

THE IMPACT OF SOCIAL MEDIA MARKETING AND PRODUCT KNOWLEDGE ON PURCHASE INTENTION FOR ECO-FRIENDLY TUMBLERS: THE MEDIATING ROLE OF FOMO IN INDONESIA

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Abstract. *This study examines the influence of Social Media Marketing and Product Knowledge on Purchase Intention toward eco-friendly tumbler products, with Fear of Missing Out (FOMO) as a mediating variable. A quantitative research approach was employed, with data collected through online questionnaires distributed to active social media users in Indonesia, particularly those interested in green products such as tumblers. The sampling technique used is purposive sampling, with 170 respondents. The collected data were analyzed using SmartPLS version 4. The analysis included descriptive statistics, convergent and discriminant validity tests, reliability tests, coefficient of determination (R^2), hypothesis testing (t-test and p-value), and mediation testing. The results indicate that both Social Media Marketing and product knowledge have a positive and significant effect on purchase intention. Furthermore, FOMO was found to mediate the relationship between Social Media Marketing and Product Knowledge with Purchase Intention, suggesting that FOMO strengthens the influence of marketing strategies and product understanding on consumer buying interest. These findings imply that a combination of product education and psychological appeal, such as FOMO, is an effective strategy for increasing purchase intention for eco-friendly products among social media users in Indonesia.*

Keywords: *Consultative Selling, Internet Products, Perceived Value, Purchase Intention, Service Quality*

1. INTRODUCTION

The issue of plastic waste in Indonesia has reached an alarming level. Indonesia ranks third globally as the most significant contributor to plastic waste after India and Nigeria, with an estimated 3.3 million tons of plastic polluting the environment annually (Arif, 2024; Haryanto, 2024). Single-use plastics, such as disposable drinking bottles, are among the leading contributors due to their non-biodegradable nature (Putri et al. 2023). One proposed solution is the use of reusable and environmentally friendly products, such as tumblers.

Today, tumblers are not only seen as a symbol of a healthy lifestyle but also as part of public awareness regarding environmental issues (Yudda et al. 2025). To enhance consumer purchase intentions toward these products, digital marketing strategies such as Social Media Marketing (SMM) have become increasingly important, especially considering that the number of social media users in Indonesia reached 143 million as of January 2025 (Haryanto, 2025). Previous studies have shown that SMM has a significant effect on purchase intention (Oktavia & Mariam, 2024; Wijayanto et al. 2023).

In addition, product knowledge plays a crucial role. Consumers who have a deeper understanding of a product tend to be more confident in their purchasing decisions (Shifa & Nurjanah, 2023; Wijayanto et al. 2023). A lack of understanding about the benefits, materials, or usage of tumblers can hinder purchase intention.

However, the influence of these two variables may be strengthened by the presence of Fear of Missing Out (FOMO). FOMO is a psychological condition that arises when individuals feel left out of ongoing social trends, particularly on social media platforms (Sariani & Anggarawati, 2023). Exposure to promotional content showcasing the use of

eco-friendly tumblers as part of a sustainable lifestyle may trigger FOMO, thereby encouraging consumers to make purchase decisions more quickly.

Based on this background, this study aims to analyze the influence of social media marketing and product knowledge on purchase intention for tumblers in Indonesia, with the Fear of Missing Out (FOMO) serving as a mediating variable.

2. LITERATURE REVIEW

2.1 Marketing Management

According to Kotler et al. (2022), marketing management is the art and science of selecting target markets and building profitable relationships by creating, delivering, and communicating superior customer value. It involves planning, organizing, implementing, and controlling marketing strategies to ensure that products meet customer needs and organizational objectives (Hamid & Anwar, 2019; Kotler & Armstrong, 2021).

2.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen in 1985, explains how an individual's behavioral intention is influenced by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen & Schmidt, 2020). This theory assumes that individuals make logical, reasoned decisions based on information and social expectations, making it relevant to understanding consumer purchase behavior for eco-friendly products.

2.3 Social Media Marketing

Social Media Marketing (SMM) is a strategic marketing activity that utilizes social media platforms to build brand awareness, foster engagement, and influence consumer purchase decisions. According to Zeqiri et al. (2025), SMM involves value creation through functional, hedonic, social, co-creation, and self-brand image congruence. Ariefiansyah & Jannah (2024) emphasized that SMM serves not only as a promotional tool but also facilitates interaction and emotional connection between consumers and brands, thereby enhancing purchase intention. This is particularly effective when combined with the Uses and Gratifications Theory and Consumer Brand Engagement models.

2.4 Product Knowledge

Product knowledge refers to a consumer's level of understanding regarding a product's features usage, benefits, and risks. Shamsudheen & Chowdhury (2022) describe it as an important determinant in reducing purchase uncertainty and enhancing perceived value. Devina et al. (2023) categorized product knowledge into three dimensions: subjective knowledge (consumer perception), objective knowledge (accurate information), and experience knowledge (first-hand product usage). These factors contribute to consumer confidence and ultimately influence their purchase decisions.

2.5 FOMO (Fear of Missing Out)

Fear of Missing Out (FOMO) is a psychological phenomenon characterized by anxiety or worry that others are enjoying rewarding experiences without the individual being present (Hodkinson, 2019; Przybylski et al., 2013). In marketing, FOMO is utilized to create a sense of urgency and scarcity, motivating consumers to act quickly. Tandon et al. (2021) and Sariani & Anggarawati (2023) demonstrated that FOMO, driven by social comparison and media exposure, has a significant impact on purchase behavior, particularly among younger, digitally connected consumers.

2.6 Purchase Intention

Purchase intention refers to a consumer's plan or willingness to buy a specific product in the future. According to Kotler & Armstrong (2021), it results from the evaluation of

brand alternatives and is influenced by product knowledge, marketing strategies, and emotional triggers, such as FOMO. Devina et al. (2023) further defines purchase intention using four indicators: transactional, referential, preferential, and exploratory interest, all of which contribute to a consumer's final buying decision.

2.7 Hypothesis Development

The influence of social media marketing on purchase intention

Research conducted by Oktavia & Mariam (2024) found that social media marketing has a significant influence on consumer purchase intention, enhancing brand awareness, engagement, and value perception. Jackie et al. (2022) also stated that marketing content on platforms such as Instagram and TikTok can shape consumers' emotional and behavioural responses, increasing their desire to purchase green products. Therefore, social media marketing plays a key role in driving the purchase intention of environmentally friendly products.

H1: Social Media Marketing has a positive effect on Purchase Intention.

The influence of product knowledge on purchase intention

According to Devina et al. (2023), product knowledge strengthens consumer confidence and reduces uncertainty, especially in the context of environmentally friendly products. Shifa & Nurjanah (2023) emphasized that consumers who understand the features and benefits of eco-products are more likely to develop a stronger intention to buy, driven by rational evaluation and perceived value.

H2: Product Knowledge has a positive effect on Purchase Intention.

The influence of social media marketing on fear of missing out (FOMO)

According to Karimkhan & Chapa (2021) explained that social media content often triggers FOMO by presenting idealized lifestyles and limited time offers. Tandon et al. (2021) further noted that individuals frequently exposed to social content experience emotional pressure to stay relevant and connected. This shows that SMM can be a key driver of FOMO among consumers.

H3: Social Media Marketing has a positive effect on Fear of Missing Out (FOMO).

The influence of product knowledge on fear of missing out (FOMO)

According to Dwisuardinata & Darma (2022), individuals with strong product knowledge are more aware of a product's benefits and may feel emotionally triggered when they realize others are already using it. Tandon et al. (2021) also suggest that informed consumers can still experience FOMO when they perceive delayed adoption of high-value items.

H4: Product Knowledge has a positive effect on Fear of Missing Out (FOMO).

The influence of fear of missing out (FOMO) on purchase intention

FOMO is considered a psychological trigger that leads to impulsive decision-making and increased purchase desire. Andrew et al. (2023) found that individuals with higher levels of FOMO are more likely to engage in trend-driven buying behavior, especially for products perceived as socially valuable or environmentally trendy.

H5: Fear of Missing Out (FOMO) has a positive effect on Purchase Intention.

The mediating role of fear of missing out (FOMO) in the relationship between social media marketing and purchase intention

According to Li et al. (2021) emphasized that FOMO can act as a mediating factor between digital marketing exposure and purchase intention. In the context of eco-friendly products, social media messages that induce FOMO can indirectly increase consumer motivation to buy by creating a sense of urgency and social relevance.

H6: Fear of Missing Out (FOMO) mediates the positive effect of social media marketing on purchase intention.

The mediating role of fear of missing out (FOMO) in the relationship between product knowledge and purchase intention

Although product knowledge provides consumers with a rational understanding, Firamanda et al. (2024) found that FOMO partially mediates its effect on purchase intention by intensifying consumers' anxiety over missing out on potential benefits. This finding is supported by Dwisuardinata & Darma (2022), who emphasized that leveraging product knowledge to trigger FOMO can significantly increase the likelihood of purchase behavior.

H7: Fear of Missing Out (FOMO) mediates the positive effect of product knowledge on purchase intention.

3. RESEARCH METHODS

3.1 Sample

This study employed a non-probability sampling technique using a purposive sampling approach, where the sample was selected based on specific criteria relevant to the research objectives. The respondents were active social media users in Indonesia who had been exposed to promotions for eco-friendly products, had a basic understanding of tumblers, and had never previously purchased a tumbler. According to the sample size formula by Hair et al. (2022) for SEM-PLS analysis, the minimum required sample size is 150. In this study, a total of 170 valid responses were obtained through an online questionnaire, which was considered adequate to meet the minimum requirements for further analysis.

3.2 Operational of Research Variables

In this study, four types of variables were used: two independent variables, one dependent variable, and one mediating variable. All variables were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess the level of agreement of respondents with each statement item.

3.2.1 Social Media Marketing

Social media marketing was measured using a comprehensive set of five indicators developed by Anggrenita & Sander (2022), which include functional value, hedonic value, social value, co-creation value, and self-brand image congruency. These indicators capture the extent to which social media content delivers product information, entertainment, social interaction, consumer participation, and alignment with personal identity. The statements in this study are derived from (Anggrenita & Sander, 2022)

3.2.2 Product Knowledge

Product knowledge was measured using seven indicators adapted from Devina et al. (2023), which reflect three dimensions: subjective knowledge (individual perception of their knowledge), objective knowledge (factual understanding about the product), and experience knowledge (knowledge gained through personal usage or exposure). The statements in this study are derived from (Devina et al., 2023)

3.2.3 Purchase Intention

Purchase intention was measured using nine indicators referring to Devina et al. (2023), covering four dimensions: transactional interest (intention to purchase after being exposed to the product), referential interest (willingness to recommend the product to others), preferential interest (preference for the product over others), and exploratory interest (desire to seek further information before purchasing). The statements in this study are derived from (Devina et al., 2023)

3.2.4 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) was measured using five indicators based on the study of Tandon et al. (2021), which represent three psychological aspects: social comparison motivation (concern that others have better experiences), social exclusion sensitivity

(anxiety about being left out of social circles), and connection urgency (urge to stay updated with peers' activities, especially related to the product). The statements in this study are derived from (Tandon et al., 2021)

3.3 Analysis Method

This study applied a quantitative analysis using SmartPLS version 4 with the PLS-SEM (Partial Least Squares Structural Equation Modeling) approach. Descriptive statistical analysis was used to describe respondent characteristics. The outer model was evaluated through convergent validity, discriminant validity, and reliability tests, while the inner model was assessed using R-squared (R^2). Hypothesis testing was conducted using bootstrapping, which generated t-statistics, and p-values to test the significance of each path. Additionally, mediation analysis was conducted to investigate the role of Fear of Missing Out (FOMO) as a mediating variable between the independent, and dependent variables.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The study involved 170 respondents who were active social media users in Indonesia and interested in purchasing eco-friendly products such as tumblers. The respondents were selected based on criteria including exposure to promotional content related to green products, basic knowledge of reusable tumbler products, and prior non-purchase behavior.

Respondents were categorized based on their gender, age, province of origin, education level, occupation, duration of social media usage, and the most frequently used social media platform.

Table 1. Descriptive Statistics

No.	Respondents Characteristics	Total	Percent	
1	Gender	Male	96	56.5%
		Female	74	43.5%
2	Age	< 18 years old	2	1.2%
		≥ 18 - < 24 years old	163	95.9%
		≥ 25 - < 34 years old	5	2.9%
3	Province of Origin	Central Java	58	34.1%
		Special Region of Yogyakarta	22	12.9%
		East Java	19	11.2%
		West Java	18	10.6%
4	Last Education Level	Others (Sumatra, Kalimantan, etc.)	53	31.2%
		High School	89	52.4%
		Diploma	25	14.7%
5	Occupation	Bachelor's Degree	56	32.9%
		Student	110	64.7%
		Employee	32	18.8%
6	Duration of Social Media Usage per Day	Entrepreneur / Freelancer	18	10.6%
		Others	10	5.9%
		< 1 Hour	4	2.4%
7	Most Frequently Used social media	1–3 Hours	36	21.2%
		4–5 Hours	38	22.4%
		> 5 Hours	92	54.1%
7	Most Frequently Used social media	Instagram	81	47,6%
		Tiktok	162	95,3%
		Facebook	68	40,0%
		Twitter/X	59	34,7%
		Youtube	8	4,7%

(Source: Data Processing Results, 2025)

4.2 Convergent Validity

According to Hair et al. (2022), an indicator is considered valid if the outer loading is

≥ 0.70, and a construct has good convergent validity if the AVE value exceeds 0.50. Indicators that meet these criteria are suitable for further analysis.

Table 2. Outer Loading Result

Variable	Indicators/Items	Outer Loading	Result
Fear of Missing Out	FOMO 1	0,899	Valid
	FOMO 2	0,891	Valid
	FOMO 3	0,827	Valid
	FOMO 4	0,843	Valid
	FOMO 5	0,813	Valid
Purchase Intention	PI 1	0,815	Valid
	PI 2	0,765	Valid
	PI 3	0,729	Valid
	PI 4	0,782	Valid
	PI 5	0,788	Valid
	PI 6	0,760	Valid
	PI 7	0,745	Valid
	PI 8	0,814	Valid
	PI 9	0,749	Valid
Product Knowledge	PK 1	0,746	Valid
	PK 2	0,729	Valid
	PK 3	0,721	Valid
	PK 4	0,714	Valid
	PK 5	0,710	Valid
	PK 6	0,777	Valid
	PK 7	0,768	Valid
Social Media Marketing	SMM 1	0,792	Valid
	SMM 2	0,769	Valid
	SMM 3	0,783	Valid
	SMM 4	0,714	Valid
	SMM 5	0,715	Valid

(Source: Data Processing Results, 2025)

Table 3. Construct Validity

Variable	AVE	Result
FOMO	0,731	Valid
Product Knowledge	0,545	Valid
Purchase Intention	0,596	Valid
Social Media Marketing	0,571	Valid

(Source: Data Processing Results, 2025)

Based on the results presented in Tables 2 and 3, all indicators from the variables of social media marketing, product knowledge, fear of missing out (FOMO), and purchase intention have loading factor values greater than 0.70, indicating that all items are valid. Furthermore, the AVE values for each construct exceed 0.50, confirming that all variables meet the criteria for convergent validity and are suitable for further analysis.

4.3 Discriminant Validity

According to Hair et al. (2022), discriminant validity is assessed to ensure that each construct in the model is truly distinct from the others. There are three common approaches to test discriminant validity: (1) Cross loading, where an indicator should load higher on its associated construct than on any other construct; (2) Fornell-Larcker criterion, which requires that the square root of the AVE of each construct should be greater than its correlation with other constructs; and (3) HTMT (Heterotrait-Monotrait Ratio), which should be below the threshold value of 0.90 to confirm adequate discriminant validity. These methods collectively provide strong evidence that the constructions in the model are conceptually and empirically distinct.

Table 4. Cross-Loadings

Variable	FOMO	PK	PI	SMM	Result
FOMO 1	0,899	0,286	0,473	0,427	Valid
FOMO 2	0,891	0,267	0,407	0,365	Valid
FOMO 3	0,827	0,229	0,353	0,317	Valid
FOMO 4	0,843	0,222	0,395	0,330	Valid
FOMO 5	0,813	0,194	0,369	0,255	Valid
PI 1	0,416	0,458	0,815	0,482	Valid
PI 2	0,441	0,401	0,765	0,437	Valid
PI 3	0,333	0,433	0,729	0,342	Valid
PI 4	0,381	0,429	0,782	0,350	Valid
PI 5	0,354	0,444	0,788	0,444	Valid
PI 6	0,325	0,459	0,760	0,475	Valid
PI 7	0,319	0,421	0,745	0,434	Valid
PI 8	0,402	0,450	0,814	0,516	Valid
PI 9	0,284	0,450	0,749	0,345	Valid
PK 1	0,283	0,746	0,454	0,315	Valid
PK 2	0,167	0,729	0,392	0,389	Valid
PK 3	0,206	0,721	0,356	0,330	Valid
PK 4	0,194	0,714	0,412	0,272	Valid
PK 5	0,171	0,710	0,427	0,430	Valid
PK 6	0,246	0,777	0,461	0,383	Valid
PK 7	0,180	0,768	0,412	0,392	Valid
SMM 1	0,308	0,375	0,432	0,792	Valid
SMM 2	0,310	0,412	0,513	0,769	Valid
SMM 3	0,189	0,321	0,336	0,783	Valid
SMM 4	0,225	0,354	0,334	0,714	Valid
SMM 5	0,422	0,347	0,423	0,715	Valid

(Source: Data Processing Results, 2025)

Table 5. Fornell-Larcker

Variable	FOMO	PK	PI	SMM	Result
FOMO	0,855				Valid
PK	0,284	0,738			Valid
PI	0,471	0,567	0,772		Valid
SMM	0,403	0,485	0,555	0,755	Valid

(Source: Data Processing Results, 2025)

Table 6. Heterotrait-monotrait (HTMT)

Variable	FOMO	PK	PI	SMM	Result
FOMO					Valid
PK	0,313				Valid
PI	0,510	0,636			Valid
SMM	0,439	0,573	0,619		Valid

(Source: Data Processing Results, 2025)

The results of discriminant validity testing using three approaches—Cross-Loading (Table 4), the Fornell-Larcker Criterion (Table 5), and the HTMT Ratio (Table 6)—show that all constructs meet the required thresholds. Based on the Cross Loading results, all indicators have higher loadings on their respective constructs compared to others, indicating good indicator discrimination. The Fornell-Larcker analysis confirms that the square root of AVE for each construct is greater than its correlation with other constructs, satisfying the criterion for construct distinctiveness. Lastly, the HTMT values between constructs are all below 0.90, demonstrating that there is no multicollinearity or excessive overlap among latent variables. These results collectively indicate that the constructions in the model are empirically and conceptually distinct, thus fulfilling the criteria for

discriminant validity.

4.4 Reliability

According to Hair et al. (2022), reliability testing assesses the internal consistency of constructs using three indicators: Cronbach's Alpha and Composite Reliability (CR). Construction is considered reliable if all three values are ≥ 0.70 , indicating that the indicators consistently represent the latent variables and are appropriate for further analysis.

Table 7. Cronbach Alpha

Variable	Cronbach's alpha	Result
FOMO	0,908	Reliable
Product Knowledge	0,861	Reliable
Purchase Intention	0,915	Reliable
Social Media Marketing	0,814	Reliable

(Source: Data Processing Results, 2025)

Table 8. Composite Reliability

Variable	Composite reliability	Result
FOMO	0,932	Reliable
Product Knowledge	0,893	Reliable
Purchase Intention	0,930	Reliable
Social Media Marketing	0,869	Reliable

(Source: Data Processing Results, 2025)

The reliability test results presented in Table 7 and Table 8 show that all constructs—Social Media Marketing, Product Knowledge, Fear of Missing Out (FOMO), and Purchase Intention—have Cronbach's Alpha and Composite Reliability (CR) values exceeding 0.70. This indicates that each construct meets the threshold for internal consistency reliability as recommended by (Hair et al., 2022). These results confirm that the indicators used in the model consistently measure their respective latent variables and are suitable for further structural model analysis.

4.5 R Square

According to Hair et al. (2022), the R-Square (R^2) value indicates the level of variance in the dependent variable explained by the independent variables. An R^2 value of 0.75 is substantial, 0.50 is moderate, and 0.25 is weak.

Table 9. Composite Reliability

Variable Dependent	R-square	R-square adjusted
FOMO	0,172	0,163
Purchase Intention	0,479	0,470

(Source: Data Processing Results, 2025)

As shown in Table 9, the R^2 value for Purchase Intention is 0.609, indicating a moderate-to-strong explanatory power. This means that Social Media Marketing, Product Knowledge, and FOMO explain 60.9% of the variance in Purchase Intention. Meanwhile, the R^2 value for FOMO is 0.199, which is considered weak, suggesting that FOMO is influenced by other factors not included in the model.

4.6 Hypothesis Test Results

4.6.1 Significance of Direct Influence and Indirect influence

According to Hair et al. (2022), hypothesis testing in PLS-SEM uses the bootstrapping method. A hypothesis is accepted if the t-statistic > 1.96 and the p-value < 0.05 , indicating a significant relationship between variables.

Table 10. Significance of Direct Influence

Variable	Original sample	T statistics	P values	Result
SMM -> PI	0,277	3,030	0,002	H1 accepted
PK -> PI	0,360	3,539	0,000	H2 accepted
SMM -> FOMO	0,347	3,156	0,002	H3 accepted
PK -> FOMO	0,116	0,943	0,346	H4 rejected
FOMO -> PI	0,257	3,092	0,002	H5 accepted

(Source: Data Processing Results, 2025)

Table 11. Significance of Indirect influence

Variable	Original sample	T statistics	P values	Result
SMM -> FOMO -> PI	0,089	2,252	0,024	H6 accepted
PK -> FOMO -> PI	0,030	0,805	0,421	H7 rejected

(Source: Data Processing Results, 2025)

Based on the results shown in Table 10, the direct hypothesis testing indicates that Social Media Marketing and Product Knowledge have a positive and significant effect on Purchase Intention. At the same time, social media Marketing also has a substantial impact on Fear of Missing Out (FOMO). However, Product Knowledge does not have a significant effect on FOMO, as the t-statistic is below 1.96 and the p-value is above 0.05, leading to the rejection of H4. Meanwhile, FOMO has a significant direct influence on Purchase Intention. Thus, four of the five direct hypotheses (H1, H2, H3, and H5) are supported, while H4 is rejected.

As shown in Table 11, the indirect effect test demonstrates that FOMO significantly mediates the relationship between Social Media Marketing and Purchase Intention, supporting H6. However, FOMO does not mediate the relationship between Product Knowledge and Purchase Intention, as indicated by an insignificant t-statistic and p-value. This means that H7 is rejected, and FOMO only plays a mediating role in the relationship between social media exposure and purchasing behavior, but not in the context of product knowledge.

4.7 Discussion

4.7.1 H1 – The Influence of Social Media Marketing on Purchase Intention

The results of the hypothesis testing indicate that Social Media Marketing (SMM) has a positive and significant effect on Purchase Intention, with a t-statistic value of 3.030 and a p-value of 0.002. This means that the better a brand's social media marketing strategy, the higher the likelihood that consumers will develop an intention to purchase eco-friendly tumbler products.

This finding is supported by Jackie et al. (2022), who stated that social media marketing can build emotional connections between brands and consumers, thereby encouraging the formation of purchase intention. Information delivered in a visual and interactive format on social media enhances consumer trust and engagement toward a product.

4.7.2 H2 – The Influence of Product Knowledge on Purchase Intention

Hypothesis H2 testing revealed a positive and significant result, with a t-statistic value of 3.539 and a p-value of 0.000. This indicates that consumers' knowledge of tumbler products can significantly increase their interest and intention to make a purchase.

This result aligns with the study by Lăzăroiu et al. (2020), which explained that product knowledge gained through social media increases consumer understanding of a product's benefits and quality, ultimately driving purchase intention by reducing uncertainty and building confidence.

4.7.3 H3 – The Influence of Social Media Marketing on Fear of Missing Out (FOMO)

The testing of hypothesis H3 shows that SMM has a positive and significant effect on FOMO, with a t-statistic value of 3.156 and a p-value of 0.002. This means that the more active and engaging social media promotions are, the greater the sense of FOMO (fear

of missing out) experienced by consumers.

This finding is supported by Karimkhan & Chapa (2021), who noted that social media triggers FOMO through content that conveys exclusivity and social trends. The more frequently consumers are exposed to such content, the stronger their emotional drive is not to be left behind.

4.7.4 H4 – The Influence of Product Knowledge on Fear of Missing Out (FOMO)

The results of hypothesis H4 testing indicate that Product Knowledge has no significant effect on FOMO, as evidenced by a t-statistic of 0.943 and a p-value of 0.346. Although the relationship is positive, its influence is statistically insignificant.

This explanation is supported by Durao et al. (2023), who stated that FOMO is more influenced by emotional factors such as social anxiety and emotional attachment, rather than cognitive aspects like product understanding. This explains why consumers with high product knowledge tend to be more rational and are less easily influenced by social pressure.

4.7.5 H5 – The Influence of Fear of Missing Out (FOMO) on Purchase Intention

The results of hypothesis H5 testing show that FOMO has a positive and significant effect on Purchase Intention, with a t-statistic value of 3.092 and a p-value of 0.002. The greater the fear of missing out experienced by consumers, the higher their intention to purchase the product.

This is supported by Andrew et al. (2023), who stated that FOMO is a key driver of purchase behaviour, especially among younger generations who seek to stay socially connected and follow current trends. This condition pushes consumers to make quick and impulsive purchase decisions to maintain social presence.

4.7.6 H6 – FOMO Mediates the Influence of Social Media Marketing on Purchase Intention

Hypothesis H6 is accepted, as the test result shows a t-statistic of 2.252 and a p-value of 0.024. This indicates that FOMO significantly mediates the relationship between Social Media Marketing and Purchase Intention.

This finding is reinforced by Li et al. (2021), who argued that social media creates emotional pressure that triggers FOMO, which, when linked to marketing campaigns, indirectly increases consumers' purchase intention through psychological mechanisms.

4.7.7 H7 – FOMO Does Not Mediate the Influence of Product Knowledge on Purchase Intention

The result of hypothesis H7 shows that FOMO does not significantly mediate the relationship between Product Knowledge and Purchase Intention. The t-statistic value is 0.805, and the p-value is 0.421, indicating that this hypothesis is not rejected.

This finding is reinforced by Purbaningrum et al. (2025) explained that consumers with good product knowledge tend to rely on rationality and personal experience rather than social pressure, such as FOMO. Therefore, FOMO is not an effective mediating variable between product knowledge and purchase intention.

CONCLUSION

The findings of this study reveal that both Social Media Marketing and Product Knowledge have a positive and significant influence on Purchase Intention for eco-friendly tumbler products. Furthermore, FOMO (Fear of Missing Out) also has a positive and considerable influence on Purchase Intention and successfully mediates the relationship between Social Media Marketing and Purchase Intention. However, FOMO does not mediate the relationship between Product Knowledge and Purchase Intention, indicating that emotional urgency is more effectively triggered by social media content than by product familiarity alone. Despite these valuable insights, the study has several limitations, including the use of an online questionnaire, which may introduce bias due

to the self-reporting nature of responses, and a limited sample size of 170 respondents primarily from specific demographic groups, which restricts the generalizability of the results. The study examined only two independent variables—Social Media Marketing and Product Knowledge, excluding other potentially influential factors, such as brand image, environmental concern, or price sensitivity. Moreover, Purchase Intention was the sole dependent variable, which may not fully capture actual consumer behavior toward eco-friendly products, and FOMO was the only mediating variable considered, leaving out other possible psychological or social influences. To address these limitations, future research is encouraged to expand the sample size and include respondents from diverse regions and backgrounds to gain broader insight into green consumer behavior. Additionally, it is recommended to explore other mediating or moderating variables, such as environmental awareness or perceived behavioral control, to achieve a more comprehensive understanding. From a managerial perspective, companies producing eco-friendly products should enhance their social media marketing strategies by delivering engaging and authentic content that not only informs but also creates emotional resonance. Effectively communicating product benefits and a brand's commitment to sustainability through compelling campaigns can increase consumer interest and strengthen their intention to make green purchases.

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