
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS

5.1 Theoretical Implications

This study contributes to the consumer behavior literature by examining how social influence shapes FOMO and purchase decisions through the S-O-R framework (Kusumo et al., 2025; Widyastuti, 2022). The findings support the S-O-R perspective by showing that external social stimuli can influence consumers' internal psychological responses, particularly FOMO, before affecting behavioral outcomes (Habib & Almamy, 2025; Nida et al., 2026).

A further theoretical contribution lies in the way this study distinguishes between peer groups in offline social settings and eWOM in online environments, rather than treating social influence as a single broad concept (Nida et al., 2026; Lazuardi & Usman, 2025). The results suggest that offline and online social influences operate differently, which indicates that consumer behavior should be understood through both interpersonal and digital social environments (Nida et al., 2026; Kusumo et al., 2025).

This study also refines the understanding of FOMO in consumer decision-making. Although peer groups and eWOM both significantly affected FOMO, FOMO did not significantly influence purchase decision, suggesting that FOMO alone may not be enough to drive actual buying behavior (Nida et al., 2026; Habib & Almamy, 2025; Adebayo et al., 2023). This implies that consumers may still evaluate product value, usefulness, price, and personal preference before making a purchase, even when they feel social pressure or urgency (Bui et al., 2025; Lazuardi & Usman, 2025; Nida et al., 2026).

Finally, the findings strengthen the role of eWOM in digital consumer behavior because eWOM had a significant direct effect on purchase decisions (Bui et al., 2025; Lazuardi & Usman, 2025). This reinforces the idea that online reviews, recommendations, and consumer discussions are important informational cues that shape purchase decisions in the digital marketplace (Bui et al., 2025; Lazuardi & Usman, 2025; Kusumo et al., 2025).

5.2 Managerial Implications

The findings of this study offer several practical takeaways for businesses and marketers. Since eWOM had a significant effect on purchase decisions, online reviews, recommendations, ratings, and consumer discussions clearly play an important role in shaping what people decide to buy (Bui et al., 2025; Kusumo et al., 2025; Lazuardi & Usman, 2025). Because of this, businesses should actively manage their online presence and encourage positive customer feedback on social media and other digital platforms to strengthen consumer trust and confidence in their products (Bui et al., 2025; Kusumo et al., 2025).

On top of that, companies can benefit from digital marketing strategies that help increase eWOM, such as encouraging customer reviews, sharing user experiences, and building online discussion around their products (Kusumo et al., 2025; Lazuardi & Usman, 2025). When consumers are encouraged to share their experiences online, the product can gain more visibility and attract more potential buyers (Bui et al., 2025; Kusumo et al., 2025).

The findings also show that peer groups significantly influence FOMO, which means consumers are psychologically affected by the people around them (Nida et al., 2026; Widyastuti, 2022). However, because FOMO did not significantly influence purchase decision, businesses should be careful about relying too heavily on urgency-based or fear-based marketing strategies to drive sales (Widyastuti, 2022; Kusumo et al., 2025). This suggests that emotional pressure alone is not enough to make consumers buy.

Instead, companies should focus more on offering strong product value, good quality, affordable pricing, and clear and useful product information, because consumers still seem to evaluate products carefully before making a purchase even when they feel social pressure (Bui et al., 2025; Lazuardi & Usman, 2025; Nida et al., 2026). This means that while social influence can capture consumers' attention and create interest, the actual purchase decision is still shaped by practical and personal considerations (Bui et al., 2025; Nida et al., 2026).

Overall, this study highlights the importance of combining strong eWOM strategies with genuinely valuable products to influence consumer purchasing behavior more

effectively in today's digital environment (Bui et al., 2025; Kusumo et al., 2025; Lazuardi & Usman, 2025).

5.3 Limitations and Future Researches

This study has quite a few limitations that are worth keeping in mind when looking at the findings. First, the study only looked at four selected variables, which are Peer Groups, eWOM, FOMO, and Purchase Decision. Other factors that could also affect purchasing decisions, such as price, product quality, brand image, financial condition, and personal preferences, were not included in the model. Because of this, the study may not be able to fully capture everything that influences consumer behavior.

Second, the respondents in this study were limited to consumers who are generally exposed to social influence, without being tied to a specific industry or product type. This means the findings may not fully represent all types of consumers or industries. The study also did not focus on a specific product category, mainly because FOMO is not something that is limited to just one type of product.

Based on these limitations, future research could consider adding more variables that may affect Purchase Decision, such as product quality, brand trust, perceived value, or financial factors, in order to get a more complete picture of consumer behavior. Future studies could also look at specific industries or product categories where FOMO tends to show up more strongly, such as fashion, beauty, gaming, or technology products, as this could lead to more focused and relevant findings.

5.4 Conclusion

This study set out to examine how peer groups and eWOM affect FOMO and purchase decision using the Stimulus-Organism-Response (S-O-R) framework, as well as whether FOMO mediates the relationship between social influence and purchase decision (Kusumo et al., 2025; Widyastuti, 2022). The findings show that both peer groups and eWOM have a positive and significant effect on FOMO,

indicating that consumers are psychologically influenced by both real-life social interactions and online communication (Nida et al., 2026; Kusumo et al., 2025; Widyastuti, 2022). Between the two, peer groups had the stronger effect on FOMO, suggesting that consumers tend to be more emotionally influenced by the behavior and opinions of people directly around them (Nida et al., 2026; Widyastuti, 2022).

The results also show that eWOM has a positive and significant effect on purchase decision, highlighting how online reviews, recommendations, and discussions shape what consumers decide to buy in digital environments (Bui et al., 2025; Lazuardi & Usman, 2025; Kusumo et al., 2025). Peer groups, however, did not show a significant direct effect on purchase decision, which indicates that their influence is stronger at the psychological level than at the final decision stage (Nida et al., 2026; Kusumo et al., 2025).

The study also found that FOMO did not significantly affect purchase decision, and therefore it did not mediate the relationships between peer groups and purchase decision or between eWOM and purchase decision (Widyastuti, 2022; Kusumo et al., 2025). This suggests that even though consumers may experience FOMO as a result of social influence, they still tend to think carefully before actually making a purchase (Bui et al., 2025; Lazuardi & Usman, 2025; Nida et al., 2026).

Overall, this study adds to the understanding of consumer behavior by showing that social influence works differently depending on whether it comes from offline or online sources (Nida et al., 2026; Kusumo et al., 2025). The findings also suggest that eWOM is a more direct and meaningful driver of purchase decision compared to FOMO, which means businesses should focus more on building strong online consumer engagement and maintaining positive electronic word of mouth rather than relying too heavily on FOMO-based marketing strategies (Bui et al., 2025; Kusumo et al., 2025; Lazuardi & Usman, 2025).

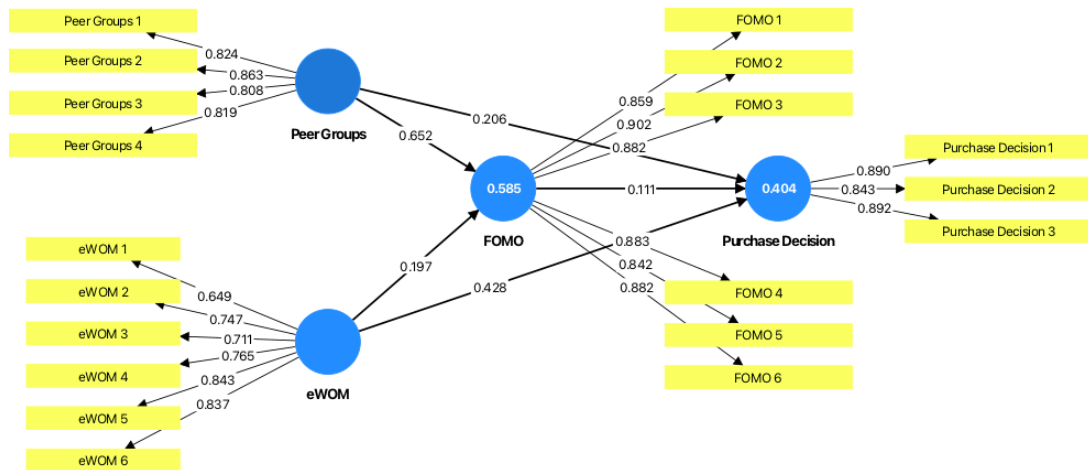
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APPENDIX

Figure 3. PLS-SEM Result Model



QUESTIONNAIRE

SCREENING QUESTIONS

- Do you use social media?
☐ Yes ☐ No
- Have you bought a product in the past 6 months?
☐ Yes ☐ No
- What was the product you bought?
- Did you buy that product because you were influenced by friends / reviews / online content?
☐ Yes ☐ No

CHARGING INSTRUCTIONS

* Tick (v) for the answers that you want!

S A : Strongly Agree (5)

A : Agree (4)

LA : Less Agree (3)

D S : Disagree (2)

S T D : Strongly Disagree (1)

Please fill in the appropriate answers below your opinion!

No.	Statement	STD	DS	LA	A	SA
	Peer Groups					
1.	Before buying products (not necessity products), I will ask my friend's opinion.					
2.	I tend to buy products that my friends approve of.					
3.	When I see my friend using/consuming a new product, I want to buy it too.					
4.	I get information about products from my friends.					
	Electronic Word-of-Mouth (eWOM)					
5.	I can understand visual eWOM information shared in social media.					
6.	I find visual eWOM information in social media relevant to my needs.					
7.	I can rely on the amount of visual eWOM information in social media. (There is enough content available)					
8.	The amount of visual eWOM information in social media can help me understand the product performance. (The amount of reliable content)					
9.	I think visual eWOM information in social media is convincing.					
10.	I think visual eWOM information in social media is trustworthy.					
	Fear of Missing Out (FOMO)					
11.	I would fear that those people who have purchased a certain product would have more rewarding experiences than me.					
12.	I would be worried knowing those people who have purchased a certain product would be having fun without me.					

13.	I become more worried and anxious about not knowing what others' are up to.					
14.	I must understand the feelings of others in my network towards certain products.					
15.	I would likely spend some time trying to keep up with what is going on among my peers.					
16.	It would bother me to miss out on a particular opportunity offered by certain products.					
	Purchase Intention					
17.	I am encouraged to repurchase products recommended to me after trying them.					
18.	After learning about the benefits, I am willing to buy the product.				®	
19.	Promotional efforts for products influence me to try products I have never used before.					

CURRICULUM VITAE

Charlene Gunawan

PROFILE

An 8th semester Business Management student from Swiss German University and Foreign Exchange Student at Fachhochschule Südwestfalen Soest. Previously worked at PT. Enwan Multipartindo for the 6-months Internship during semester 3 as part of the marketing department.

PERSONAL DATA

Gender: Female

Phone: 081574190668

Email: charlenegunawan1@gmail.com

Address: Jl. Jade Utara 6 no.18 PHG, Gading Serpong, Tangerang

EDUCATION

Graduated from:

Stella Maris Gading Serpong Kindergarten (2010)

Stella Maris Gading Serpong Primary School (2016)

Stella Maris Gading Serpong Junior High School (2020)

Stella Maris Gading Serpong Senior High School (2022)

Currently studying in:

Swiss German University

FLUENT LANGUAGES

Indonesian

English

LANGUAGES (Learning)

German

Chinese

SKILLS

- Writing
- Creative Work
- Able to use a computer
- Can use Canva
- Know how to create excel, word, powerpoint (Microsoft Office)

WORK EXPERIENCES

- Nov 2023 - Jan 2024 : PT. Enwan Multipartindo as part of the marketing department, creating content plans and copywriting.

HOBBIES

- Drawing
- Video Editing

