

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusion

This study explored the relationships between social media usage, online advertising, customer innovativeness, personal and social FOMO (Fear of Missing Out), and impulsive buying behavior among fashion product consumers. The findings reveal that:

1. Social media usage have a positive effect on personal fomo.
2. Advertising online have a positive effect on personal fomo.
3. Customer innovativeness have a positive effect on personal fomo.
4. Social media usage have a positive effect on social fomo.
5. Advertising online have a positive effect on social fomo.
6. Customer innovativeness have a positive effect on social fomo.
7. Personal fomo have a positive effect on impulse buying behavior.
8. Social fomo have a positive effect on impulse buying behavior.
9. Personal fear of missing out (FOMO) has not mediate the relationship between social media usage and impulse buying behavior.
10. Personal fear of missing out (FOMO) has not mediate the relationship between advertising online and impulse buying behavior.
11. Personal fear of missing out (FOMO) mediate the relationship between customer innovativeness and impulse buying behavior.

12. Social fear of missing out (FOMO) has not mediate the relationship between social media usage and impulse buying behavior.
13. Social fear of missing out (FOMO) has not mediate the relationship between advertising online and impulse buying behavior.
14. Social fear of missing out (FOMO) mediate the relationship between customer innovativeness and impulse buying behavior.

B. Implications

1. Managerial Implications

- a. Marketing Strategies Leveraging FOMO: Marketing managers should consider incorporating FOMO-inducing elements in their campaigns, especially when targeting innovative consumers. Strategies emphasizing scarcity, exclusivity, and social proof are likely to be more effective in driving impulsive buying behavior. For example, making goods or products that are limited in nature.
- b. Enhancing Informative Advertising Content: Based on the finding that the informative aspect of online advertising had the lowest average score (76.96%), companies need to improve the delivery of information in their online ads. Enhancing the quality of information can help consumers make more informed decisions and reduce their reliance on impulse when making purchases. For example, the Company makes ads to the point and does not go to lengths
- c. Responsible Social Media Consumption: Given the significant impact of social media on FOMO, brands should utilize content that emphasizes social

experiences and exclusive opportunities that consumers might miss out on. However, they should also be cautious not to overly manipulate consumer anxiety, which could negatively affect brand perception. For Example: Companies use easy talent to attract public attention.

2. Theoretical Implications

- a. This study contributes to the literature on FOMO by demonstrating that both personal and social FOMO are important drivers of impulsive buying behavior, particularly among innovative consumers. The research expands our understanding of how customer innovativeness influences purchasing behavior through the psychological mechanism of FOMO.
- b. The study provides insights that the relationship between social media usage and impulsive buying might be more direct than previously assumed, without being significantly mediated by FOMO. This suggests that social media usage itself may have sufficient power to drive impulsive buying.
- c. This study confirms that all three forms of social influence conformity, identification, and internalization play an important role in impulse buying behavior. The use of social media and online advertising can influence consumers through conformity (adjusting behavior to group norms), identification (identifying with specific groups or individuals who influence fashion choices), and internalization (adoption of group values and attitudes in purchasing decisions). The study shows that these factors interact with

each other to influence impulse purchasing decisions, which is in line with Kelman's theoretical framework.

C. The Limitation of Study

This study has limitation that should be acknowledge. First, because the distribution of the questionnaire was carried out online, it could not control the distribution of the age which should be in the range of 17-45 years but in reality the average who filled out was around 19-20 years.

Second, because the questionnaire used is distributed online, but when it is distributed, the respondents cannot use or fill out the questionnaire online so that the data produced becomes less relevant.

