000 < 0.05$ . Additionally, the study reveals that Social Media Marketing has a positive and significant effect on Impulsive Buying, as indicated by a calculated  $t$  value of  $7.642 > t$  table  $1.662$  with a significance value of  $0.000 < 0.05$ . The findings of the simultaneous analysis indicate that the combination of Fear of Missing Out (FOMO) and Social Media Marketing on Impulsive Buying has a positive and significant impact. The computed  $F$  value of  $57.289$  is more than the  $F$  table value of  $3.10$ , and the significance level is  $0.000$ , which is less than the threshold of  $0.05$ . On the basis of the determination coefficient test, the findings that were obtained were  $56.8\%$ , while the remaining  $43.3\%$  was impacted by other factors that were not evaluated.*

**Keywords:** Fear Of Missing Out, Social Media Marketing, Impulsive Buying

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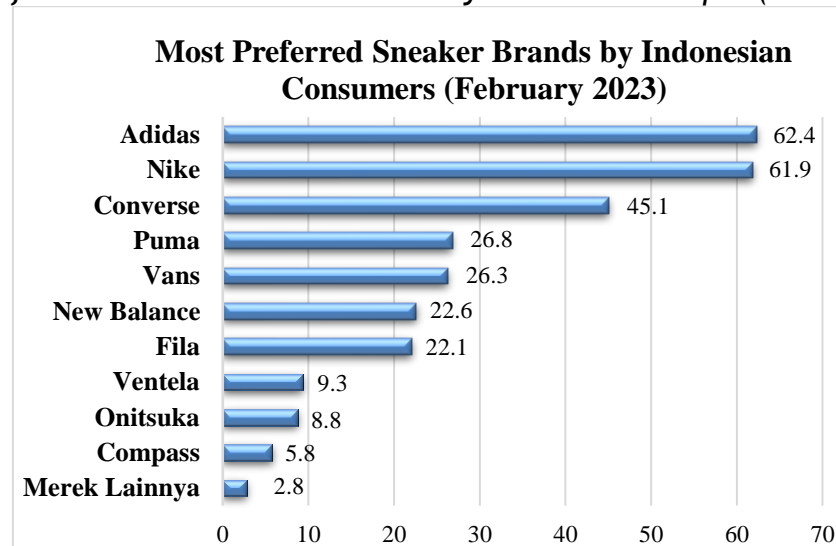
### INTRODUCTION

People's ways of interacting with each other, communicating with one another, and shopping have been extensively altered because of the development of the digital generation and the introduction of social media. In the rapidly interconnected digital era, consumer

behavior has undergone significant changes. One of the changes in consumer behavior is the increase in impulsive buying among young people, especially students at the University of Muhammadiyah Tangerang. Impulsive buying is an action taken by individuals to fulfill hedonic urges, where the main focus is on the pleasure and satisfaction obtained from an item, not on its use or benefits (Alif Syandan et al, 2024). Impulsive buying behavior can happen to anyone, especially students who are influenced by social media such as TikTok. which allows information about certain products and lifestyles to be more easily accessed, so that it often encourages impulsive buying behavior. Impulsive buying should provide benefits without creating disappointment for consumers.

The Adidas Samba trend shows how impulsive buying behavior increasingly dominates the decisions of young consumers today, especially among students, who are often influenced by social media marketing factors on TikTok and the fear of missing out. They feel worried and anxious about missing out on trends so they are encouraged to buy products that are going viral without making deep or mature considerations. most people of customers choose Adidas as their primary brand of preference, leading to the business enterprise's current role because it is the most famous brand. Three horizontal lines are the hallmark of a symbol that is very recognizable and identical to the Adidas brand. (Muakhor et al., 2024)

*Figure 1 Most Preferred Sneakers Brands Chart by Indonesian People (February 14 - 22, 2023)*



Source: [databoks.katadata.co.id](http://databoks.katadata.co.id)

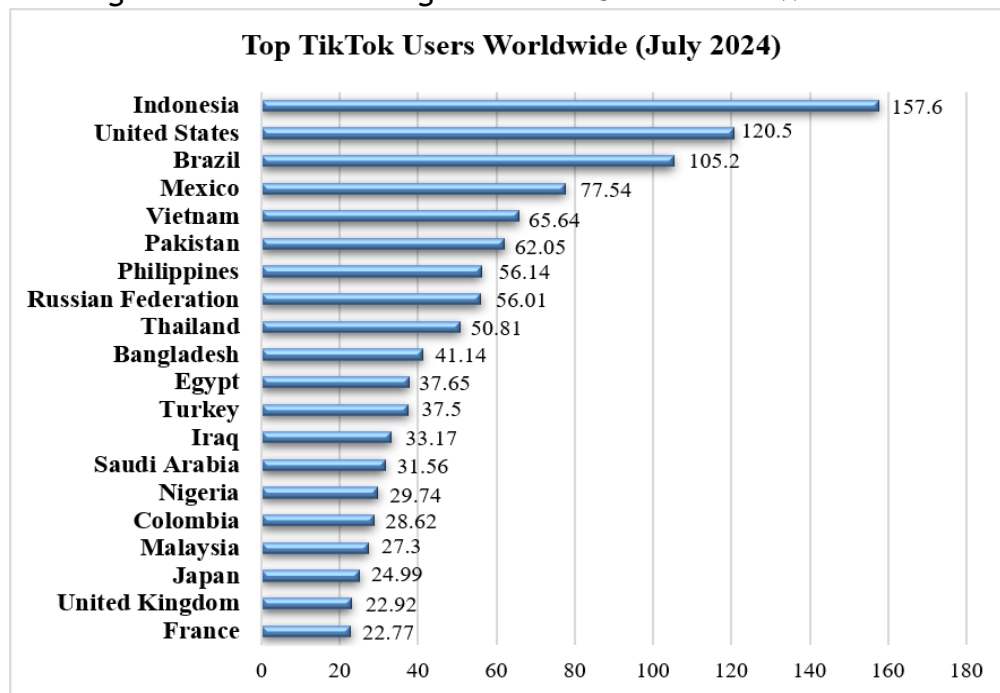
In step with the findings of a poll that became achieved with the aid of the Katadata perception middle (KIC) in February 2023, Adidas is the shoe brand that obtained the very best degree of choice among Indonesians in comparison to other manufacturers. further to this, it became recounted as the shoe logo that changed into the maximum and significantly owned within the nation. (Cindy Mutiara Annur, 2023). This shows that Adidas' popularity is unquestionable. One of its iconic products, namely Adidas Samba, has succeeded in attracting consumer interest due to the fear of missing out effect, which is reinforced by promotions on social media such as the TikTok application, where users are often influenced by creative content and emerging trends, which often encourage unhealthy impulsive buying behavior.

Fear of Missing Out towards Adidas Samba shoe products is currently rampant among young people, especially students of Muhammadiyah University of Tangerang, where they buy products just to follow the trend without considering the quality and comfort of the Adidas Samba products. This is influenced by Adidas Samba content spread on TikTok social media, which encourages the decision to buy Adidas Samba products only based on their popularity. This results in disappointment in yourself because the product does not meet expectations.

In addition, Tiktok social media marketing is an important factor in impulsive buying behavior among students. TikTok is an effective and creative digital marketing platform, with

the TikTok algorithm displaying similar content repeatedly, containing product reviews, user testimonials and viral trends. Promotion of products such as Adidas Samba by influencers and other users on TikTok can influence students to make impulsive buying, due to momentary interest and the desire to follow ongoing trends. Based on the Statista August 2024 report, as of July 2024 Indonesia became the country with the largest number of TikTok users.

*Figure 2 Indonesia's Largest TikTok Users in the World 2024*



Source: Statista.com

The graph shown shows that Indonesia is in the top position with the number of TikTok users reaching 157.6 million in July 2024. This figure reflects the great influence of TikTok in Indonesia, which is not only seen as an entertainment platform, but also as a very effective channel for various marketing activities. TikTok's increasingly strong presence in Indonesia opens up great opportunities for various brands to reach a very wide and diverse audience (Laura Ceci, 2024)

In this context, TikTok has developed into more than just a social media application, but also as a very potential tool for promotional and advertising strategies, allowing brands to connect with consumers in a more direct and personal way.

There are many previous studies that examine related variables, but research on the variables Fear Of Missing Out and TikTok Social Media Marketing simultaneously on Impulsive Buying, especially on Adidas Samba products at the University of Muhammadiyah Tangerang is still relatively small. Researchers found that previous studies were mostly conducted on only one variable that researchers chose. seeing that that is the case, the reason for this observation is to analyze the effect that fear of missing out (FOMO) and social media marketing have on the conduct of creating impulsive purchases.

## Objectives

To provide a clearer picture, here are some of the objectives of this research as follows:

- To analyze the effect that worry of missing out has on college students at Muhammadiyah university of Tangerang so that they'll make impulsive purchases of Adidas Samba.
- To investigate the impact that social media advertising based totally on TikTok has on the impulsive shopping conduct of students at Muhammadiyah college of Tangerang in regards to Adidas Samba.

- c. To evaluate the mixed effect of worry of missing out and social media marketing on TikTok from the attitude of students at Muhammadiyah university of Tangerang who make impulsive purchases of Adidas Samba.

## METHODOLOGY

### Population, Sample, and Sampling Techniques

Using a quantitative technique is the method that this looks at takes. Quantitative studies, as stated by means of (Sugiyono, 2024), are based on the positivist philosophical framework and are carried out on precise populations or samples. units which are structured are used to acquire information, which is then subjected to statistical analysis so that you can signify and take a look at the hypotheses which have been set. For the cause of this research, the population includes college students from the management research program, faculty of Economics and enterprise, Muhammadiyah college of Tangerang, class of 2021, who have either sold Adidas Samba items or are actively using them. because of using Slovin's technique with a margin of error of 10%, the pattern size became observed to be ninety folks who responded to the survey. Throughout the month of December in the year 2024, a questionnaire that used a Likert scale was applied to collect records. so that it will behave the take a look at, SPSS model 27 turned into used, and several statistical tactics have been utilized, such as checks for validity and reliability, assessments for classical assumptions, a couple of linear regression, coefficient of willpower, and speculation trying out.

### Operational Definition of Variables

#### a. Impulsive Buying (Y)

Impulsive buying is not always because it is unplanned, but it also means a product that the consumer actually wants to buy, but the consumer has not or has forgotten to include it in the shopping list (Gesty Ernestivita, 2023). Impulsive buying is an irrational, fast, and unplanned purchasing behavior, which is often triggered by a strong emotional urge (Nuri Purwanto., 2021). Impulsive buying or impulsive buying is a purchasing behavior that occurs suddenly, triggered by a strong emotional urge without going through a prior planning process (Humairoh & Harry Mulya Zein, 2023). In addition, impulsive buying can be described as a tendency to make unreflective and unplanned purchases in a short time. (Nagadeepa, 2021). An unanticipated purchase motion this is motivated by means of rapid and effective emotional impulses is what is supposed to be understood as impulsive shopping for, in step with some of the distinctive factors of view. Although not always related to new products, this behavior can also involve previously desired but forgotten items. The main characteristics are quick, irrational, and unreflective decisions.

According to (Nuri Purwanto., 2021) a number of characteristics which might be indicative of impulsive shopping include the following: spontaneity, emotional intensity, a strong impulse to purchase, pleasure, stimulation, and absolutely brush aside for the consequences

#### b. Fear Of Missing Out (X1)

Fear Of Missing Out is defined as a feeling of anxiety or fear of missing out on valuable opportunities or experiences experienced by others. (Patrick J. McGnnis, 2020). fear of missing out is a feeling of anxiety or fear of missing out on valuable experiences that may be experienced by others. (Ari Yunus Hendrawan, 2024). fear of missing out develops from our constant interaction with social media, which often triggers feelings of anxiety and insecurity due to seeing the "better" lives of others online (Arun Kumar, 2024). fear of missing out is an anxiety disorder by individuals in which individuals feel afraid or worried about being left behind by an event that occurs in cyberspace (Tri Amelia & Akbar, 2023). Fear of missing out refers to a form of fear, anxiety and worry

that a person feels regarding the possibility of missing out on interesting experiences or opportunities it's far possible to understand fear of missing out (FOMO) as a kind of fear or apprehension that is precipitated by way of the sense of missing out on experiences which can be sizeable or quality, especially those which can be viewed on social media. Fear of missing out arises due to constant social comparison, where someone feels that other people have more enjoyable, successful, or satisfying lives, thus triggering feelings of insecurity, anxiety, and the desire to stay connected so as not to miss something important or interesting.

According to (Patrick J. McGnnis, 2020) indicators of fear of missing out, Tendency to compare oneself, Drive to engage socially, Need for social validation, Anxiety about the latest information.

## c. Social Media Marketing (X2)

Social media marketing is a series of marketing activities that utilize social media platforms to build brand awareness, increase engagement, and ultimately encourage sales (Ratu Fathin Raniya, 2024). social media marketing is a tool used to carry out marketing activities in a business, product or service that is owned (I Wayan Putra Aditya, 2024). According to (Ovi Hamidah Sari, 2023), the term "social media marketing" refers to promotional techniques which are completed thru a selection of channels, including Facebook, Instagram, and TikTok. An example of this will be advertising and marketing efforts that make use of social media to promote goods or offerings through growing cloth this is interesting and attractive in an effort to appeal to and persuade customers (Ayu Setianingty, 2020). Social media marketing is a marketing process carried out through social media to interact with customers online (Shofiyah Khairunnisa, 2022).Based on several opinions, it can be concluded that social media marketing is a series of marketing activities carried out through various social media platforms with the aim of building brand awareness, increasing consumer engagement and encouraging purchasing decisions. At the core of this approach is the manufacturing and dissemination of content that is both charming and interactive, with the desires of increasing the audience reach and setting up extra sturdy online interactions with clients.

According to (I Wayan Putra Aditya, 2024) social media marketing indicators, Entertainment, Interaction, Trendies, Sharing of content, Accessibility, Credibility.

## RESULTS AND DISCUSSION

### Validity and Reliability Test

*Tabel 1. Validity Test Results*

Variabel	Statement	r statistict	r critical	Valid
Fear Of Missing Out	X1.1	0,613	0,361	Valid
	X1.2	0,628	0,361	Valid
	X1.3	0,604	0,361	Valid
	X1.4	0,527	0,361	Valid
	X1.5	0,386	0,361	Valid
	X1.6	0,594	0,361	Valid
	X1.7	0,630	0,361	Valid
	X1.8	0,612	0,361	Valid
Social Media Marketing	X2.1	0,682	0,361	Valid
	X2.2	0,646	0,361	Valid
	X2.3	0,624	0,361	Valid

	X2.4	0,469	0,361	Valid
	X2.5	0,677	0,361	Valid
	X2.6	0,401	0,361	Valid
	X2.7	0,607	0,361	Valid
	X2.8	0,554	0,361	Valid
	X2.9	0,474	0,361	Valid
	X2.10	0,547	0,361	Valid
	X2.11	0,403	0,361	Valid
	X2.12	0,532	0,361	Valid
Impulsive Buying	Y1	0,660	0,361	Valid
	Y2	0,732	0,361	Valid
	Y3	0,629	0,361	Valid
	Y4	0,571	0,361	Valid
	Y5	0,582	0,361	Valid
	Y6	0,499	0,361	Valid
	Y7	0,549	0,361	Valid
	Y8	0,600	0,361	Valid

Source : primary data processed

According to (Sugiyono, 2024) Validity refers back to the degree to which the study design is correct in terms of manufacturing facts that correspond to the results that had been expected. it's far an illustration of the way nicely the facts acquired reflect the real situations which can be being investigated. On the way to obtain statistics, many gadgets are used, including but now not restricted to checks, questionnaires, interviews or remark courses, and so on. As may be seen in the table that is located above, each unmarried object has a correlation coefficient (r rely) this is better than the value of zero.361 this is determined within the r desk. This shows that every single item is suitable and appropriate for inclusion in the studies project.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Reliabel
Fear Of Missing Out	0.711	Reliabel
Social Media Marketing	0.782	Reliabel
Impulsive Buying	0.753	Reliabel

Source : primary data processed

The results of the reliability test show that fear of missing out has a Cronbach's Alpha value of 0.711, social media marketing of 0.782, and impulsive buying of 0.753. it can be seen that all Cronbach's Alpha variable values have a reliability coefficient of > 0.60, so it can be concluded that this test is reliable. (Sugiyono, 2020).

Classical Assumption Test

To determine whether or no longer the statistics were typically dispensed, the Kolmogorov-Smirnov method (desk three) was used, and an importance degree of 0.05 was chosen. given that the p-value is greater than zero.05, it may be concluded that the information follows a normal distribution. table 3 shows an asymptotic importance cost of zero.178, that's greater than 0.05, so indicating that the information follows an ordinary distribution.

The tolerance and Variance Inflation issue (VIF) values have been analyzed in an effort to decide whether or no longer multicollinearity becomes present. there's no multicollinearity present if the tolerance is more than 0.10 and the VIF is much less than 10. there may be no evidence of multicollinearity, as proven via the tolerance values of zero.667 for worry of missing out and 0.677 for social media advertising, which can be presented in Table 4. In addition, the VIF values for fear of missing out g and social media marketing (1.500) are all below 10, which confirms that there are no signs of multicollinearity.

*Table 3. Normality Test Results*

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			90
Normal Parameters <sup>a,b</sup>	.0000000		0,0000000
	3.03510984		3,60995537
Most Extreme Differences	.082		0,079
	.082		0,057
	-.081		-0,079
Test Statistic			.082
Asymp. Sig. (2-tailed) <sup>c</sup>			.178 <sup>c</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	.138		0,180
	.130	Lower Bound	0,170
		Upper Bound	0,190
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source : primary data processed

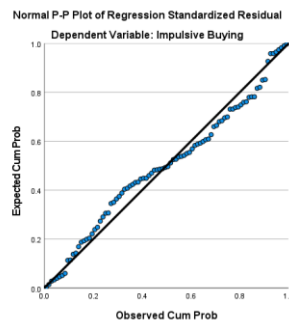
*Table 4. Multicollinearity Test Results*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.033	2.530		1.199	.234		
	Fear Of Missing Out	.526	.090	.504	5.845	.001	.667	1.500
	Social Media Marketing	.247	.063	.341	3.949	.001	.667	1.500

a. Dependent Variable: Impulsive Buying

Source : primary data processed

**Figure 4: Heteroscedasticity Test Results**



Source : primary data processed

The heteroscedasticity test is used to decide whether or not or no longer the variance of residuals is shipped uniformly across all observations. One way to do that is with the aid of analyzing the scatterplot of Studentized Residuals (SPESID) versus Standardized Predicted Values (ZPRED). on this plot, the Y-axis shows anticipated values, even as the X-axis represents studentized residuals. because of the truth that the factors on the Y-axis are randomly unfold above and underneath zero, figure 4 indicates that there may be no evidence of heteroscedasticity in the system of parameter estimation. This demonstrates that the regression model does not consist of any heteroscedasticity and is suitable for the motive of analyzing the impact of social media advertising and fear of lacking out on impulsive income of Adidas Samba among college students attending Muhammadiyah university of Tangerang.

### Multiple Linear Regression Test

**Table 5. Fear Of Missing Out Multiple Regression Test Results, Social Media Marketing on Impulsive Buying**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.033	2.530		1.199
	Fear Of Missing Out	.526	.090	.504	5.845
	Social Media Marketing	.247	.063	.341	3.949

a. Dependent Variable: Impulsive Buying

Source : primary data processed

Based on Table 5. The unstandardized coefficient for column B for regular (a) is 3.033, while the fear os missing out coefficient (b) is 0.526, the social media marketing coefficient (b) is 0.247 simultaneously. Then the regression equation can be written as follows:  $Y = 3.033 + 0.526X_1 + 0.247X_2 + e$  From the results of the equation, it can be concluded that the Adidas Samba user variable has a value of 3.033 if the fear of missing out and social media marketing variables are constant or zero. Adidas Samba fear of missing out will increase by 0.526 if the fear of missing out variable increases by one unit. Adidas Samba social media marketing will increase by 0.247 if the social media marketing variable increases by one unit. So, the higher the value of each independent variable, the higher the number of users or the level of interest in Adidas Samba products. Based on the results of the regression coefficient values on the independent variables, it can be seen that the variable that has the largest regression



coefficient on impulsive buying is the fear of missing out variable which has a consumer regression value of 0.526.

## Hypothesis Testing

The t-test was conducted with a two-tailed test to measure the influence of the fear of missing out variable (X1), and social media marketing (X2) on impulsive buying variable (Y). The calculated t and table t values were compared with a significance level of 5% (0.05).

With a calculated t-cost of nine.214, that's better than the essential cost of one.662, and an importance level of 0.000, that is lower than 0.05, the regression results show that worry of missing out has an extensive effect on impulsive purchasing conduct. that is proven in desk five, which shows the findings of statistical evaluation, which means **H1 is accepted**. These results are in line with research conducted by (Shofaranti et al., 2024)

Fear of Missing Out is a feeling of anxiety or worry experienced by someone because they are afraid of missing out on the latest information or trends, with the fear of missing out encouraging consumers to be more active in finding out about Adidas Samba products so as not to miss the opportunity for developing trends.

According to the effects of the regression analysis, the social media marketing variable has an advantageous and statistically widespread impact. The t-price for this variable is 7.642, which is better than the important value of one.662. additionally, the importance level for this variable is 0.000, which is lower than the conventional threshold of 0.05, which means **H2 is accepted**. These results are in line with research conducted by (Keysia et al., 2024) by using providing attractive records that avoid exaggeration or misleading claims, social media advertising and marketing plays a big element in increasing recognition and hobby in Adidas Samba items. that is executed via deliberate promotions, patron involvement, and the delivery of content this is applicable to the emblem.

*Table 6. F Test Results*

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1079.742	2	539.871	57.289	.000 <sup>b</sup>
	Residual	819.858	87	9.424		
	Total	1899.600	89			
a. Dependent Variable: Impulsive Buying						
b. Predictors: (Constant), Social Media Marketing, Fear Of Missing Out						

*Source : primary data processed*

The hypothesis test f measures the significance of the equation to determine how independent variables affect dependent variables together. In table 7. F count is 57.289 > f table 3.10 with a significance value of 0.000 < 0.05. Then H3 is accepted which means that simultaneously fear of missing out (X1) and social media marketing (X2) affect impulsive buying (Y). This means fear of missing out and social media marketing have a partial positive effect on impulsive buying for the variable Af.

## Coefficient of Determination Test

*Table 7. Coefficient of Determination Test Results*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 <sup>a</sup>	.568	.558	3.06980
a. Predictors: (Constant), Social Media Marketing, Fear Of Missing Out				

*Source : primary data processed*

The determination coefficient test is used to determine how much the contribution of the dependent variable is explained by the variation of the independent variable. In table 6. The adjusted R square value is 0.568, which means that the fear of missing out and social media marketing variables have a joint contribution of 56.8% to the impulsive buying variable, while the remaining 43.3% is influenced by other variables not examined in this study.

## CONCLUSION

Its far possible to draw the conclusion, on the premise of the findings and the preceding dialogue, that the concern of missing out (FOMO) and social media advertising and marketing have a vast impact on the impulsive purchasing of Adidas Samba merchandise among students enrolled inside the control look at program inside the college of Economics and enterprise at Muhammadiyah university of Tangerang, elegance of 2021. To be more unique, 1) the worry of missing out has a fantastic and widespread effect, 2) marketing through social media has been fine and good sized impact, and 3) the aggregate of both factors has a chief impact at the conduct of creating impulsive purchases.

This study concludes that fear of missing out has a positive effect on impulsive buying, where the feeling of fear of being left behind on trends on social media, especially TikTok, encourages students to buy Adidas Samba spontaneously. Therefore, companies need to optimize marketing strategies with promotional content that creates urgency to buy. There is a positive influence of social media marketing, where effective strategies, especially on TikTok, play an important role in encouraging impulsive buying through interesting, interactive, and strong visual content that can attract consumers. The implication of the results of this study is that companies need to optimize digital marketing strategies, especially through TikTok, by utilizing the fear of missing out and effective social media marketing. Interesting, interactive, and strong visual-based promotional content can increase the urgency of buying and encourage impulsive consumer behavior. With the right strategy, companies can strengthen customer engagement, increase product appeal, and drive sales growth in the digital market.

For further research, based on this study, there are still other variables besides fear of missing out and social media marketing on impulsive buying with a coefficient of determination of 56.8%, therefore it is recommended for further researchers to use other variables such as price variables as independent variables.

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