

**Examining the Role of FOMO, Social Comparison, and Materialism in Social Media
Marketing's Influence on iPhone Repurchase Intention**

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by

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**“EXAMINING THE ROLE OF FOMO, SOCIAL COMPARISON, AND
MATERIALISM IN SOCIAL MEDIA MARKETING’S INFLUENCE ON IPHONE
REPURCHASE INTENTION”**

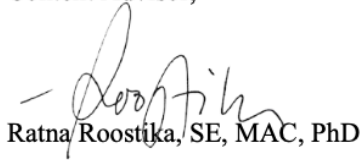
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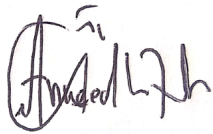
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**EXAMINING THE ROLE OF FOMO, SOCIAL COMPARISON, AND MATERIALISM IN SOCIAL
MEDIA MARKETING'S INFLUENCE ON IPHONE REPURCHASE INTENTION**

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis. If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequences.

Yogyakarta, 2025

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

(Fatimah az Zahra)

MOTTO

وَالصُّبْحُ إِذَا تَنَفَّسَ

“And [by] the dawn when it breathes.” 81:18

There's nothing to catch up to.

There's no final version of you that unlocks the rest of your life.

Maybe there is no moment where it all makes sense, no finish line where I finally become who I was meant to be. Maybe I am already enough in the way I stumble, in the way I begin again. The night doesn't rush the morning, and the tide never hurries to kiss the shore—and still, everything arrives exactly when it should

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**EXAMINING THE ROLE OF FOMO, SOCIAL COMPARISON, AND
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ABSTRACT

This research applies the Stimulus-Organism-Response (S-O-R) model to examine the influence of Social Media Marketing Effectiveness (SMME) on iPhone repurchase intention among Generation Z consumers in Indonesia. The study analyzes how SMME impacts psychological factors such as Fear of Missing Out (FOMO), social comparison, and materialism, which subsequently shape repurchase intention. Data were collected via an online questionnaire distributed to 285 Gen Z respondents and analyzed using SmartPLS with Structural Equation Modeling (SEM). The results show that SMME significantly enhances FOMO, while social comparison positively influences both FOMO and materialism. Materialism, in turn, significantly increases repurchase intention. However, FOMO does not directly affect repurchase intention. These findings highlight the critical role of materialism as a stronger pathway to repeat purchases compared to FOMO. The study offers theoretical contributions by extending the S-O-R framework to digital marketing research and provides practical insights for smartphone companies to design strategies aligned with Gen Z consumer psychology.

Keywords: Social Media Marketing Effectiveness, FOMO, Social Comparison, Materialism, Repurchase Intention, Generation Z, iPhone

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ABSTRAK

Penelitian ini menerapkan model Stimulus-Organism-Response (S-O-R) untuk mengkaji pengaruh Social Media Marketing Effectiveness (SMME) terhadap niat beli ulang iPhone pada konsumen Generasi Z di Indonesia. Studi ini menganalisis bagaimana SMME memengaruhi faktor psikologis seperti Fear of Missing Out (FOMO), social comparison, dan materialism yang selanjutnya membentuk niat beli ulang. Data dikumpulkan melalui kuesioner online yang disebarakan kepada 285 responden Gen Z dan dianalisis menggunakan SmartPLS dengan teknik Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa SMME secara signifikan meningkatkan FOMO, sementara social comparison berpengaruh positif terhadap FOMO dan materialism. Materialism pada gilirannya berpengaruh signifikan terhadap niat beli ulang. Namun, FOMO tidak secara langsung memengaruhi niat beli ulang. Temuan ini menyoroti peran penting materialism sebagai jalur yang lebih kuat dalam mendorong pembelian ulang dibandingkan FOMO. Studi ini memberikan kontribusi teoretis dengan memperluas penerapan kerangka S-O-R dalam penelitian pemasaran digital serta menawarkan wawasan praktis bagi perusahaan smartphone untuk merancang strategi yang selaras dengan psikologi konsumen Gen Z.

Kata kunci: *Social Media Marketing Effectiveness, FOMO, Social Comparison, Materialism, Repurchase Intention, Generasi Z, iPhone*

CHAPTER 1

INTRODUCTION

1.1 Background

Globally, the smartphone market stands as one of the most competitive and innovation-intensive industries, marked by rapid technological evolution, aggressive brand rivalry, and increasingly sophisticated consumer expectations (Hanaysha et al., 2021; Manzoor et al., 2020). Premium brands, especially Apple, maintain dominance not only through cutting-edge product innovation but also through powerful symbolic brand positioning that aligns with aspirational lifestyles. The iPhone exemplifies this dual strategy, functioning beyond its utilitarian purpose as a symbol of status, sophistication, and social belonging. In such a highly saturated market, repurchase intention becomes a critical strategic priority, as securing loyalty from existing customers is more cost-efficient and sustainable than constantly seeking to acquire new ones (Terblanche, 2018).

Generation Z, born between the late 1990s and early 2010s, represents the most digitally immersed and socially connected consumer segment to date. Raised in an environment dominated by smartphones, high-speed internet, and visually driven social media platforms, they exhibit unique consumption behaviors shaped by continuous exposure to global trends (Shrestha et al., 2023; Gökerik, 2024). Their purchasing decisions are heavily influenced by interactive, personalized, and aesthetically appealing marketing content, particularly on platforms like Instagram, TikTok, and YouTube (Habib & Almamy, 2025). For this cohort, these platforms serve not merely as channels of communication but as immersive ecosystems for identity construction, trend participation, and social validation—factors that heighten their susceptibility to psychological influences such as social comparison, fear of missing out (FOMO), and materialistic value orientations.

Indonesia is one of the largest smartphone markets in the world, with over 210 million active internet users, the majority accessing the internet via mobile devices (APJII, 2024). Social media is deeply integrated into daily life, with platforms like Instagram, TikTok, and WhatsApp ingrained in how Indonesians connect and consume content. According to Evita et al. (2023),

Indonesian Generation Z spends more than four hours daily using digital media in everyday life, indicating substantial engagement with platforms such as WhatsApp, Instagram, Twitter, Facebook, and YouTube. In the smartphone industry, brand competition is intense, with consumers frequently switching devices to obtain better features, enhance their social image, or align with the latest trends (Rahman et al., 2024). These behavioral patterns underscore the need for marketing approaches that do more than communicate functional benefits; they must also tap into the emotional and social drivers that motivate young consumers in a saturated marketplace.

The Stimulus–Organism–Response (SOR) theory provides a valuable framework for understanding how external marketing stimuli affect internal consumer states, which in turn drive behavioral outcomes (Mehrabian & Russell, 1974). In the smartphone market, marketing activities on social media (stimulus) can trigger psychological and emotional reactions such as fear of missing out (FOMO), social comparison, and materialistic tendencies (organism), ultimately influencing purchase-related behaviors, including repurchase intention (response). Applying the SOR framework enables a structured examination of how digital marketing strategies shape consumer decision-making processes in an environment where online engagement is ubiquitous.

Social Media Marketing Effectiveness (SMME) reflects how well social media campaigns achieve their intended marketing objectives, from building brand awareness and engagement to influencing consumer decision-making (Habib & Almamy, 2025). In high-involvement product categories such as smartphones, effective SMME goes beyond frequent posting, focusing instead on delivering targeted, visually appealing, and interactive content that sustains consumer interest. Strategies like influencer collaborations, lifestyle-driven product imagery, and personalized recommendations help create emotional connections with audiences, particularly Gen Z, who are highly responsive to digital trends and peer influence. By maintaining brand relevance between product launches and reinforcing perceptions of quality and exclusivity, SMME can activate psychological mechanisms such as FOMO, social comparison, and materialistic aspiration, ultimately shaping consumer attitudes and driving outcomes like repurchase intention.

Among these triggers, FOMO is a prevalent driver, describing the anxiety that others may be experiencing rewarding events without one's participation (Przybylski et al., 2013). On social media, FOMO can be heightened by real-time updates on product launches, lifestyle imagery, and

influencer promotions. Such exposure can heighten perceptions of urgency and scarcity, prompting individuals to take immediate action to avoid exclusion (Hattingh et al., 2022; Ardyan & Sanapang, 2023). For high-involvement products like the iPhone, brands often capitalize on FOMO by orchestrating highly publicized launch events, limited-time offers, or exclusive influencer promotions. Among Gen Z, who value trend participation and social connectedness, FOMO can be a particularly strong motivator for purchasing behavior, driving decisions not out of functional necessity but from a desire to maintain social relevance and avoid perceived social disadvantage (Dinh & Lee, 2021).

Social comparison is another key psychological driver, defined as the process of evaluating one's own circumstances, possessions, or achievements relative to those of others (Festinger, 1954; Dinh & Lee, 2021). Social media platforms like Instagram and TikTok serve as fertile grounds for these comparisons, as users are continuously exposed to curated, idealized portrayals of lifestyles and possessions. In the case of premium smartphones, upward comparisons—where individuals compare themselves to others perceived as more affluent or stylish—are particularly common (Dorčić et al., 2023; Yang & Chae, 2023). Seeing influencers or peers with the latest iPhone can evoke feelings of inadequacy or aspiration, influencing not only attitudes toward the product but also broader consumption behaviors. For Gen Z, who are especially attuned to visual cues and status signaling, these comparisons can translate into stronger purchase intentions as they seek to align themselves with perceived social norms and standards.

Materialism represents the value individuals place on possessions as central to their life satisfaction, success, and personal identity (Munawar et al., 2023; Pedalino & Camerini, 2022). On social media, repeated exposure to images and narratives linking products to happiness, status, and self-worth reinforces materialistic values. The iPhone, for instance, is often portrayed not merely as a technological tool but as a lifestyle symbol—an accessory that communicates taste, modernity, and achievement. Over time, these portrayals can normalize the association between ownership of high-status goods and social validation, fostering consumer mindsets in which acquisition is a primary route to self-enhancement. For Gen Z consumers, materialistic tendencies may heighten the influence of social media marketing, making them more responsive to campaigns that frame products as aspirational symbols of personal success (Dinh & Lee, 2021).

Repurchase intention refers to a consumer's conscious plan to buy the same product or brand again in the future, reflecting loyalty, satisfaction, and perceived value (Terblanche, 2018). In the smartphone market, repurchase intention is influenced not only by functional product attributes but also by emotional and social drivers, particularly in status-sensitive consumer groups like Gen Z. Understanding the interplay between marketing effectiveness, psychological mediators, and repurchase behavior can guide strategies for retaining customers in an environment where switching costs are low and competitive alternatives are abundant.

Despite growing attention to constructs like FOMO and materialism among Indonesian Gen Z consumers, existing research still treats these factors in isolation. For example, some studies investigate how social media influencers and FOMO influence impulse buying (Deliana et al., 2024), while others examine the roles of social comparison, FOMO, and materialism in conspicuous consumption (Dinh & Lee, 2024). However, none of these studies integrates Social Media Marketing Effectiveness with psychological variables like FOMO, social comparison, and materialism under a comprehensive SOR framework, highlighting a clear gap in the literature, particularly within the Indonesian Gen Z smartphone market. This study addresses that gap by examining how SMME shapes iPhone repurchase intention through these mediating psychological constructs. The findings aim to extend the theoretical application of the SOR model in digital marketing and offer actionable insights for brand managers seeking to cultivate loyalty in highly connected, socially driven consumer markets.

1.2 Problem Identifications

In today's hyperconnected digital ecosystem, social media has become one of the most influential marketing platforms, shaping how consumers perceive brands, interact with digital content, and make purchasing decisions. Among Generation Z, who grew up surrounded by smartphones and online communities, social media marketing plays a central role in defining consumption identities and aspirations. However, the persuasive design of these platforms often triggers complex psychological responses, particularly the fear of missing out, social comparison, and materialism, which can significantly influence consumer behavior. In the context of high-involvement products such as iPhones, these psychological factors interact with marketing stimuli to form powerful emotional and behavioral outcomes that affect repurchase intention. Despite increasing academic attention on digital consumer behavior, limited studies have integrated these psychological constructs within the Stimulus, Organism, and Response framework, especially in Indonesia's Generation Z market. Understanding how social media marketing effectiveness drives fear of missing out, social comparison, and materialism, and how these, in turn, influence repurchase decisions, is crucial. This study aims to fill this gap by analyzing the psychological mechanisms underlying iPhone repurchase intention, offering insights for marketers seeking to build sustainable brand loyalty in Indonesia's rapidly evolving digital marketplace.

1.3 Research Questions

The problems of the research are as follows.

1. Does social media marketing effectiveness influence FOMO?
2. Does social comparison influence FOMO?
3. Does FOMO influence repurchase intention?
4. Does social comparison influence materialism?
5. Does materialism influence repurchase intention?

1.4 Research Objectives

The research objectives are as follows.

1. To examine the influence of social media marketing effectiveness on FOMO.

2. To examine the effect of social comparison on FOMO.
3. To examine the impact of FOMO on repurchase intention.
4. To examine the influence of social comparison on materialism.
5. To examine the impact of materialism on repurchase intention.

1.5 Problem Limitation

This study is limited to consumers who use social media and its effect on repurchasing iPhone. The research focuses on the psychological mechanisms underlying their purchase intentions as influenced by exposure to social media marketing.

1.6 Research Contribution

1.5.1 Theoretical Contribution

This research contributes to the growing body of literature on consumer behavior in the digital age, particularly on the psychological mechanisms of social comparison, materialism, and FOMO. It integrates these constructs within a framework driven by social media marketing, specifically in the context of high-involvement products such as the iPhone.

1.5.2 Practical Contribution

The findings of this study can assist smartphone brands, especially Apple and its competitors, in refining their social media marketing strategies. By understanding how emotional and psychological responses like FOMO and materialism drive purchase decisions, marketers can design more effective campaigns that resonate with consumers. Additionally, the insights can guide digital marketers in balancing persuasive tactics with ethical considerations.

CHAPTER 2

LITERATURE REVIEW

2.1 Previous Study

This research draws upon previous studies as key references, detailed as follows. A study conducted by Habib and Almamy (2025), entitled “The Impact of FOMO on Social Media: An Analysis of Consumer Purchase Behavior,” examined how social media marketing strategies create emotional responses that influence consumer purchasing decisions. Focusing on young social media users in India, this research adopted a quantitative cross-sectional approach, using an online questionnaire to gather data from 300 respondents. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to test the relationships among Social Media Marketing Effectiveness, FOMO, and consumer repurchase behavior. The study found that Social Media Marketing Effectiveness operationalized through dimensions like interaction, trust, product awareness, trendiness, and customization and it significantly influenced FOMO among young consumers. Moreover, FOMO was shown to positively affect impulsive buying behavior, indicating that feelings of exclusion and anxiety in digital environments can drive consumers to make emotionally motivated purchases. This study underscores and highlights the psychological impact of digital marketing on consumers. It highlights the importance of understanding how emotional responses like FOMO can shape purchase behavior in technology-rich social media ecosystems.

Another relevant study is by Dinh and Lee (2021), entitled “I Want to Be as Trendy as My Friends: The Mediating Role of Social Comparison, Materialism, and FOMO.” Conducted in Vietnam, this study explored how social comparison influences buying intention for luxury items through the mediating effects of materialism and FOMO. Using a structured online survey, the researchers collected data from 512 respondents aged 18–35. Analysis was conducted using Structural Equation Modeling (SEM) to test both direct and indirect relationships. The results indicated that social comparison positively influenced materialism and FOMO, both of which acted as key mediators in the relationship between social comparison and buying intention. The study demonstrated that when consumers engage in social comparison online—such as seeing peers with the latest luxury gadgets like smartphones—it can trigger materialistic values and fear

of being left out, ultimately leading to a stronger intention to purchase similar high-status products. Although my study replaces influencer imitation with Social Media Marketing Effectiveness, the pathway they proposed—Social Comparison leading to Materialism and FOMO, and ultimately influencing Buying Intention—aligns well with my conceptual framework. Their research highlighted how consumers often compare their lifestyles with those presented on social media, which can increase materialistic values and foster a fear of exclusion. These internal psychological states were shown to significantly predict the intention to purchase high-status items like smartphones. These findings provide important insights into how digital environments amplify peer influence and materialistic desires, particularly relevant for young consumers navigating social norms in online spaces.

Together, these two studies offer a strong empirical foundation for the present research, which seeks to extend their findings by focusing on Generation Z's intention to purchase iPhones—a high-status product frequently promoted through social media. By integrating insights from Habib (2025) and Dinh (2021), this research aims to examine how Social Media Marketing Effectiveness (the stimulus) influences psychological mechanisms such as Social Comparison, Materialism, and FOMO (the organism), ultimately shaping Buying Intention (the response). This approach is expected to provide a nuanced understanding of the emotional and cognitive drivers behind iPhone purchases among Gen Z consumers, a group characterized by their digital fluency and social media engagement.

2.2 Theoretical Review

2.2.1 Stimulus-Organism-Response (SOR) Model

The Stimulus-Organism-Response (S-O-R) model by Mehrabian and Russell (1974) explains how external stimuli, like social media marketing, influence behavior through internal psychological processes. Unlike the simpler Stimulus-Response (S-R) model, the S-O-R framework emphasizes the role of the "organism" like emotions and cognition, in shaping Gen Z's repurchase intentions in complex digital environments. The initial component of the S-O-R model, external stimulus, is represented in this study by Social Media Marketing Effectiveness. This includes various marketing activities on platforms like Instagram, TikTok, and YouTube. Research shows that perceived effectiveness of such efforts significantly shapes consumer

attitudes and purchase intentions (Vendri et al., 2023; Sağtaş, 2022). For example, immersive features can enhance perceived value and reduce decision-making uncertainty, boosting purchase intentions (Guo et al., 2021). Strategic use of social media also improves consumer engagement and loyalty (Haudi et al., 2022; Tang et al., 2022). In this study, the organismic variables include social comparison, materialism, and FOMO, which represent key psychological responses triggered by social media use. Social comparison refers to the tendency of individuals to evaluate themselves in relation to others they encounter online, often resulting in feelings of inadequacy and shaping their purchasing behavior (Zulkarnaen & Fitriani, 2023). Materialism, or the value placed on possessions, is also amplified by exposure to idealized lifestyles, driving stronger purchase intentions (Li et al., 2022; Dewi & Wardana, 2023). Finally, the response in this model is repurchase intention, defined as the likelihood that consumers will buy the same product again based on their prior experiences, satisfaction, and perceived value. Javed et al. (2020) underline that repurchase intention is a key indicator of customer loyalty and future purchasing patterns, underscoring its strategic importance for sustaining long-term business performance.

In this research, the Stimulus-Organism-Response (S–O–R) model is applied to understand the factors that influence purchase intentions among Generation Z consumers in the context of social media marketing. By incorporating emotional and cognitive responses triggered by marketing stimuli, this study seeks to explore how elements such as FOMO, social comparison, and materialism act as internal mediators that shape repurchase behavior. Ultimately, the findings aim to provide insights into the psychological mechanisms behind consumer decision-making in Indonesia's digitally connected youth market.

2.2.2 Social Media Marketing Effectiveness (SMME)

The effectiveness of social media marketing has emerged as a pivotal area of inquiry within modern marketing strategies, fueled by the rapid growth of digital platforms and their deep integration into consumers' daily lives. Research shows that social media has significantly transformed how brands communicate with audiences, leveraging features like immediacy, interactivity, and algorithm-driven personalization. By capitalizing on these tools, businesses can strengthen consumer engagement and build long-term loyalty. For instance, Krisnanto et al. (2020) found that social media marketing positively influences SME marketing performance, particularly

when combined with consumer innovativeness. Similarly, Emini and Zeqiri (2021) emphasized how social media drives brand awareness, reinforcing earlier claims about its power to amplify market visibility. Shrestha et al. (2023) and Hanaysha et al. (2021) further confirm that personalization and customer relationship-building through social media enhance purchase intention and consumer trust.

In addition, the effectiveness of SMM extends across different platforms and industries. For example, Meliawati et al. (2023) illustrate TikTok's role in influencing younger consumers' buying behavior, while Todua and Urotadze (2023) highlight social media's strength in two-way communication that builds authenticity and trust. Al-Dmour et al. (2023) show that peer and influencer content on social media strongly shapes travel choices, while Haro et al. (2020) discuss viral marketing's cost-efficient potential. Still, challenges such as content oversaturation and privacy concerns remain. Gökerik (2024) and Ibrahim et al. (2021) argue that trust plays a mediating role in successful SMM outcomes, particularly regarding repurchase. Additionally, the role of algorithms (Wang, 2023) and real-time analytics (Punjabi & Prasad, 2024) underscores the importance of strategy refinement in digital marketing. Taken together, these insights confirm that social media marketing—when managed strategically—offers brands a powerful pathway to enhance engagement, build trust, and shape consumer behavior in today's competitive digital economy.

2.2.3 Social Comparison

Social comparison is a psychological process where individuals evaluate themselves by comparing their abilities, appearance, or success with others (Festinger, 1954). This theory distinguishes between upward and downward comparison. Upward comparison—where individuals compare themselves to those perceived as better—can motivate improvement but often leads to negative emotional outcomes, such as envy, anxiety, or reduced self-esteem, especially on social media platforms (Kavaklı & Ünal, 2021; Hu et al., 2021). Conversely, downward comparison—comparing to those perceived as worse off—can increase self-esteem and motivation but may also induce complacency or ethical concerns (Yaple & Yu, 2020; Morina et al., 2022). The cognitive and emotional outcomes of comparison are influenced by context and personality. In academic or competitive settings, individuals often engage in downward comparisons for self-

enhancement (Tosun et al., 2020), while goal-driven individuals may use upward comparisons for growth. Traits like narcissism also affect these dynamics, with vulnerable narcissists being more affected by upward comparisons (Kong et al., 2021). In the digital era, where curated lifestyles are highly visible, social media has intensified the frequency and emotional impact of comparisons, particularly among youth, with implications for mental health, motivation, and consumer behavior.

Gen Z, as digital natives, are particularly susceptible to the effects of social comparison on social media. Constant connectivity and habitual engagement with visually curated content make them highly exposed to upward comparisons, especially on platforms like Instagram and TikTok (Pedalino & Camerini, 2022). This generation often equates social validation with online visibility and peer approval, making them more likely to compare themselves to influencers and peers who project idealized lifestyles (Dorčić et al., 2023). The need for affirmation and fear of falling behind socially may intensify feelings of inadequacy, body dissatisfaction, or even drive impulsive consumer behavior. Studies have shown that Gen Z users not only experience lower self-esteem due to frequent upward comparisons but also internalize social norms through online content, influencing both identity formation and purchase intentions (Wang, 2023; Liu, 2024).

2.2.4 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a psychological phenomenon characterized by the anxiety that others might be having rewarding experiences without one's participation. This feeling is intensified by the constant connectivity offered by social media, where curated updates from peers trigger a strong urge to stay continuously engaged (Gokul and Karthika, 2023; Dhir et al., 2021). FOMO is closely tied to individuals' need for social inclusion and fear of being left out, particularly among Gen Z users who often spend significant time checking updates and interacting online (Alabri, 2022; Butt and Arshad, 2021). Research shows that this behavior is strongly associated with anxiety, depression, and even social media addiction (Vally et al., 2021; Tandon et al., 2021; Szawłoga et al., 2024). The compulsive use of social media driven by FOMO also contributes to digital fatigue and emotional exhaustion. Users often feel obligated to stay updated on what their peers are doing, which leads to overexposure and eventual burnout (Rahmania et al., 2023; Akat et al., 2022). Although the psychological consequences are mostly negative, FOMO can also lead to increased participation in social or community activities, as users try to maintain

connections and avoid missing out on experiences that matter to their social identity (Hayran and Anik, 2021; Zhang et al., 2020).

FOMO is increasingly leveraged in digital marketing to influence consumer behavior. Brands use FOMO-based tactics such as limited-time promotions or exclusive access to create urgency and encourage impulsive purchases (Arduyan and Sanapang, 2023; Hattingh et al., 2022; Ata et al., 2025). These strategies appeal to consumers' emotional need to stay updated and included, ultimately driving engagement, brand loyalty, and repurchase intention. Understanding FOMO is essential for comprehending how psychological drivers and digital environments interact to shape modern consumer behavior.

2.2.5 Materialism

Materialism, in the context of consumer behavior, refers to the importance individuals place on material possessions as a means to achieve happiness, status, and success. This psychological orientation is particularly relevant in digital spaces, where social media platforms reinforce consumerist values by consistently exposing users to idealized lifestyles and branded content. Research shows that materialistic individuals are more likely to be influenced by social comparison processes online, leading to higher purchase intentions and greater susceptibility to marketing appeals (Dewi & Wardana, 2023; Li et al., 2022). The curated nature of social media amplifies users' desires for status and possessions, often triggering compulsive or aspirational buying behaviors as a means to align with perceived societal ideals.

This dynamic is especially pronounced among younger demographics like Generation Z, who are more digitally immersed and responsive to social media cues. Zulkarnaen and Fitriani (2023) emphasize that increased social media usage heightens materialistic values, particularly when users interact with influencer content or peer-generated posts that emphasize wealth, fashion, or lifestyle symbols. This phenomenon fosters a stronger connection between identity and consumption, which prior research links to long-term behavioral outcomes such as brand attachment and repeated purchasing (Lim, 2020). As such, understanding materialism within the digital consumer landscape is crucial for evaluating how value systems shaped by online environments influence behavioral outcomes like brand preference, loyalty, and purchasing habits.

2.2.6 Repurchase Intention

Repurchase intention refers to a consumer's likelihood to buy from the same brand again, influenced by various factors including brand loyalty, satisfaction, perceived quality, and engagement. Scholars consistently find that brand loyalty has a significant impact on repurchase intention. For example, Hussain et al. (2023) highlight this in the context of halal cosmetics, while Kurniawan and Kustiawan (2024) confirm it for pharmaceutical products. Customer engagement—particularly through social media—also plays a pivotal role. Simbolon and Law (2022) note that interactive digital marketing fosters engagement, which boosts repurchase likelihood, a finding echoed by Asyhari et al. (2022) in e-commerce contexts. Meanwhile, customer satisfaction, often derived from positive service experiences, is shown to mediate between service quality and repurchase behavior (Tsai et al., 2025). In tandem, perceived quality influences trust and emotional attachment, further encouraging repeat purchases (Farsha et al., 2023; Ding et al., 2022).

Beyond individual experience, brand awareness and image build the foundation for loyalty and long-term consumer relationships. Ilyas et al. (2020) emphasize the role of awareness in directing repurchase behavior, while Yang et al. (2022) expand this link via brand equity shaped by social media. The mediating power of brand loyalty in this dynamic is supported by Pranata and Permana (2021). Furthermore, emotional engagement and brand attachment strengthen consumer-brand bonds, as suggested by Cornelia and Pasharibu (2020). On the other hand, consumer confusion can hinder repurchase intention; Baykal et al. (2024) stress the need for consistent branding to maintain clarity and trust. Repurchase intentions are also shaped by social media marketing, especially when sustainability narratives are incorporated (Khaya et al., 2023). Finally, storytelling and emotional resonance enhance these relationships, with Wardhana and Susilawaty (2021) and Koskie et al. (2023) highlighting how emotional branding and gratitude foster loyalty and repeated purchases.

2.3 Relationship Between Independent and Dependent Variables

2.3.1 Relationship Between Social Media Marketing Effectiveness and Fear of Missing Out (FOMO)

Social Media Marketing has been shown to play a significant role in shaping psychological responses such as the Fear of Missing Out (FOMO), particularly in digitally connected consumer environments. Research indicates that individuals who frequently engage in social media often experience elevated levels of FOMO. Uram and Skalski-Bednarz (2020) found that high FOMO correlates with lower self-esteem and life satisfaction, as users often turn to social media to compensate for feeling left out. Similarly, Bakioğlu et al. (2022) showed a reciprocal link between FOMO and social media addiction. These findings suggest that effective social media marketing can heighten platform dependency by leveraging FOMO to drive engagement. Moreover, Barry and Wong explore the generational resonance of FOMO, revealing that the anxiety stemming from social media interactions transcends generational divides, suggesting a universal response to social media marketing tactics (Barry & Wong, 2020). When exposed to idealized representations on social media, individuals often engage in social comparison, which can lead to the experience of FOMO. This connection creates a feedback loop where effective marketing amplifies FOMO, strengthening the urgency to partake in the marketed experiences. Social media marketing effectiveness can also be measured by its ability to trigger FOMO, not just by engagement or conversions. Servidio (2021) found that compulsive social media checking, driven by FOMO, links marketing efforts to consumer behavior. This effect intensifies when users feel excluded from important social moments, highlighting how FOMO amplifies marketing impact. Additionally, research by Akbari et al. asserts that consistent exposure to curated experiences through social media fosters FOMO, leading to increased overall internet and technology use among individuals (Akbari et al., 2021). Conversely, effective social media marketing can encourage positive interaction and connection, offering brands a way to engage consumers beyond fear-based tactics. Sommantico et al. (2023) found that self-esteem influences the link between FOMO and social media use, suggesting that community-focused strategies can turn FOMO into a driver for supportive, meaningful engagement.

H1: Social media marketing effectiveness positively influences FOMO.

2.3.2 Relationships Between Social Comparison and Fear of Missing Out (FOMO)

Social comparison theory posits that individuals evaluate themselves by comparing their lives, possessions, and experiences with others, particularly in environments where such comparisons are easy and frequent—like social media (Festinger, 1954). These platforms often feature curated, idealized content that leads to upward comparisons, triggering emotional responses such as feelings of inadequacy, anxiety, and ultimately, the Fear of Missing Out (FOMO). Dinh and Lee (2021) found that social media influencers intensify upward comparisons by presenting aspirational lifestyles, which significantly increase both FOMO and purchase intention. Similarly, Gokul and Karthika (2023) argue that FOMO stems directly from such comparisons, where individuals constantly assess their lives against the carefully curated experiences of others. This pattern of comparison, especially during passive browsing, exacerbates emotional distress and drives compulsive online engagement (Putta, 2022). Social comparison orientation—defined as an individual’s habitual tendency to compare themselves with others—has also been identified as a key predictor of FOMO (Anwar et al., 2020). Jabeen et al., (2023) underscores how effective social media marketing, including timely updates, influencer collaborations, and personalized storytelling, can significantly trigger Fear of Missing Out (FOMO). Generation Z consumers, deeply rooted in digital culture, are especially responsive to curated content that conveys exclusivity or trend participation. These marketing strategies rely on emotional triggers such as urgency and belonging, making FOMO a powerful driver of engagement. Likewise, Alabri (2022) highlights that the need to belong through social media often results in comparison-related anxiety, suggesting that social media satisfies social needs while simultaneously introducing psychological risks. Further supporting this link, Uram and Skalski-Bednarz (2020) demonstrate that individuals prone to social comparison tend to have lower self-esteem, which in turn increases their susceptibility to FOMO and social media addiction. Çifçi and Kumcağız (2023) also confirm that social comparison mediates the relationship between FOMO and subjective well-being, where higher comparison levels are associated with decreased life satisfaction. This implies that not only does social comparison lead to FOMO, but it also amplifies its negative psychological consequences. Piteo and Ward (2020) underscore the direct connection between social comparison and FOMO-related emotional distress, implicating social media usage as a significant contributor. Together, these findings suggest that the more individuals engage in upward comparisons—

whether through influencers or peer content—the deeper they fall into the psychological complexities of FOMO, which in turn may influence their online behaviors and purchasing decisions.

2.3.3 Social Comparison, FOMO, and Repurchase Intention

The phenomenon of social comparison, particularly within the realm of social media, has garnered significant attention in recent studies due to its implications for consumer behavior, emotional well-being, and repurchase intentions. Numerous studies suggest that social comparison is a crucial psychological mechanism through which the fear of missing out (FOMO) operates, shaping not only how consumers perceive themselves but also influencing their intention to repurchase products or services that are endorsed by peers or social media influencers. It is well established that individuals often engage in social comparisons in response to perceived inadequacies in their own lives. Steinberger and Kim (2022) found that individuals with low subjective well-being tend to engage more frequently in social comparison, which is associated with heightened levels of FOMO. This emotional state affects self-esteem and fosters a persistent urge to stay updated with others' lives—creating a paradox where individuals consume content that simultaneously deepens their feelings of inadequacy. Dinh and Lee (2021) explored this connection further, noting that FOMO-driven behavior is particularly influenced by social media personalities. When consumers observe influencers or peers celebrating particular trends or product experiences, social comparison amplifies their sense of missing out, increasing their intention to purchase those same products. This process contributes to the rise of materialistic tendencies, where purchases are not solely driven by utility but also by the desire to bridge social gaps and reclaim a sense of belonging (Dinh & Lee, 2021). Social media plays a central role in facilitating this cycle. The constant exposure to curated lives can trigger compulsive checking behavior, which often results in impulsive or emotionally driven purchases used as coping mechanisms for perceived exclusion (Dinh & Lee, 2021; Uram & Skalski-Bednarz, 2020).

The influence of FOMO also extends into online shopping habits. Bläse et al. (2023) highlight that FOMO significantly increases the likelihood of repeat purchases, especially in digital settings where social feedback and product visibility are immediate. This suggests a broader societal trend where social media-induced comparison fosters a culture of instant gratification and

continuous consumption. Yıldırım and Yentür (2024) emphasize that such dynamics reinforce cycles of dissatisfaction, ultimately motivating consumers to repurchase trending products as a way to maintain perceived social relevance. From a strategic perspective, companies can harness this interplay between social comparison, FOMO, and repurchase intention to sustain consumer loyalty. Brands that foster a sense of community and belonging rather than promoting forced comparisons are more likely to establish emotional connections with consumers. Barry and Wong (2020) suggest that social proof and relatable testimonials can make brand messages feel more authentic. Similarly, Bläse et al. (2023) and Lau et al. (2022) argue that emphasizing brand communities can reshape consumer motivations, encouraging repurchase not just for the product itself, but for the ongoing social engagement the brand represents.

H2: Social comparison positively influences FOMO.

H3: FOMO positively influences repurchase intention

2.3.4 Relationship Between Social Comparison, Materialism, and Repurchase Intention

Social comparison plays a major role in modern consumer behavior, especially on social media platforms like Instagram, TikTok, and YouTube, where idealized lifestyles are prominently displayed. Frequent upward comparisons with influencers and peers often lead to dissatisfaction, prompting consumers to seek material goods to bridge the gap between their current state and aspirational selves. Numerous studies have confirmed the connection between social comparison and materialism. Dinh and Lee (2021) provide a strong foundation for this relationship, arguing that individuals who imitate influencers are more likely to internalize materialistic values. Their study found that social comparison significantly increases materialism. Similarly, Waqar et al. (2023) found that adolescents who compare themselves to peers with high brand consciousness tend to develop stronger materialistic tendencies. Ling et al. (2023) confirmed that individuals who frequently engage in social comparison on networking platforms tend to adopt stronger materialistic orientations, which subsequently shape their purchasing motivations. In this context, materialism functions as a bridge between comparison and consumer behavior, encouraging the pursuit of fashionable or high-status goods that strengthen identity expression and brand attachment. This progression suggests that social comparison not only amplifies materialistic

values but also nurtures the kind of emotional and symbolic connections with brands that increase the likelihood of repeat purchasing.

Usmani and Ejaz (2020) emphasize that social comparison influences materialistic attitudes by fueling a craving for possessions that enhance one's social identity. Once these materialistic tendencies are in place, they have direct implications for repurchase behavior—particularly for symbolic and high-involvement products like smartphones. Materialism, defined as the belief that possessions are central to happiness and success (Richins & Dawson, 1992), motivates consumers to not only pursue status through initial purchases but also to continue consuming as a form of identity maintenance. Liu and Napitupulu (2020) affirm that satisfaction strengthens repurchase intention when material needs are met. Lucky et al. (2023) found that brand image mediates the relationship between satisfaction and repurchase intention, with materialistic consumers being especially responsive to brands that signal prestige, modernity, and social alignment. Firmansyah et al. (2024) support these findings in the smartphone context, showing that materialistic users evaluate repurchase based on perceived value and status. Even in low-cost markets, Pratisthita et al. (2022) show that brand positioning and pricing influence repurchase behavior among highly materialistic consumers. For brands like Apple, whose products fulfill both functional and identity-expressive roles, materialistic consumers driven by social comparison are particularly likely to engage in repeat purchases to maintain their social status and align with their aspirational self-image.

H4: Social comparison positively influences materialism.

H5: Materialism positively influences repurchase intention.

2.4 Theoretical Framework

The conceptual framework of this study was modified by Habib and Almamy (2025) and Dinh and Lee (2021). This study includes 5 variables that are Social Media Marketing Effectiveness (SMME), Social Comparison, Fear of Missing Out (FOMO), Materialism, and lastly Repurchase Intention. In Figure 2.1, the conceptual model of the study is presented.

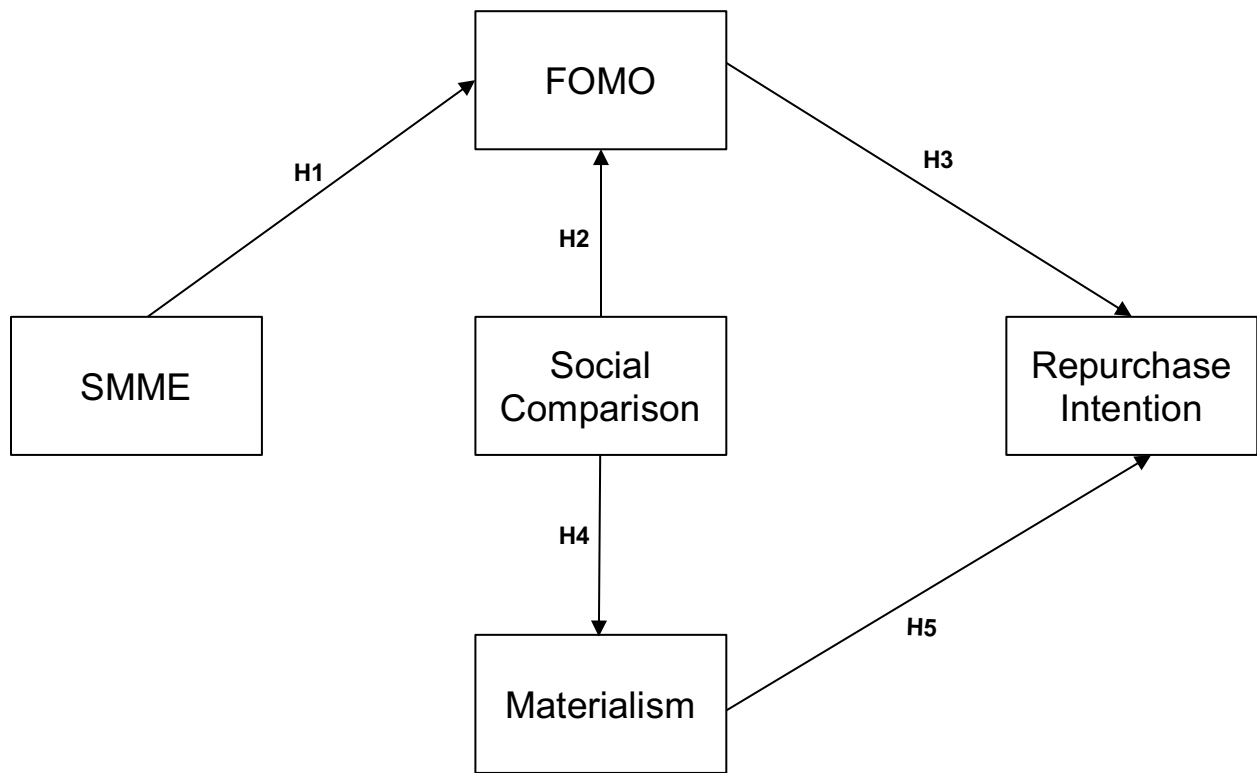


Figure 2. 1 Research Framework

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Study

This study adopts a quantitative research approach to examine the relationships between social media marketing effectiveness, FOMO (Fear of Missing Out), social comparison, materialism, and iPhone repurchase intention. This method involves the statistical analysis of numerical data to measure and evaluate the strength of relationships among variables. The aim of this research is to analyze how social and psychological factors—specifically FOMO, social comparison, and materialism—influence consumers’ repurchase intentions in the context of social media marketing. The study focuses on identity-driven consumption, particularly for high-involvement products like iPhones.

Primary data were collected through a structured online questionnaire distributed via Google Forms. The survey was shared using various social media platforms including Instagram, TikTok, Facebook, Line, and WhatsApp, through features such as direct messages, group chats, posts, and stories. The questionnaire employed a seven-point Likert scale, ranging from *strongly disagree (1)* to *strongly agree (7)*. A total of [285] responses were collected from individuals who had previously purchased an iPhone, ensuring the sample’s relevance to the study. The target population consisted of smartphone users in Indonesia who are active on social media platforms and familiar with Apple products.

3.2 Populations and Sample

The population in this study includes individuals in Indonesia who have previously purchased an iPhone and actively use social media platforms. These individuals were considered relevant to the research, as they are likely to be exposed to social media marketing content that can trigger psychological responses such as FOMO, social comparison, and materialism. Due to the vast number of iPhone users and social media audiences in Indonesia, it was not feasible to survey the entire population. Therefore, this research employed a non-probability purposive sampling technique to obtain data from individuals who met specific criteria: having purchased an iPhone, being active on social media platforms such as Instagram, TikTok, or YouTube, and being at least 18 years old.

To determine the appropriate sample size for analysis using Structural Equation Modeling (SEM), the study followed the standard guideline of using 5 to 10 respondents per indicator. With a total of 51 indicators in the measurement model, the minimum recommended sample size was 255 respondents, while the maximum was 510 respondents. In this study, data were successfully collected from 285 valid respondents, exceeding the minimum threshold and ensuring adequate statistical power for SEM analysis.

3.3 Data Collection Method

This research employed primary data, obtained directly through a self-administered online questionnaire. The data collection process involved a pilot test with 40 respondents to ensure clarity, reliability, and validity of the questionnaire items. After refining the instrument based on the pilot test, the final questionnaire was distributed online via Google Forms and yielded 285 valid responses for the main analysis. A purposive sampling technique was used, as the study specifically targeted individuals who had previously purchased an iPhone and were active users of social media platforms such as Instagram, TikTok, or YouTube.

The questionnaire consisted of two main parts: an introductory section and a variable measurement section. In the introductory section, participants were informed about the purpose of the research, the voluntary nature of their participation, and a statement ensuring that their responses would be used strictly for academic purposes. Respondents were first screened based on whether they had purchased an iPhone before proceeding to the main section of the questionnaire. The second part of the questionnaire included items that measured the core variables examined in this study, which are social media marketing effectiveness, FOMO (Fear of Missing Out), social comparison, materialism, and repurchase intention. All variables were measured using a seven-point Likert scale, ranging from (1) strongly disagree to (7) strongly agree. The detailed breakdown of constructs and items is presented in Table 3.1.

Table 3. 1 Seven-Point Likert Scale

Scale	Description
1	Strongly Disagree
2	Disagree

3	Somewhat Disagree
4	Neither Agree or Disagree
5	Somewhat agree
6	Agree
7	Strongly Agree

3.4 Operational Definition and Variables Measurement

This research involved three types of variables: independent variables, mediating variables, and a dependent variable. The independent variable in this study is social media marketing effectiveness, while the mediating variables consist of FOMO (Fear of Missing Out), social comparison, and materialism. The dependent variable is repurchase intention. Here is an explanation of each operational definition and variable measurement.

3.4.1 Social Media Marketing Effectiveness

Social Media Marketing Effectiveness refers to the extent to which marketing activities conducted through social media platforms achieve desired marketing objectives, such as enhancing brand awareness, consumer engagement, and sales performance. Based on Habib & Almamy (2025), this study operationalizes Social Media Marketing Effectiveness as shown in Table 3.2.

Table 3. 2 Social Media Marketing Effectiveness

Code	Indicators
SMME 1	Social media platforms provide an effective way to interact
SMME 2	I often comment on, like, or share posts related to iPhones on social media.
SMME 3	I ask questions about iPhones, their features, or promotions through social media platforms.
SMME 4	I participate in giveaways, challenges, or competitions organized by iPhone brands or resellers on social media.

SMME 5	I use social media to suggest improvements or share my opinions about iPhones and their accessories.
SMME 6	I trust the information about iPhones shared on social media platforms.
SMME 7	I consider social media advertising for iPhones and their features to be reliable and up-to-date.
SMME 8	The content I see on social media about iPhones is credible and accurately reflects product quality.
SMME 9	Social media helps me learn about the latest iPhone models and updates.
SMME 10	I use social media to compare features and prices of iPhones with other smartphones.
SMME 11	I believe businesses must use social media platforms to promote and market iPhones effectively.
SMME 12	I enjoy exploring iPhone on social media.
SMME 13	Viewing iPhone ads and promotions on social media is enjoyable.
SMME 14	Social media content about iPhones is fun.
SMME 15	I find that iPhone marketing on social media adds excitement to the shopping experience.
SMME 16	I feel that social media platforms protect my personal data when I browse or interact with iPhone promotions.
SMME 17	I am aware that online shopping through social media can have risks, but I feel comfortable when buying an iPhone from trusted sellers.
SMME 18	I would feel safe entering payment information when purchasing an iPhone if the seller is reputable.

SMME 19	I believe that reputable social media sellers won't overcharge me when I buy an iPhone online.
SMME 20	Social media content about iPhones helps me keep up with technology and lifestyle trends.
SMME 21	My lifestyle is actively shaped by what I see on social media about iPhones.
SMME 22	Social media updates about iPhones make me feel more connected to current trends.
SMME 23	Content about iPhones and accessories on social media feels interesting.
SMME 24	Posts about iPhones on social media platforms are updated frequently with the latest information.
SMME 25	Social media provides me with personalized recommendations about iPhones that suit my needs.
SMME 26	I receive alerts or notifications about special deals or new iPhone features through social media.
SMME 27	I can easily access iPhone-related content from social media on my smartphone, tablet, or computer.

Source: Adapted from (Habib & Almamy, 2025)

3.4.2 Fear of Missing Out

FOMO refers to the anxiety experienced when individuals perceive they are missing out on rewarding experiences that others may be having, a feeling intensified by social media exposure. Based on Przybylski et al. (2013), this study operationalizes FOMO as shown in Table 3.3

Table 3. 3 Fear of Missing Out

Code	Indicators
FO 1	I fear others get more exciting updates or experiences with their iPhones than I do.
FO 2	I get worried when I see my friends are having a new iPhones
FO 3	I feel anxious when I don't know what iPhone-related trends or updates my friends are following.
FO 4	Sometimes, I wonder if I spend too much time keeping up with iPhone news or social media posts.
FO 5	When I get a new iPhone or experience something cool with it, I feel the need to share it online (e.g., updating status or posting stories).
FO 6	Even when I'm on vacation, I still check what my friends are doing with their iPhones or what they post online about it.

Source: Adapted from (Przybylski, 2013)

3.4.3 Social Comparison

Social comparison refers to the process by which individuals evaluate themselves in relation to others, often in terms of abilities, opinions, or possessions, particularly within the context of social media, where idealized portrayals are prevalent. Based on Dinh & Lee (2021), this study operationalizes Social Comparison as shown in Table 3.4.

Table 3. 4 Social Comparison

Code	Indicators
SC 1	Others can afford iPhones with higher specifications or newer series than I can.
SC 2	Others are able to upgrade or replace their iPhones more frequently than I am.

SC 3	Others can afford better iPhone accessories (e.g., AirPods, premium cases) than I can.
SC 4	Others can enjoy paid entertainment services (e.g., Apple Music, iCloud+, Apple TV+) more easily than I can.
SC 5	Others can repair or replace a broken iPhone more easily and without financial burden than I can.
SC 6	Others are able to keep up with the latest Apple technology trends more quickly and easily than I am.

Source: Adapted from (Dinh & Lee, 2021)

3.4.4 Materialism

Materialism describes the value a consumer places on the acquisition and possession of material goods as a means to achieve life satisfaction and signal social status. Based on Dinh & Lee (2021), this study operationalizes materialism as shown in Table 3.5.

Table 3. 5 Materialism

Code	Indicators
MA 1	I admire people who own the latest iPhones, gadgets, or luxury tech accessories.
MA 2	The tech products I own say a lot about how successful I am in life.
MA 3	I enjoy having luxury gadgets like iPhones, AirPods, or smartwatches in my life.
MA 4	My life would be better if I had certain tech items that I don't currently own.
MA 5	I'd feel happier if I could afford to buy more advanced or premium tech products.

Adapted from (Dinh & Lee, 2021)

3.4.5 Repurchase Intention

Repurchase Intention denotes the likelihood that a consumer will buy a product or service from the same brand again, driven by past experiences, satisfaction, and brand loyalty. Based on Terblanche (2018), this study operationalizes Repurchase Intention as shown in Table 3.6.

Table 3. 6 Repurchase Intention

Code	Indicators
RI 1	I intend to buy iPhone products again in the future.
RI 2	I am likely to choose iPhone again when I purchase a smartphone in the future.
RI 3	I will probably continue using iPhone products (and related services such as iCloud, Apple Music, etc.) in the future.
RI 4	I will spend more on iPhone products or services in the future.

Source: Adapted from (Terblanche, 2018)

3.5 Test of Research Instruments

3.5.1 Validity Test

The analysis was carried out using IBM SPSS Statistics 30.0.0.0. The validity test is conducted to assess the accuracy of the data collected by the researcher in representing the actual conditions of the research subject. This process requires a clear understanding of the construct being measured to ensure precision and credibility. An item is deemed valid if the Pearson correlation coefficient (r-value) exceeds the critical value at the 5% significance level, or if the significance value (p-value) is less than 0.05 (Hair et al., 2019).

To evaluate validity, each item's score is correlated with the total score of all items within the construct. If the calculated correlation coefficient is higher than the critical r-value from the statistical table, the item can be considered valid; otherwise, it is classified as invalid.

The validity and reliability tests were conducted to evaluate the questionnaire items used in this study. These tests aim to ensure that the questions posed to respondents are both appropriate and consistent in measuring the intended constructs. The analysis was carried out using IBM SPSS

Statistics 30.0.0.0. The validity test was performed to examine whether each item in the questionnaire accurately reflects the variable being measured. An item is considered valid if its corrected item–total correlation value is greater than or equal to 0.50 (≥ 0.50). The reliability test, on the other hand, was conducted to determine the stability and consistency of the measurement tool, with Cronbach’s Alpha used as the indicator. A Cronbach’s Alpha value of 0.60 or higher (≥ 0.60) indicates that the instrument is reliable. For this study, a pilot test was conducted with 50 respondents to evaluate the validity and reliability of the items for each variable. The results from the pilot test were then analyzed based on the criteria above to confirm the suitability of the instrument for the main data collection.

3.5.2 Reliability Test

The reliability test was conducted to ensure the stability and consistency of the questionnaire items used in this study. Reliability indicates the extent to which the measurement tool produces consistent results across different situations and respondents. The analysis was carried out using IBM SPSS Statistics 30.0.0.0, with Cronbach’s Alpha employed as the primary indicator. A Cronbach’s Alpha value of 0.60 or higher (≥ 0.60) was considered evidence that the instrument is reliable.

For this study, a pilot test was conducted with 50 respondents to evaluate the reliability of the items for each variable. The results of the reliability analysis confirmed that the measurement instrument met the required standards, making it suitable for use in the main data collection.

3.5.3 Pilot Test

A pilot test was carried out to assess the validity and reliability of the indicators used in the questionnaire. This preliminary testing involved 50 respondents who met the criteria relevant to the research objectives. The analysis was conducted using IBM SPSS version 30.0.0.0.

Table 3. 7 Pilot Test

Variable/ Indicators	Pearson Correlation	Cronbach's Alpha	Status
Social Media Marketing Effectiveness		0.979	Reliable
SMME 1	0.853		valid
SMME 2	0.718		valid
SMME 3	0.579		valid
SMME 4	0.634		valid
SMME 5	0.699		valid
SMME 6	0.762		valid
SMME 7	0.795		valid
SMME 8	0.784		valid
SMME 9	0.823		valid
SMME 10	0.809		valid
SMME 11	0.837		valid
SMME 12	0.813		valid
SMME 13	0.834		valid
SMME 14	0.841		valid
SMME 15	0.848		valid
SMME 16	0.836		valid
SMME 17	0.875		valid
SMME 18	0.813		valid
SMME 19	0.842		valid
SMME 20	0.860		valid
SMME 21	0.856		valid
SMME 22	0.767		valid
SMME 23	0.871		valid
SMME 24	0.815		valid

SMME 25	0.826		valid
SMME 26	0.823		valid
SMME 27	0.869		valid
Fear of Missing Out		0.877	Reliable
FO 1	0.839		valid
FO 2	0.805		valid
FO 3	0.882		valid
FO 4	0.735		valid
FO 5	0.692		valid
FO 6	0.788		valid
Social Comparison		0.926	Reliable
SC 1	0.817		valid
SC 2	0.868		valid
SC 3	0.861		valid
SC 4	0.864		valid
SC 5	0.836		valid
SC 6	0.892		valid
Materialism		0.927	Reliable
MA 1	0.900		valid
MA 2	0.845		valid
MA 3	0.855		valid
MA 4	0.913		valid
MA 5	0.891		valid
Repurchase Intention		0.924	Reliable
RI 1	0.919		valid
RI 2	0.933		valid
RI 3	0.911		valid
RI 4	0.861		valid

3.6 Data Analysis Technique

For hypothesis testing and model validation, this study employs Structural Equation Modeling (SEM) using SmartPLS 4.0 software. PLS-SEM was selected because it is well-suited for analyzing complex models with multiple relationships and is capable of effectively handling both reflective and formative constructs (Hair et al., 2021).

3.6.1 Descriptive Analysis

Descriptive analysis is conducted to provide a clear profile of respondents and summarize the basic features of the collected data. This analysis explores the demographic characteristics of participants, which include gender, domicile, educational attainment, and average monthly expenditure. In addition, the study employs a 7-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). A 7-point Likert scale is employed for this analysis, with values from 1 to 7. The interval is determined using the formula $(7 - 1) / 7 = 0.86$. This classification is used to interpret the responses to the research constructs and gain an overview of respondent perceptions.

3.6.2 Descriptive Variables

The analysis of the research variables focuses on understanding how respondents perceive and respond to constructs such as Social Media Marketing Effectiveness, Social Comparison, Materialism, Fear of Missing Out (FOMO), and Repurchase Intention. For each construct and its indicators, this study will compute mean scores, standard deviations, and minimum and maximum values to identify patterns in responses.

To enhance interpretation, responses are categorized into seven levels, reflecting the 7-point Likert scale used in this study. The scoring range is determined using the formula $(7 - 1) \div 7 = 0.86$. Based on this interval, the classification is as follows:

- Very Poor: 1.00 – 1.86
- Poor: 1.87 – 2.72
- Quite Poor: 2.73 – 3.58
- Fair: 3.59 – 4.44

- Quite Good: 4.45 – 5.30
- Good: 5.31 – 6.16
- Very Good: 6.17 – 7.00

This categorization allows for a more detailed understanding of how respondents evaluate each construct, ranging from very poor to very good perceptions. It also helps capture subtle distinctions in attitudes and behaviors, particularly in relation to how participants perceive the effectiveness of social media marketing and its psychological impacts.

3.6.3 Inferential Analysis

3.6.3.1 Outer Model Evaluation

The outer model evaluation focuses on assessing the reliability and validity of the measurement model. Convergent validity was tested through Outer Loading and Average Variance Extracted (AVE), which should exceed 0.50 (Hair et al., 2021). Discriminant Validity is tested through Cross-Loading. Lastly, reliability was evaluated using Composite Reliability (CR) and Cronbach's Alpha, with values of 0.70 or higher indicating acceptable reliability. Discriminant validity was further assessed using the cross-loadings to ensure that each construct is distinct from the others.

3.6.3.2 Inner Model Evaluation

The inner model evaluation examines the structural relationships among latent constructs. Path coefficients (β) are analyzed to assess the direction and strength of hypothesized relationships, while the coefficient of determination (R^2) measures the explanatory power of independent variables on dependent constructs. According to Hair et al. (2021), R^2 values of 0.25, 0.50, and 0.75 indicate weak, moderate, and substantial predictive accuracy, respectively. To assess predictive relevance, Q^2 values are also considered. Q^2 evaluates whether the structural model has predictive capability for the endogenous constructs, and values greater than zero confirm that the model provides meaningful predictive power (Hair et al., 2021). The significance of the hypothesized paths is tested using bootstrapping in SmartPLS, where p-values less than 0.05 indicate statistically significant relationships.

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis

This research uses a Google Forms-based questionnaire distributed via WhatsApp, Instagram, and Twitter, which has produced a total of 285 responses. Descriptive analysis of respondent characteristics, normality assessment, model suitability measurement, and model hypothesis testing are some of the analytical approaches used to describe research results. This research uses Structural Equation Modeling (SEM) with SmartPLS 4.0 version. The focus of this research is Generation Z consumers in Indonesia who are active social media users and own an iPhone. This research uses purposive sampling. The characteristics of the respondents are described based on gender, age, residency, job, average monthly spending, and last education.

4.1.1 Descriptive Statistics of Respondents Based on Gender

Referring to the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.1:

Table 4. 1 Respondent Characteristics Based on Gender

Characteristic	Total	Percentage (%)
Male	95	33,3
Female	190	66,7
Total	285	100,0

Source: Primary Data Processed, 2025

Based on Table 4.1, the majority of respondents in this study were female, as many as 190 people, or 66.7% of the total respondents. Meanwhile, male respondents totaled 95 people, or 33.3%.

4.1.2 Descriptive Statistics of Respondents Based on Age

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.2

Table 4. 2 Respondent Characteristics Based on Age

Characteristic	Total	Percentage (%)
18-20 y/o	6	2,1
21-23 y/o	187	65,6
24-27 y/o	92	32,3
Total	285	100,0

Based on Table 4.2, the majority of respondents in this study were aged 21–23 years, totaling 187 people, or 65.6% of all participants. The next largest group was respondents aged 24–27 years, with 92 people, or 32.3%. Meanwhile, the smallest proportion came from respondents aged 18–20 years, with only 6 people, or 2.1% of the total sample.

4.1.3 Descriptive Statistics of Respondents Based on Residency

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.3

Table 4. 3 Respondent Characteristics Based on Residency

Characteristic	Total	Percentage (%)
Bali	7	2,5
Java	250	87,7
Kalimantan	11	3,9
Sulawesi	5	1,8
Sumatra	8	2,8
Other Eastern Indonesia regions	4	1,4
Total	285	100,0

Source: Primary Data Processed, 2025

Based on Table 4.3, the majority of respondents in this study came from the Java region, as many as 250 people, or 87.7% of the total respondents. Other regions such as Kalimantan (3.9%), Sumatra (2.8%), Bali (2.5%), Sulawesi (1.8%), and other Eastern Indonesian regions (1.4%) have a much smaller proportion.

4.1.4 Descriptive Statistics of Respondents Based on Job

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.4

Table 4. 4 Respondent Characteristics Based on Job

Characteristic	Total	Percentage (%)
Freelance	1	0,4
Teacher	2	0,7
Housewives	7	2,6
Public/Private Employees	42	14,7
Students	211	74,0
Entrepreneurs/ Self- Employed	22	7,7
Total	285	100,0

Source: Primary Data Processed, 2025

Table 4.4 shows that the majority of respondents in this study are students, as many as 211 people, or 74.0%. This group dominates the sample and reflects the younger generation, who are generally more active in using social media and more responsive to digital trends and technology products. Meanwhile, respondents who work as civil servants/private employees amounted to 42 people (14.7%), and entrepreneurs/self-employed as many as 22 people (7.7%). The rest consisted of housewives (2.6%), teachers (0.7%), and freelancers (0.4%).

4.1.5 Descriptive Statistics of Respondents Based on Average Monthly Spending

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.5

Table 4. 5 Respondent Characteristics Based on Average Monthly Spending

Characteristic	Total	Percentage (%)
< IDR 1.000.000	16	5,6
IDR 1.000.000 – IDR 3.000.000	113	39,6
IDR 3.000.000 – IDR 6.000.000	104	36,5
> IDR 6.000.000	52	18,2
Total	285	100,0

Source: Primary Data Processed, 2025

Most respondents in this study have average monthly expenditures in the range of IDR 1,000,000 - IDR 3,000,000 (39.6%) and IDR 3,000,000 - IDR 6,000,000 (36.5%). This shows that the majority of respondents are in the middle category in terms of purchasing power. Respondents with expenditures of more than IDR 6,000,000 totaled 52 people (18.2%), indicating a group with higher purchasing power. Meanwhile, only 5.6% of respondents had expenditures below IDR 1,000,000.

4.1.6 Descriptive Statistics of Respondents Based on Educa

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.6

Table 4. 6 Respondent Characteristics Based on Education Background

Characteristic	Total	Percentage (%)
High School/Equivalent	35	12,3
Diploma/Bachelor	242	84,9
Master/Postgraduate	8	2,8
Total	285	100,0

Source: Primary Data Processed, 2025

The majority of respondents in this study have a diploma or bachelor's degree, as many as 242 people, or 84.9%. This shows that most respondents have a higher education background, which allows them to have a rational understanding of assessing a product, including the features, quality, and symbolic value of a brand like Apple. Meanwhile, 35 respondents (12.3%) are high school graduates or equivalent, and only 8 respondents (2.8%) have studied up to the master's or postgraduate level.

4.1.7 Descriptive Statistics of Respondents Based on Average Spending on Apple Products

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.7

Table 4. 7 Respondent Characteristics Based on Average Spending on Apple Products

Characteristic	Total	Percentage (%)
< IDR 5.000.000	44	15,4
IDR 5.000.000 – IDR 10.000.000	148	51,9
IDR 10.000.000–IDR 20.000.000	84	29,5
> IDR 20.000.000	9	3,2
Total	285	100,0

Source: Primary Data Processed, 2025

Most respondents (51.9%) spent between IDR 5,000,000 and IDR 10,000,000 on Apple products, indicating that the middle market segment dominates consumption behavior in this category. In addition, 29.5% of respondents spent between IDR 10,000,000 and IDR 20,000,000. Meanwhile, only 3.2% of respondents are willing to spend more than IDR 20,000,000.

4.1.8 Descriptive Statistics of Respondents Based on Social Media Trend Awareness

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.8

Table 4. 8 Respondent Characteristics Based on Social Media Trend Awareness

Characteristic	Total	Percentage (%)
No	11	3,9
Yes	274	96,1
Total	285	100,0

Source: Primary Data Processed, 2025

A total of 274 respondents (96.1%) stated that they were aware of the growing trends in social media, indicating that the majority of respondents have active engagement with the digital environment. Only a small percentage, 3.9% of respondents, were unaware of the trends.

4.1.9 Descriptive Statistics of Respondents Based on Purchase due to Social Media Promotion

Based on the questionnaire results from 285 respondents, the data is obtained as shown in Table 4.9

Table 4. 9 Respondent Characteristics Based on Purchase due to Social Media Promotion

Characteristic	Total	Percentage (%)
No	54	18,9
Yes	231	81,1
Total	285	100,0

Source: Primary Data Processed, 2025

A total of 231 respondents (81.1%) admitted to having made a purchase because they were influenced by a promotion they saw on social media. This demonstrates the effectiveness of digital promotions in influencing consumer behavior, especially in product categories with strong visual appeal and brand image, such as Apple. Only 18.9% of respondents were not influenced by such promotions.

4.2 Descriptive Variable

Based on the data collected, respondents' assessment of the research variables consisted of use of digital technology, organizational readiness, government support, and digital performance. The assessment criteria use an interval scale with the formula:

$$\frac{\text{Ideal Maximum Value} - \text{Ideal Minimum Value}}{\text{Interval Classes}}$$

So the interval in the study is $= (7-1 / 7) = 0.8$

Table 4. 10 Indicator Assessment Criteria

Range	Description
1,00 – 1,86	Very Poor
1,87 – 2,72	Poor
2,73 – 3,58	Quite Poor
3,59 – 4,44	Fair
4,45 – 5,30	Quite Good
5,31 – 6,16	Good
6,17 – 7,00	Very Good

4.2.1 Social Media Marketing Effectiveness (SMME) Variable

The first exogenous variable in this study is SMME. In this study, SMME is measured using eight dimensions covering interaction, consumer trust, product awareness, hedonic motivation, privacy and perceived risk, trendiness, and customization.

Table 4. 11 Descriptive Analysis of Social Media Marketing Effectiveness

Dimension	Code	Statement	Average	Category
			e	

Interaction	SMME1	Social media platforms provide an effective way to interact	5.27	Quite Good
	SMME2	I often comment on, like, or share posts related to iPhones on social media.	4.19	Fair
	SMME3	I ask questions about iPhones, their features, or promotions through social media platforms.	3.95	Fair
	SMME4	I participate in giveaways, challenges, or competitions organized by iPhone brands or resellers on social media.	3.76	Fair
	SMME5	I use social media to suggest improvements or share my opinions about iPhones and their accessories.	3.70	Fair
Consumer Trust	SMME6	I trust the information about iPhones shared on social media platforms.	4.75	Quite Good
	SMME7	I consider social media advertising for iPhones and their features to be reliable and up-to-date.	4.85	Quite Good
	SMME8	The content I see on social media about iPhones is credible and accurately reflects product quality.	4.89	Quite Good
Product Awareness	SMME9	Social media helps me learn about the latest iPhone models and updates.	5.08	Quite Good
	SMME10	I use social media to compare features and prices of iPhones with other	5.02	Quite Good
	SMME11	I believe businesses must use social media platforms to promote and market	5.19	Quite Good

		iPhones effectively.		
	SMME12	I enjoy exploring iPhone on social media.	4.49	Quite Good
Hedonic Motivation	SMME13	Viewing iPhone ads and promotions on social media is enjoyable.	4.66	Quite Good
	SMME14	Social media content about iPhones is fun.	4.84	Quite Good
	SMME15	I find that iPhone marketing on social media adds excitement to the shopping experience.	4.60	Quite Good
Privacy and Perceived Risk	SMME16	I feel that social media platforms protect my personal data when I browse or interact with iPhone promotions.	4.78	Quite Good
	SMME17	I am aware that online shopping through social media can have risks, but I feel comfortable when buying an iPhone from trusted sellers.	4.70	Quite Good
	SMME18	I would feel safe entering payment information when purchasing an iPhone if the seller is reputable.	4.41	Quite Good
	SMME19	I believe that reputable social media sellers won't overcharge me when I buy an iPhone online.	4.50	Quite Good
Trendiness	SMME20	Social media content about iPhones helps me keep up with technology and lifestyle trends.	4.98	Quite Good

	SMME21	My lifestyle is actively shaped by what I see on social media about iPhones.	4.32	Quite Good
	SMME22	Social media updates about iPhones make me feel more connected to current trends.	4.42	Fair
	SMME23	Content about iPhones and accessories on social media feels interesting.	4.94	Quite Good
	SMME24	Posts about iPhones on social media platforms are updated frequently with the latest information.	4.99	Quite Good
Customization	SMME25	Social media provides me with personalized recommendations about iPhones that suit my needs.	4.78	Quite Good
	SMME26	I receive alerts or notifications about special deals or new iPhone features through social media.	4.61	Quite Good
	SMME27	I can easily access iPhone-related content from social media on my smartphone, tablet, or computer.	4.87	Quite Good

Source: Primary Data Processed, 2025

Based on the results of data analysis, it can be concluded that, in general, respondents rated the effectiveness of social media marketing (SMME) as “Quite Good.” Nearly all indicators received an average score above 4.00, indicating that the use of social media in the context of iPhone marketing has successfully had a positive impact on various aspects of consumer behavior.

- The Interaction Dimension shows varied results, with the highest score on indicator SMME1 (5.27), while other indicators tend to be lower (around 3.70–3.95), indicating that

respondents are not always actively engaged in activities such as comments, suggestions, or competition participation.

- Consumer Trust, Product Awareness, and Hedonic Motivation show consistently high ratings, indicating that respondents trust social media content and feel happy and interested in the information presented.
- Privacy and Perceived Risk also received positive responses, indicating that consumers feel safe in transacting and sharing personal data on trusted platforms.
- Trendiness and Personalization have fairly high scores, indicating that respondents feel that social media keeps them connected to trends and provides personally relevant content.

Overall, this data shows that the effectiveness of marketing through social media for iPhone products is quite successful in building trust, increasing awareness, and creating emotional and cognitive engagement among consumers.

4.2.2 Fear of Missing Out (FOMO) Variable

The following is the result of the descriptive analysis of Fear of Missing Out (FOMO) variable:

Table 4. 12 Descriptive Analysis of Fear of Missing Out (FOMO)

Code	Statement	Average	Category
FO1	I fear others get more exciting updates or experiences with their iPhones than I do.	4.46	Quite Good
FO2	I get worried when I see my friends are having a new iPhone	4.35	Quite Good
FO3	I feel anxious when I don't know what iPhone-related trends or updates my friends are following.	4.51	Quite Good
FO4	Sometimes, I wonder if I spend too much time keeping up with iPhone news or social media posts.	4.26	Quite Good
FO5	When I get a new iPhone or experience something cool with it, I feel the need to share it online (e.g., updating status or posting stories).	5.10	Quite Good

FO6	Even when I'm on vacation, I still check what my friends are doing with their iPhones or what they post online about it.	4.93	Quite Good
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Source: Primary Data Processed, 2025

Based on the average results of six statements measuring the FOMO dimension, it was found that all statements were in the “Quite Good” category with scores ranging from 4.26 to 5.10. Statement FM5 (“When I get a new iPhone or experience something cool with it, I feel the need to share it online ...”) received the highest score (5.10), indicating that the desire to share personal experiences online is a common response among respondents. Meanwhile, the statement with a relatively lower score was FM4 (“Sometimes, I wonder if I spend too much time...”) with a score of 4.26, which is still considered fairly good, indicating that while some respondents are aware of the potential for overconsumption of social media content, this does not entirely disrupt their behavior. Overall, these findings suggest that the fear of missing out (FOMO) significantly influences respondents' perceptions and digital interactions with the iPhone.

4.2.3 Social Comparison Variable

The following is the result of the descriptive analysis of the Social Comparison variable:

Table 4. 13 Descriptive Analysis of Social Comparison

Code	Statement	Average	Category
SC1	Others can afford iPhones with higher specifications or newer series than I can.	4.79	Quite Good
SC2	Others are able to upgrade or replace their iPhones more frequently than I am.	4.94	Quite Good
SC3	Others can afford better iPhone accessories (e.g., AirPods, premium cases) than I can.	4.63	Quite Good
SC4	Others can enjoy paid entertainment services (e.g., Apple Music, iCloud+, Apple TV+) more easily than I can.	4.61	Quite Good
SC5	Others can repair or replace a broken iPhone more easily and without financial burden than I can.	4.76	Quite Good
SC6	Others are able to keep up with the latest Apple technology trends more quickly and easily than I am.	4.78	Quite Good

Source: Primary Data Processed, 2025

The results of the social comparison variable analysis show that all statements received an average score above 4.6, with a rating of ‘Quite Good’. The statement with the highest score was SC2 (‘Others are able to upgrade or replace their iPhones more frequently than I am.’) with a score of 4.94, indicating that many respondents are aware of their limitations in keeping up with the frequency of gadget updates compared to others.

4.2.4 Materialism Variable

The following is the result of the descriptive analysis of Materialism variable:

Table 4. 14 Descriptive Analysis of Materialism

Code	Statement	Average	Category
MA1	I admire people who own the latest iPhones, gadgets, or luxury tech accessories.	4.35	Quite Good
MA2	The tech products I own say a lot about how successful I am in life.	4.12	Quite Good
MA3	I enjoy having luxury gadgets like iPhones, AirPods, or smartwatches in my life.	4.57	Quite Good
MA4	My life would be better if I had certain tech items that I don’t currently own.	4.48	Quite Good
MA5	I’d feel happier if I could afford to buy more advanced or premium tech products.	4.60	Quite Good

Source: Primary Data Processed, 2025

From the assessment results for the materialism dimension, it can be seen that all indicators obtained an average score above 4.0 and fell into the ‘Quite Good’ category. The highest score was found in MA5 (‘I’d feel happier if I could afford to buy more advanced or premium tech products.’) with a score of 4.60, indicating that respondents fairly agreed that owning premium goods could increase their happiness. Meanwhile, the lowest score was found in MT2 (‘The tech products I own say a lot about how successful I am in life.’) with a score of 4.12

4.2.5 Repurchase Intention Variable

The following is the result of the descriptive analysis of Repurchase Intention variable:

Table 4. 15 Descriptive Analysis of Repurchase Intention

Code	Statement	Average	Category
RI1	I intend to buy iPhone products again in the future.	5.37	Quite Good
RI2	I am likely to choose iPhone again when I purchase a smartphone in the future.	5.12	Quite Good
RI3	I will probably continue using iPhone products (and related services such as iCloud, Apple Music, etc.) in the future.	5.12	Quite Good
RI4	I will spend more on iPhone products or services in the future.	4.77	Quite Good

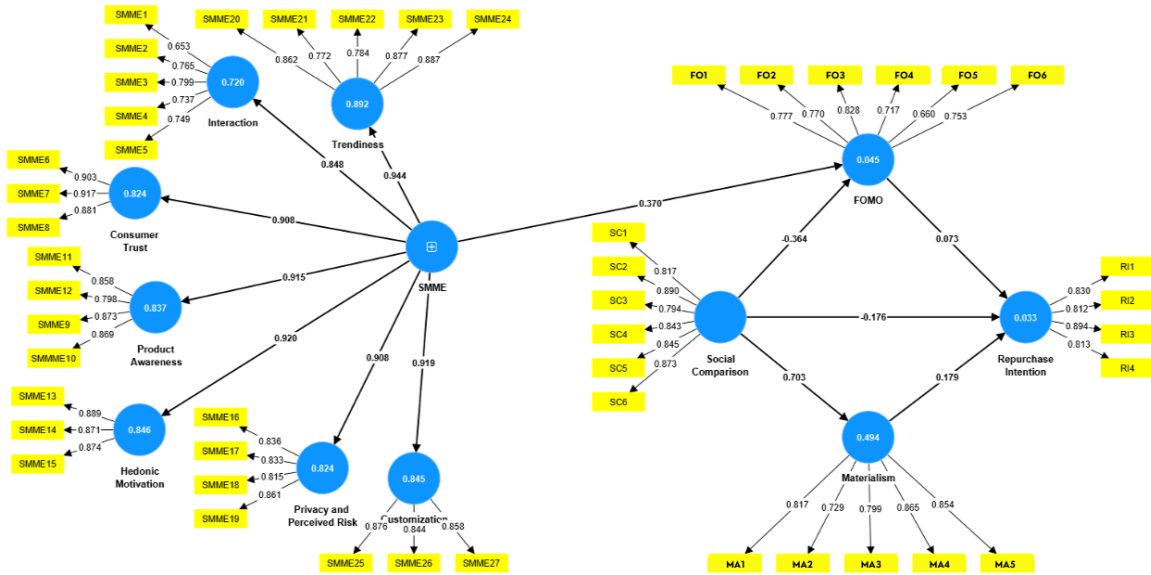
Source: Primary Data Processed, 2025

Based on the analysis results, all indicators in the repurchase intention variable showed high average values, ranging from 4.77 to 5.37, and all were classified as ‘Quite Good.’ Statement RI1 received the highest score (5.37), indicating that the majority of respondents have a strong desire to repurchase an iPhone in the future. The statement with the lowest score is RI4 (‘I will spend more on iPhone products or services in the future.’) with a value of 4.77.

4.3 Outer Model Test

4.3.1 Outer Model Analysis

The outer model evaluation aims to determine the validity and reliability of the measurement instruments in the research model. This was done to determine how well the questionnaire items measure the characteristics and concepts of the variables being measured and to determine the consistency of the questionnaire items in measuring the same variables at different times and places. Outer model analysis can be seen from the values of convergent validity, construct validity, discriminant validity, and composite reliability. Figure 1 is an image showing the research model processed with Smart PLS after the outer model test was conducted.



Source: Primary Data Processed, 2025

Figure 4. 1 Outer Measurement Model

Meanwhile, the data from the convergent validity test that has been processed in the form of outer loading is shown in Table 4.15 below.

Table 4. 16 Outer Loading

	SMME	FO	SC	MA	RI	Description
SMME 1	0.653					Valid
SMME 2	0.765					Valid
SMME 3	0.799					Valid
SMME 4	0.737					Valid
SMME 5	0.749					Valid
SMME 6	0.903					Valid
SMME 7	0.917					Valid
SMME 8	0.881					Valid
SMME 9	0.873					Valid
SMME 10	0.869					Valid
SMME 11	0.858					Valid

SMME 12	0.798					Valid
SMME 13	0.889					Valid
SMME 14	0.871					Valid
SMME 15	0.874					Valid
SMME 16	0.836					Valid
SMME 17	0.833					Valid
SMME 18	0.815					Valid
SMME 19	0.861					Valid
SMME 20	0.862					Valid
SMME 21	0.772					Valid
SMME 22	0.784					Valid
SMME 23	0.877					Valid
SMME 24	0.887					Valid
SMME 25	0.876					Valid
SMME 26	0.844					Valid
SMME 27	0.858					Valid
FO 1		0.777				Valid
FO 2		0.770				Valid
FO 3		0.828				Valid
FO 4		0.717				Valid
FO 5		0.660				Valid
FO 6		0.753				Valid
SC 1			0.817			Valid
SC 2			0.890			Valid
SC 3			0.794			Valid
SC 4			0.843			Valid
SC 5			0.845			Valid
SC 6			0.873			Valid
MA 1				0.817		Valid
MA 2				0.729		Valid

MA 3				0.799		Valid
MA 4				0.865		Valid
MA 5				0.854		Valid
RI 1					0.830	Valid
RI 2					0.812	Valid
RI 3					0.894	Valid
RI 4					0.813	Valid

Source: Primary Data Processed, 2025

Note: Social Media Marketing Effectiveness (SMME), Fear of Missing Out (FO), Social Comparison (SC), Materialism (MA), Repurchase Intention (RI)

The results of the analysis show that all indicators in this study can be considered statistically valid with factor loadings > 0.5 and p-values < 0.05 . Therefore, the data in this study can be used in the research construct.

The results of the Average Variance Extracted (AVE) measurement are shown in Table 4.16 below

Table 4. 17 Average Variance Extracted (AVE)

Average variance extracted (AVE)	
Social Comparison	0.713
FOMO	0.566
Materialism	0.663
Repurchase Intention	0.702
SMME	0.578
Consumer Trust	0.811
Customization	0.739
Hedonic Motivation	0.771
Interaction	0.551
Privacy and Perceived Risk	0.699
Product Awareness	0.723

Trendiness	0.702
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Source: Primary Data Processed, 2025

The second stage of outer model analysis involves examining construct validity. Construct validity assesses how well a set of items measures the theoretical construct upon which it is based. A construct is considered to have adequate convergent validity if the average variance extracted (AVE) is ≥ 0.50 , indicating that the construct explains more than 50 percent of the variance of its indicators (Hair et al., 2021).

4.3.2 Discriminant Validity Test

Table 4. 18 Cross Loading

	FOMO	Materialism	Repurchase Intention	SMME	Social Comparison
FO1	0.777	0.095	0.032	-0.088	-0.140
FO2	0.770	0.152	0.021	-0.056	-0.153
FO3	0.828	0.215	0.099	0.036	-0.085
FO4	0.717	0.151	0.011	0.006	-0.072
FO5	0.660	0.319	0.207	0.198	0.118
FM6	0.753	0.247	0.124	0.063	-0.031
MA1	0.217	0.817	0.106	0.626	0.558
MA2	0.402	0.729	-0.079	0.522	0.422
MA3	0.131	0.799	0.217	0.712	0.604
MA4	0.282	0.865	0.058	0.735	0.617
MA5	0.210	0.854	-0.034	0.692	0.625
RI1	0.111	0.041	0.830	0.012	-0.040
RI2	0.057	0.032	0.812	0.011	-0.051
RI3	0.142	0.102	0.894	0.016	-0.045
RI4	0.116	0.056	0.813	0.019	-0.047
SC1	-0.097	0.551	-0.013	0.674	0.817
SC2	-0.067	0.638	-0.007	0.733	0.890
SC3	-0.133	0.520	-0.111	0.636	0.794
SC4	0.035	0.613	-0.077	0.721	0.843

SC5	-0.008	0.619	-0.040	0.719	0.845
SC6	-0.027	0.610	-0.034	0.731	0.873
SMME1	-0.308	0.559	-0.069	0.750	0.720
SMME2	0.087	0.550	0.110	0.623	0.472
SMME3	0.155	0.499	-0.139	0.585	0.475
SMME4	0.333	0.565	-0.131	0.552	0.426
SMME5	0.293	0.551	-0.088	0.572	0.425
SMME6	-0.003	0.622	0.056	0.801	0.652
SMME7	0.074	0.650	0.021	0.834	0.658
SMME8	-0.034	0.631	0.004	0.817	0.683
SMME9	-0.151	0.604	0.030	0.811	0.715
SMME10	-0.102	0.585	-0.066	0.777	0.708
SMME11	-0.129	0.590	-0.042	0.784	0.662
SMME12	0.102	0.600	0.017	0.736	0.580
SMME13	0.198	0.708	0.114	0.811	0.648
SMME14	0.008	0.648	0.030	0.823	0.664
SMME15	0.148	0.641	0.196	0.788	0.626
SMME16	0.019	0.674	0.010	0.815	0.686
SMME17	0.001	0.585	-0.024	0.771	0.655
SMME18	0.193	0.631	-0.033	0.702	0.604
SMME19	0.101	0.596	0.000	0.741	0.578
SMME20	-0.032	0.662	0.086	0.824	0.679
SMME21	0.289	0.653	0.012	0.701	0.554
SMME22	0.201	0.639	-0.085	0.705	0.578
SMME23	0.023	0.639	0.055	0.840	0.689
SMME24	0.010	0.684	-0.028	0.868	0.736
SMME25	0.033	0.658	0.009	0.801	0.707
SMME26	0.164	0.649	0.036	0.759	0.676
SMME27	-0.055	0.663	0.153	0.808	0.708

Source: Primary Data Processed, 2025

4.3.3 Reliability Test

Table 4. 19 Cronbach's Alpha and Composite Reliability

Variables	Cronbach's alpha	Composite reliability
SMME	0.971	0.973
FOMO	0.851	0.886
Social Comparison	0.919	0.937
Materialism	0.873	0.908
Repurchase Intention	0.862	0.904

Source: Primary Data Processed, 2025

Based on Table 4.18 it can be seen that all constructs in this study have a Cronbach's alpha value ≥ 0.6 and a composite reliability value ≥ 0.7 , so it can be said that all constructs are reliable. This means that each construct in the research model has internal consistency in the instrument reliability test.

4.4 Structural Model Test (Inner Model)

Structural model testing was conducted using path coefficient tests, coefficient of determination tests, and Q-square tests.

4.4.1 Coefficient of Determination Test (R-Square)

Determination coefficient analysis was conducted to measure the extent to which a model could explain the variation in the dependent variable. The determination coefficient value ranges from zero to one. A smaller R-square indicates limited explanatory power, while a value close to one means that the independent variables provide strong explanatory power for the dependent variable.

Table 4. 20 R-Square

	R-square
FOMO	0.045
Materialism	0.494
Repurchase Intention	0.033

Source: Primary Data Processed, 2025

Based on the results of the coefficient of determination (R-square) test, it is known that the FOMO variable has an R-square value of 0.045, meaning that only 4.5% of the variance in FOMO can be explained by the independent variables in the model. Meanwhile, the materialism variable has an R-square value of 0.494, meaning that 49.4% of the variation in materialism can be explained by the model—indicating a moderate level of explanation. As for the repurchase intention variable, an R-square value of 0.033 indicates that only 3.3% of the variation in repurchase intention can be explained by the variables used in this study.

4.4.2 Q-Square Test

The Q-square model relevance test is used to measure the predictive power of out-of-sample model indicators or predictive relevance. The method used in the Q-square test is blindfolding. In the structural Q-square model, the Q-square value must be greater than 0, which means that the observed values are well reconstructed and the model has a predictive relationship.

Table 4. 21 Q-Square

	SSO	SSE	Q ² (=1-SSE/SSO)
Consumer Trust	855.000	287.630	0.664
Customization	855.000	324.997	0.620
FOMO	1.710.000	1.679.326	0.018
Hedonic Motivation	855.000	301.938	0.647
Interaction	1.425.000	892.266	0.374
Materialism	1.425.000	968.862	0.320
Privacy and Perceived Risk	1.140.000	490.642	0.570
Product Awareness	1.140.000	456.571	0.599
Repurchase Intention	1.140.000	1.120.202	0.017
Trendiness	1.425.000	540.066	0.621

Source: Primary Data Processed, 2025

Based on the results of the model relevance test shown in Table 4.20, Q-squared (Q^2) values were obtained for each construct, all of which were positive, indicating that the model has good predictive power for out-of-sample data.

4.4.3 Hypothesis Testing

The next step is hypothesis testing with path coefficient estimates that can be evaluated based on T-statistics values. Path coefficient estimates show estimated values that describe the relationship between latent variables obtained using the bootstrapping procedure. The analysis in this study uses a one-tailed analysis, so the criterion for significance is when the T-statistic value is greater than 1.64 and the p-value is less than 0.05 at a 5% significance level. Meanwhile, the parameter coefficients indicate the direction of influence by looking at whether the original sample is positive or negative, as well as the magnitude of the influence of the independent variable on the dependent variable.

Table 4. 22 Lists of the Results of the Path Coefficients Test

	Original sample	T statistics	P-values	
SMME -> FOMO	0.370	2.132	0.017	H1 Accepted
Social_Comparison -> FOMO	0.364	1.871	0.031	H2 Accepted
FOMO -> Repurchase_Intention	0.073	0.522	0.301	H3 Not Accepted
Social_Comparison -> Materialism	0.703	16.438	0.000	H4 Accepted
Materialism -> Repurchase_Intention	0.179	1.841	0.033	H5 Accepted

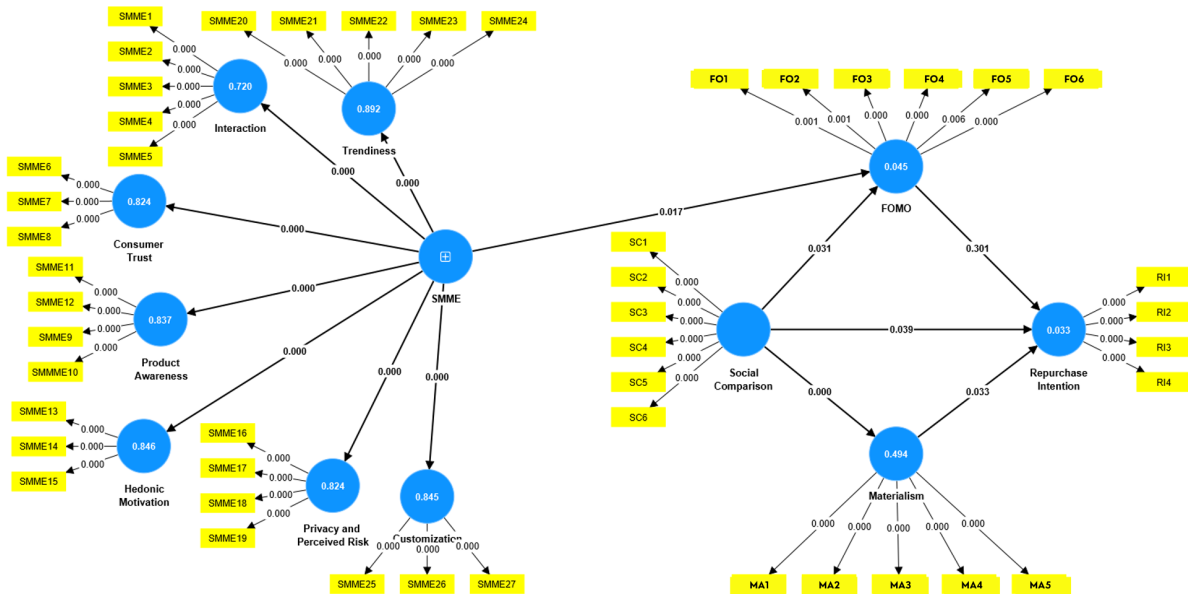
Source: Primary Data Processed, 2025

Based on the hypothesis testing results in the table, it is evident that H1 and H2 are supported by the data, meaning that Social Media Marketing Effectiveness (SMME) has a significant effect on FOMO ($\beta = 0.370$, $p = 0.017$), as does social comparison on FOMO ($\beta = 0.364$, $p = 0.031$). This indicates that the more effective social media marketing is and the higher an individual's tendency to compare themselves with others on social media, the greater the fear

of missing out (FOMO) they will experience. However, the influence of FOMO on repurchase intention is not significant ($\beta = 0.073, p = 0.301$), thus H3 is not supported.

Furthermore, the results show that social comparison has a highly significant effect on materialism ($\beta = 0.703, p = 0.000$), thereby supporting H4. This means that the tendency to compare oneself on social media can increase materialistic attitudes. In addition, materialism significantly affects repurchase intention ($\beta = 0.179, p = 0.033$), thus H5 is also supported.

Figure 4.2 presents the results of the bootstrapping test used to analyze the path coefficients in this study:



Source: Primary Data Processed, 2025

Figure 4. 2 The Result of the Path Coefficients Test

4.5 Discussion

4.5.1 Social Media Marketing Effectiveness and Fear of Missing Out

This study demonstrates that Social Media Marketing Effectiveness (SMME) significantly and positively influences Fear of Missing Out (FOMO), as evidenced by a path coefficient of 0.370, T-statistic of 2.132, and P-value of 0.017. This finding supports H1 and aligns with previous research that highlights the psychological impact of social media marketing strategies on consumer behavior. Effective social media marketing in the smartphone industry, particularly for premium brands like Apple, creates a strong sense of social engagement and belonging by showcasing

exclusivity, innovation, and lifestyle appeal. On platforms such as Instagram and TikTok, Apple's marketing campaigns frequently emphasize aesthetic design, limited releases, and influencer collaborations that reinforce users' desire to stay connected to trends and avoid missing out on technological or social prestige.

This finding is consistent with Habib and Almamy (2025), who demonstrate that personalized content, interactive features, and trend-based campaigns heighten consumer engagement while simultaneously triggering FOMO. Chakrabarti (2024) further emphasizes that emotionally charged marketing strategies exploit consumers' inherent desire for social belonging, intensifying both urgency and engagement. Empirical evidence supports this mechanism, as Zhang et al. (2025) found that FOMO and social media addiction are positively linked, with users who have weaker volitional control more prone to compulsive engagement and FOMO-driven behaviors.

In the iPhone context, this dynamic becomes more pronounced because Apple's product ecosystem fosters continuity and exclusivity, encouraging consumers to stay updated with every new release to maintain social status and technological relevance. Consequently, campaigns integrating exclusivity, interactivity, and social proof significantly heighten emotional engagement, leading Gen Z users to experience a stronger sense of urgency and brand connection. Companies targeting this segment should therefore develop digital campaigns that mirror Apple's approach—engaging, personalized, and trend-driven—to effectively sustain consumer interest and participation.

4.5.2 Social Comparison and Fear of Missing Out

The results reveal that Social Comparison significantly and positively influences Fear of Missing Out (FOMO), with a path coefficient of 0.364, T-statistic of 1.871, and P-value of 0.031. This finding supports H2 and reinforces the theoretical foundation that social comparison processes are fundamental drivers of FOMO in digital environments. This significant relationship can be explained through Social Comparison Theory (Festinger, 1954), which posits that individuals have an innate drive to evaluate themselves relative to others to gain accurate self-assessments. In the context of social media and digital platforms, users are constantly exposed to curated representations of others' lives, achievements, and experiences, creating abundant

opportunities for social comparison. When individuals perceive that others are having more rewarding, exciting, or fulfilling experiences, they develop anxiety about missing out on similar opportunities.

This study demonstrates that social comparison significantly contributes to heightened FOMO. As individuals evaluate themselves against peers or influencers who appear more successful or socially active, the resulting sense of insufficiency intensifies the fear of missing out. Prior findings by Wang et al. (2023) reinforce this by showing how upward social comparison on social networks increases digital hoarding and drives FOMO. This highlights how curated social content can sharply influence emotional states through mechanisms of comparison. Further evidence supports the central role of ability-based comparison in triggering FOMO.

Steinberger and Kim (2023) distinguish between ability and opinion comparison, showing that comparisons based on achievements or material wealth strongly predict FOMO, whereas comparisons grounded in values or beliefs do not have the same effect. Their study, which linked social comparison and FOMO to social network addiction, underscores the emotional weight of performance-based benchmarks in digital interactions. Within consumer behavior contexts, Dinh et al. (2021) find that fear of missing out is a powerful motivator in shaping purchase intentions, particularly when users feel pressured to match influencer-endorsed trends. Such dynamics reflect how social comparison functions not only as a cognitive comparison process but also as a behavioral cue that amplifies emotional responses like FOMO.

This finding shows that social comparison is a robust predictor of FOMO. This suggests that when individuals engage in social comparisons they experience heightened anxiety about missing out on similar experiences or opportunities. This psychological state creates vulnerability to marketing messages and consumption behaviors aimed at closing the perceived gap between one's current state and the idealized states observed in others.

In the context of iPhone consumers, this mechanism becomes particularly evident as Apple's branding heavily emphasizes exclusivity, innovation, and lifestyle status. Exposure to influencer content showcasing the latest iPhone models, aesthetic unboxing videos, or posts symbolizing success and sophistication reinforces upward social comparison among Generation Z users. Seeing peers adopt new iPhone releases or associate them with creativity and modernity

triggers a sense of missing out, motivating others to align themselves with the same perceived social tier. This reinforces Apple's brand ecosystem, where owning the latest device is not only about functionality but also about maintaining social relevance and belonging in a digitally connected community.

4.5.3 Fear of Missing Out and Repurchase Intention

This research examines how Fear of Missing Out (FOMO) affects Repurchase Intention among consumers. The findings indicate that FOMO does not significantly influence Repurchase Intention, as shown by a coefficient of 0.073, a T-statistic of 0.522, and a P-value of 0.301. These results suggest that although FOMO is often associated with impulsive or immediate purchasing, it appears less effective in fostering future-oriented commitment to repurchase.

Supporting this, Hayran et al. (2020) showed that FOMO may reduce the likelihood of repeating enjoyable experiences, thus acting as a potential threat to loyalty and repurchase behaviors. This aligns with the idea that FOMO triggers a desire to explore alternatives rather than repeat past choices. In contrast, Mustikasari et al. (2025) found that in online marketplaces, FOMO significantly increased repurchase intentions, but only when reinforced by trust and perceived value, and amplified by mechanisms such as personalized recommendations and time-limited promotions. These contrasting findings highlight that context matters: FOMO on its own may drive trial or impulsive purchases, but sustained repurchase behaviors are more dependent on positive usage experiences and relational factors such as satisfaction and trust.

In the context of iPhone users, this result becomes particularly relevant. Apple's marketing strategy often capitalizes on exclusivity and anticipation through limited-edition launches, teaser campaigns, and influencer-driven product showcases that generate strong FOMO during initial purchase cycles. However, while these tactics successfully attract consumers to buy the newest models, they may not necessarily translate into long-term repurchase intentions unless paired with consistent user satisfaction and perceived product value. Many Gen Z consumers, for instance, may purchase the latest iPhone to keep up with social trends but later explore competing brands once the sense of novelty diminishes.

Therefore, FOMO-driven behaviors tend to yield short-term engagement rather than sustained loyalty. In this sense, the non-significant result in the current study suggests that FOMO primarily stimulates short-term, exploratory consumption rather than repeat purchasing patterns. While it can be effective in sparking initial engagement, the formation of repurchase intention appears to rely on more evaluative processes independent of urgency-driven motivations, such as the development of brand satisfaction, trust, and perceived product value. This adds nuance to the literature by reinforcing that while FOMO is a powerful trigger of immediate action, it does not necessarily sustain the deeper psychological mechanisms required for loyalty and repurchase—particularly in markets like smartphones, where emotional engagement must be supported by continuous innovation and customer satisfaction.

4.5.4 Social Comparison and Materialism

This study reveals the strongest relationship among all tested hypotheses, demonstrating that Social Comparison significantly and positively influences Materialism with a path coefficient of 0.703, T-statistic of 16.438, and P-value of 0.000. This finding strongly supports H4 and underscores the powerful role of social comparison processes in fostering materialistic values and behaviors among consumers.

This study reaffirms that social comparison significantly feeds materialistic tendencies among consumers. When individuals compare themselves with peers or influencers who showcase aspirational lifestyles, the resulting feelings of inadequacy can elevate their desire to acquire status-enhancing possessions. This aligns with empirical findings: research by Ling et al. (2023) shows that upward social comparison on social media drives both materialism and envy, which in turn lead to online compulsive buying behaviors.

Further evidence highlights the intensity of social media usage as a compounding factor. Pellegrino et al. (2022) reveal that individuals with higher social media intensity and materialistic tendencies are more likely to engage in impulsive, conspicuous, and compulsive consumption. The mechanism behind this pattern lies in the aspirational culture fostered by digital platforms, where constant exposure to influencers and peers elevates the salience of possessions as a signal of success. As a result, social comparison processes intensify the internalization of materialistic

values, pushing consumers toward consumption behaviors that seek to replicate the lifestyles they observe.

In the context of iPhone users, this mechanism becomes particularly evident. Apple products, especially iPhones, are frequently portrayed on social media as emblems of sophistication, creativity, and social prestige. Influencers and peers often showcase the latest iPhone models as integral to their professional identity and lifestyle expression, which reinforces upward social comparison among digital natives. When Gen Z consumers see others owning the newest iPhone or participating in Apple-centric online communities, they may perceive these possessions as symbols of modernity, status, and belonging. This perception triggers materialistic motivations, prompting individuals to associate personal success and happiness with owning Apple products.

Yang et al. (2024) add nuance by showing that identity confusion mediates the relationship between excessive social media use and materialism, which then drives online compulsive buying. This suggests that materialism can emerge as a coping strategy when individuals struggle to define their identity in digital environments dominated by comparison. In this sense, materialism becomes both a psychological response and a behavioral outcome, rooted in the desire to reduce the discomfort of perceived inferiority by acquiring possessions that symbolize social worth. Taken together, these findings highlight the dual role of social comparison: it not only heightens materialistic orientations by constantly framing possessions as indicators of success but also channels those values into tangible consumption patterns. The present study extends these insights by confirming that social comparison significantly predicts materialism in the context of Indonesian Gen Z consumers. This generation's deep engagement with social media platforms amplifies the materialistic consequences of comparison, especially within aspirational product categories like smartphones, where brands such as Apple effectively merge technology, identity, and lifestyle symbolism into a single narrative of modern success.

4.5.5 Materialism and Repurchase Intention

The results demonstrate that Materialism significantly and positively influences Repurchase Intention, with a path coefficient of 0.179, T-statistic of 1.841, and P-value of 0.033. This finding supports H5 and reveals an important mechanism through which materialistic values translate into sustained consumer behavior patterns. This study indicates that consumers with stronger materialistic orientations are more likely to engage in repeat purchases. This suggests that individuals who place high importance on possessions and status symbols tend to develop stronger behavioral commitments toward products that satisfy these aspirations.

In the context of iPhone users, this relationship becomes particularly salient. Apple products, especially iPhones, are not only functional devices but also serve as powerful symbols of social identity and prestige. Many Gen Z consumers associate iPhones with sophistication, creativity, and belonging to an elite digital culture. This symbolic value reinforces emotional attachment, leading materialistic consumers to repeatedly purchase new models to maintain social relevance. Prior research has questioned the directness of this relationship. Kaunda and Ndoro (2023), for example, observed that materialism did not significantly predict repurchase intentions in the luxury alcohol sector, implying that context plays a critical role in shaping outcomes. Unlike perishable luxury goods, high-involvement symbolic products such as smartphones may better fulfill the long-term identity and self-expression needs of materialistic consumers, thus explaining the stronger effect observed in this study.

While limited literature directly addresses materialism and repurchase intention, Hu et al. (2024) provide a valuable parallel. Their study shows that psychologically embedded values bolster repurchase behaviors of green products—particularly when mediated by brand image and consumer involvement. Similarly, in our context, materialism may enhance repurchase intention by fostering emotional attachment and identity alignment with symbolic products like smartphones. For iPhone users, this alignment manifests in consistent upgrading behaviors and loyalty to the Apple ecosystem, which supports their desire for self-enhancement and social validation.

Overall, these findings extend the literature by showing that materialism is not only a driver of initial purchase intention but also a significant determinant of repurchase behavior, at least in the smartphone context. This highlights that brands such as Apple, which position their products as status symbols, may benefit disproportionately from materialistic consumer segments who repeatedly purchase to reinforce identity, maintain social validation, and stay aligned with aspirational lifestyles. Consequently, Apple's marketing strategies—such as annual product launches, limited-edition releases, and influencer-driven campaigns—strategically appeal to materialistic motivations, ensuring that consumers not only desire ownership but also continual renewal of their association with the brand.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This research examines the influence of social media marketing effectiveness, social comparison, FOMO, and materialism on repurchase intention among iPhone users in Indonesia. The study focuses on understanding the psychological and behavioral mechanisms shaping consumer decisions in the digital era. A total of 285 valid responses were collected through an online questionnaire distributed via Google Forms, following a purposive sampling approach to ensure alignment with the study's objectives. The data were analyzed using SmartPLS 4.0 with Structural Equation Modeling (SEM), enabling the evaluation of the proposed hypotheses and the examination of mediating effects within the model.

The results and discussion lead to the conclusion that:

1. Social Media Marketing Effectiveness significantly increases Fear of Missing Out.
2. Social Comparison significantly increases Fear of Missing Out.
3. Fear of Missing Out does not significantly influence Repurchase Intention.
4. Social Comparison significantly enhances Materialism.
5. Materialism significantly increases Repurchase Intention.

5.2 Managerial Implications

This study contributes valuable implications for technology companies seeking to capture consumer loyalty in Indonesia's competitive smartphone sector. With Generation Z emerging as a digitally immersed and socially influenced cohort, the results highlight the importance of designing marketing initiatives that resonate with psychological drivers like FOMO, social comparison, and materialism.

1. First, the significant influence of social media marketing effectiveness on FOMO emphasizes that marketing campaigns must go beyond simple product promotion. Companies should design strategies that leverage interactive features such as influencer collaborations, user-generated content, countdown-based promotions, and exclusive product releases. These tactics can strategically heighten FOMO, encouraging consumers

to remain engaged and motivated to acquire new products, particularly high-status items such as iPhones.

2. Second, the strong impact of social comparison on both FOMO and materialism reveals that brands need to carefully manage how their products are portrayed in social media ecosystems. Marketers can harness aspirational imagery and lifestyle-driven narratives to encourage positive comparisons while ensuring authenticity.
3. Third, the study shows that materialism significantly enhances repurchase intention, suggesting that smartphone brands should position their products not only as functional tools but also as symbols of prestige and social belonging. By reinforcing the identity-building role of technology products, firms can cultivate stronger emotional attachments and loyalty among consumers. Apple, for instance, could further integrate lifestyle-based marketing campaigns that showcase the iPhone as an emblem of sophistication, creativity, and success, thereby sustaining repurchase behavior.
4. Finally, these findings provide direction for policymakers and educators in promoting healthier digital consumption practices. As social media-driven marketing continues to shape consumer behavior, there is an opportunity to encourage financial literacy and digital mindfulness among young consumers.

5.3 Research Limitations

Despite offering meaningful insights into the psychological mechanisms influencing repurchase intentions among Gen Z iPhone users, this study is not without limitations. Several methodological and contextual constraints must be considered to ensure accurate interpretation of the findings. These limitations pertain to sample characteristics, reliance on self-reported data, cross-sectional design, cultural specificity, and the restricted scope of variables examined.

1. This study collected data from 285 respondents across various Indonesian cities, focusing specifically on iPhone users within Generation Z. While adequate for statistical analysis, the sample may not fully represent the diversity of the entire Gen Z population in Indonesia. Thus, the findings may not be generalizable to all consumer segments or to other smartphone brands.

2. The research relied on self-reported questionnaires, which may be subject to bias. Respondents might have overstated or understated their experiences due to social desirability or misinterpretation of items. This limitation could affect the accuracy of measuring psychological constructs such as FOMO, social comparison, and materialism.
3. The cross-sectional nature of this study captures data at a single point in time, which restricts the ability to draw causal inferences between variables such as SMME, FOMO, materialism, and repurchase intention. Longitudinal or experimental designs would provide stronger evidence of causality and allow for examination of changes over time.
4. The study is embedded within the Indonesian context, where cultural values, levels of digital literacy, and socio-economic conditions may shape consumer responses differently compared to other regions. As such, the findings may not be directly transferable to Gen Z consumers in other cultural or economic environments.
5. This research emphasizes SMME, FOMO, social comparison, materialism, and repurchase intention. However, other potentially influential factors such as brand trust, peer pressure, perceived risk, or pricing strategies were not included. Future research could integrate a broader range of variables to better capture the complexity of repurchase behaviors in digital contexts.

5.4 Recommendations

Based on the findings and limitations identified in this study, several recommendations are proposed to advance both theoretical understanding and practical applications in consumer behavior and digital marketing. Future research should incorporate additional psychological and behavioral constructs beyond FOMO, social comparison, and materialism to capture the full complexity of repurchase decisions. It is also important to analyze how specific marketing tactics such as targeted advertising, time-limited discounts, influencer endorsements, or loyalty programs interact with these psychological drivers. Furthermore, macro-level factors including economic conditions, consumer confidence, and environmental awareness should be examined, particularly in emerging markets like Indonesia where digital adoption is rapid. Beyond smartphones, future studies could explore whether the effects of FOMO and materialism vary across categories such as fashion, travel, or digital services. Finally, combining quantitative methods with qualitative

approaches like in-depth interviews or focus groups could provide richer insights into the emotions, motivations, and cognitive processes behind consumer decisions.

1. Future studies should include additional psychological and behavioral constructs beyond FOMO, social comparison, and materialism. Expanding the model would allow researchers to capture the full complexity of factors influencing repurchase decisions.
2. Future research should analyze how specific marketing tactics (e.g., targeted advertising, limited-time discounts, influencer endorsements, or loyalty programs) interact with psychological drivers to shape repurchase intention. This can offer insights into how smartphone and technology brands, such as Apple, can optimize campaigns that align with Gen Z's digital lifestyle.
3. Economic conditions, consumer confidence, and growing environmental awareness may play critical roles in shaping repurchase behavior. Future research should investigate how macro-level factors interact with consumer psychology in emerging markets like Indonesia, where rapid digital adoption intersects with evolving cultural and economic contexts.
4. While this study focused on smartphones, future work could explore whether FOMO and materialism affect repurchase intention differently across categories such as fashion, travel, or digital services. This would clarify whether the psychological mechanisms identified here are product-specific or more generalizable.
5. While this study relied on quantitative analysis, future research could integrate qualitative methods such as in-depth interviews or focus groups. These approaches can provide deeper insights into the emotions, motivations, and cognitive processes behind consumer decisions, enriching the interpretation of statistical results and highlighting nuanced behavioral drivers.

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APPENDICES

APPENDIX 1. QUESTIONNAIRES

Assalamu'alaikum Warahmatullahi Wabarakatuh

Perkenalkan, saya Fatimah az-Zahra, mahasiswa S1 Program Studi Manajemen IUP angkatan 2021, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian tentang **pengaruh FOMO terhadap niat pembelian kembali Iphone**

Penelitian ini bertujuan untuk memahami bagaimana kesadaran terhadap merek dan persepsi nilai dari produk iPhone dapat memengaruhi keputusan pembelian di kalangan Gen Z di Indonesia.

Adapun kriteria responden dalam survei ini adalah

1. Warga negara Indonesia
2. Pernah membeli/memiliki iPhone

Tidak ada jawaban yang benar atau salah dalam survei ini. Mohon kesediaan Saudara/i untuk mengisi kuesioner ini dengan jujur sesuai dengan pengalaman pribadi. Semua data akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik.

Jika ada kendala dalam pengisian kuesioner, silahkan hubungi:

Email: 21311154@students.uii.ac.id

WhatsApp: +62 812-8198-0046

Terima kasih atas partisipasi dan kesediaannya.

Hormat saya,
Fatimah az-Zahra

Wassalamu'alaikum Warahmatullahi Wabarakatuh

IDENTITAS RESPONDEN

Jenis Kelamin

Laki-Laki
Perempuan

Umur

16 - 18
19 - 21
22 - 24

Domisili

Jawa
Bali
Sumatera
Kalimantan
Sulawesi
Wilayah Indoenesia Timur Lainnya

Pekerjaan

Pelajar/Mahasiswa
Pegawai Negri/Swasta
Pengusaha/Wiraswasta
Other

Rata-Rata pengeluaran per bulan

< Rp 1.000.000
Rp 1.000.000 - Rp 3.000.000
Rp 3.000.00 - Rp 6.000.000
> Rp 6.000.000

Pendiidkan Terakhir

SD - SMP
SMA/ Sederajat
Diploma/ Sarjana
Magister/ Pascasarjana

PERTANYAAN SCREENING

Media sosial apa yang Anda gunakan secara aktif?* (boleh lebih dari satu)

Facebook
Instagram
Tiktok
X (Twitter)
Youtube
Other

Apakah Anda pernah membeli produk iPhone atau produk Apple lainnya (seperti AirPods, Apple Watch, dll)?

Ya
Tidak

Apakah Anda mengetahui bahwa Apple secara rutin meluncurkan produk baru setiap tahunnya?

Ya
Tidak

Di mana Anda biasanya membeli produk iPhone atau produk Apple lainnya?

Toko resmi Apple/ Apple authorized reseller
Marketplace (Tokopedia, Shopee, dll)
Toko fisik non-resmi
Beli dari teman/ keluarga
Other

Berapa rata-rata pengeluaran Anda setiap kali membeli produk Apple (iPhone, AirPods, dll)?

Rp <5.000.000
Rp 5.000.000 - Rp 10.000.000
Rp 10.000.000 - Rp 20.000.000
Rp >20.000.00

Apakah Anda menyadari bahwa tren penggunaan iPhone sering diperkuat melalui media sosial?

Ya
Tidak

Apakah Anda membeli iPhone karena melihat promosi di media sosial?

Ya
Tidak

Social Media Marketing Effectiveness (SMME)

Petunjuk Pengisian:

Social Media Marketing Effectiveness adalah sejauh mana pemasaran melalui media sosial mampu memengaruhi persepsi dan respons konsumen terhadap suatu merek secara efektif di lingkungan digital. Jawablah setiap pernyataan yang menunjukkan seberapa besar Anda setuju atau tidak setuju.

Pilihlah salah satu angka yang tersedia menggunakan petunjuk berikut ini:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cenderung Tidak Setuju
- 4 = Netral
- 5 = Cenderung Setuju
- 6 = Setuju
- 7 = Sangat Setuju

Pengukuran SMME	Sama Sekali Tidak Setuju			Netral	Setuju Sekali		
	STJ	TS	CTS	N	CS	S	ST
Sosial media merupakan sarana untuk berinteraksi	1	2	3	4	5	6	7
Saya kadang memberi 'like', komentar, atau membagikan postingan tentang iPhone di sosial media	1	2	3	4	5	6	7
Saya pernah mengajukan pertanyaan terkait produk iPhone, fitur, atau promosi melalui media sosial.	1	2	3	4	5	6	7
Saya pernah mengikuti undian, tantangan, atau kompetisi yang diselenggarakan oleh Apple atau reseller di media sosial.	1	2	3	4	5	6	7
Saya pernah memberikan saran atau masukan terkait produk	1	2	3	4	5	6	7

iPhone melalui media sosial.							
Saya mempercayai informasi mengenai iPhone yang dibagikan melalui media sosial.	1	2	3	4	5	6	7
Saya menganggap iklan iPhone di media sosial sebagai sumber informasi yang terkini dan terpercaya.	1	2	3	4	5	6	7
Konten yang saya lihat di media sosial tentang iPhone sesuai fakta dan sesuai dengan kualitas produk yang diiklankan.	1	2	3	4	5	6	7
Media sosial adalah media yang membantu saya mengenal dan mengetahui info iPhone terbaru.	1	2	3	4	5	6	7
Saya menggunakan media sosial untuk membandingkan fitur dan harga iPhone dengan produk lain.	1	2	3	4	5	6	7
Saya setuju bahwa perusahaan harus memanfaatkan media sosial untuk mempromosikan dan memasarkan iPhone.	1	2	3	4	5	6	7
Saya tertarik untuk mengeksplorasi konten mengenai iPhone di media sosial.	1	2	3	4	5	6	7
Saya merasa senang saat melihat iklan dan promosi iPhone di media	1	2	3	4	5	6	7

sosial.							
Konten promosi iPhone di media sosial terlihat menarik	1	2	3	4	5	6	7
Saya merasa bahwa iklan iPhone di media sosial menambah keseruan dan pengalaman berbelanja.	1	2	3	4	5	6	7
Saya merasa dengan iPhone data pribadi saya terlindungi saat saya berinteraksi di media sosial.	1	2	3	4	5	6	7
Saya menyadari bahwa pembelian iPhone melalui media sosial mengandung risiko, tetapi saya merasa nyaman jika bertransaksi dengan penjual yang terpercaya.	1	2	3	4	5	6	7
Saya tidak keberatan memberikan informasi pembayaran saat membeli iPhone melalui penjual yang dapat dipercaya di toko online.	1	2	3	4	5	6	7
Saya yakin bahwa penjual iPhone yang terpercaya di media sosial tidak akan merugikan saya sebagai pembeli.	1	2	3	4	5	6	7
Konten iPhone di media sosial membantu saya tetap mengikuti perkembangan tren teknologi.	1	2	3	4	5	6	7
Gaya hidup saya cukup terinspirasi oleh konten iPhone yang saya liat	1	2	3	4	5	6	7

di media sosial							
Konten iPhone terbaru membuat saya merasa lebih dekat dengan tren yang sedang populer.	1	2	3	4	5	6	7
Konten tentang iPhone di media sosial terlihat menarik.	1	2	3	4	5	6	7
Informasi mengenai iPhone di media sosial selalu terupdate.	1	2	3	4	5	6	7
Saya memperoleh rekomendasi produk iPhone melalui media sosial.	1	2	3	4	5	6	7
Saya menerima notifikasi dan informasi promo iPhone dari media sosial.	1	2	3	4	5	6	7
Saya merasa mudah mengakses konten dan informasi mengenai iPhone melalui berbagai perangkat seperti ponsel, tablet, atau laptop.	1	2	3	4	5	6	7

Fear of Missing Out (FOMO)

Petunjuk Pengisian:

FOMO adalah perasaan cemas atau takut tertinggal yang muncul ketika konsumen melihat orang lain menikmati pengalaman atau memiliki produk tertentu, sehingga mendorong keinginan untuk segera ikut serta atau membeli.

Jawablah setiap pernyataan yang menunjukkan seberapa besar Anda setuju atau tidak setuju. Pilihlah salah satu angka yang tersedia menggunakan petunjuk berikut ini:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cenderung Tidak Setuju
- 4 = Netral
- 5 = Cenderung Setuju
- 6 = Setuju
- 7 = Sangat Setuju

Pengukuran FOMO	Sama Sekali Tidak Setuju			Netral	Setuju Sekali		
	STJ	TS	CTS	N	CS	S	ST
Saya khawatir orang lain mendapatkan pengalaman atau pembaruan iPhone lebih seru dibandingkan saya	1	2	3	4	5	6	7
Saya merasa cemas ketika melihat teman-teman saya mempunyai iPhone terbaru	1	2	3	4	5	6	7
Saya merasa tidak nyaman saat tidak tahu tren iPhone atau update yang sedang dibicarakan oleh teman-teman saya.	1	2	3	4	5	6	7
Saya terkadang merasa terlalu banyak menghabiskan waktu hanya untuk mengikuti informasi atau konten seputar iPhone di media sosial.	1	2	3	4	5	6	7
Ketika saya memiliki pengalaman menyenangkan, saya merasa perlu membagikannya secara online (misalnya memperbarui status atau posting di story).	1	2	3	4	5	6	7
Bahkan saat sedang liburan, saya tetap ingin tahu apa yang teman-teman	1	2	3	4	5	6	7

saya lakukan atau apa yang mereka unggah di media sosial.							
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Social Comparison

Petunjuk pengisian:

Social Comparison adalah proses di mana konsumen menilai diri mereka dengan membandingkan kehidupan, kepemilikan, atau pengalaman mereka dengan orang lain, yang dapat memengaruhi persepsi diri dan keputusan pembelian.

Jawablah setiap pernyataan yang menunjukkan seberapa besar Anda setuju atau tidak setuju. Pilihlah salah satu angka yang tersedia menggunakan petunjuk berikut ini:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cenderung Tidak Setuju
- 4 = Netral
- 5 = Cenderung Setuju
- 6 = Setuju
- 7 = Sangat Setuju

Pengukuran Social Comparison	Sama Sekali Tidak Setuju			Netral	Setuju Sekali		
	STJ	TS	CTS	N	CS	S	ST
Sepertinya orang lain mampu membeli iPhone dengan spesifikasi atau seri yang lebih tinggi dibandingkan saya.	1	2	3	4	5	6	7
Sepertinya orang lain bisa lebih sering upgrade atau mengganti iPhone mereka daripada saya.	1	2	3	4	5	6	7
Sepertinya orang lain mampu membeli aksesori iPhone (seperti AirPods,	1	2	3	4	5	6	7

casing premium, dll.) yang lebih baik daripada saya.							
Sepertinya orang lain bisa menikmati layanan hiburan berbayar (seperti Apple Music, iCloud+, atau Apple TV+) lebih mudah dibandingkan saya.	1	2	3	4	5	6	7
Sepertinya orang lain bisa memperbaiki atau mengganti iPhone yang rusak dengan lebih cepat dan tanpa beban biaya dibandingkan saya.	1	2	3	4	5	6	7
Sepertinya orang lain mampu mengikuti tren teknologi terbaru dari Apple lebih cepat dan lebih mudah dibandingkan saya.	1	2	3	4	5	6	7

Materialism

Petunjuk pengisian:

Materialism adalah keyakinan bahwa kepemilikan barang-barang materi, terutama yang bernilai tinggi atau simbolis, merupakan sumber utama kebahagiaan, status sosial, dan pencapaian dalam hidup.

Jawablah setiap pernyataan yang menunjukkan seberapa besar Anda setuju atau tidak setuju. Pilihlah salah satu angka yang tersedia menggunakan petunjuk berikut ini:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cenderung Tidak Setuju
- 4 = Netral
- 5 = Cenderung Setuju
- 6 = Setuju
- 7 = Sangat Setuju

Pengukuran Materialism	Sama Sekali Tidak Setuju	Netral	Setuju Sekali
------------------------	--------------------------	--------	---------------

	STJ	TS	CTS	N	CS	S	ST
Saya terkesan dengan orang-orang yang memiliki iPhone terbaru, gadget canggih, atau aksesoris teknologi mewah.	1	2	3	4	5	6	7
Gadget yang saya miliki mencerminkan seberapa sukses saya dalam hidup	1	2	3	4	5	6	7
Saya menyukai memiliki gadget seperti iPhone, AirPods, atau jam tangan pintar dalam hidup saya.	1	2	3	4	5	6	7
Hidup saya akan terasa lebih baik jika saya memiliki barang-barang teknologi tertentu yang saat ini belum saya miliki.	1	2	3	4	5	6	7
Saya akan merasa lebih bahagia jika mampu membeli lebih banyak produk teknologi premium atau canggih.	1	2	3	4	5	6	7

Repurchase Intention

Petunjuk pengisian:

Repurchase Intention adalah niat konsumen untuk kembali membeli produk yang sama di masa depan karena kepuasan, kepercayaan, atau pengalaman positif sebelumnya

Jawablah setiap pernyataan yang menunjukkan seberapa besar Anda setuju atau tidak setuju. Pilihlah salah satu angka yang tersedia menggunakan petunjuk berikut ini:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Cenderung Tidak Setuju
- 4 = Netral
- 5 = Cenderung Setuju
- 6 = Setuju
- 7 = Sangat Setuju.

Pengukuran Repurchase Intention	Sama Sekali Tidak Setuju			Netral	Setuju Sekali		
	STJ	TS	CTS	N	CS	S	ST
Saya berniat untuk membeli produk iPhone lagi di masa depan.	1	2	3	4	5	6	7
Saya kemungkinan besar akan memilih iPhone lagi saat membeli smartphone di masa depan.	1	2	3	4	5	6	7
Saya kemungkinan besar akan terus menggunakan produk iPhone (dan layanan terkait seperti iCloud, Apple Music, dll.) di masa depan.	1	2	3	4	5	6	7
Saya tidak keberatan mengeluarkan lebih banyak biaya untuk produk atau layanan iPhone di masa depan.	1	2	3	4	5	6	7

APPENDIX 2. RAW DATA TABULATION BY VARIABLE

- Social Media Marketing Effectiveness (SMME)

SMME 1	SMME 2	SMME 3	SMME 4	SMM E 5	SMME 6	SMME 7	SMME 8	SMME 9	SMME 10	SMME 11	SMM E 12	SMM E 13	SMM E 14
7	6	5	6	1	6	7	6	7	7	7	6	5	6
7	1	1	1	1	7	7	7	7	7	7	7	1	7
7	7	7	1	1	6	7	7	7	7	7	7	2	3
7	1	1	1	1	7	7	7	7	4	7	3	4	5
5	2	1	1	1	6	5	4	5	5	5	5	5	5

7	2	2	1	1	5	5	7	7	7	7	5	5	5
5	6	2	1	3	6	6	5	5	6	5	6	4	4
7	1	1	1	1	1	1	1	1	1	1	1	1	1
5	4	5	2	3	5	4	5	6	6	5	4	4	5
7	5	1	1	1	5	4	7	7	7	6	1	4	4
6	4	2	2	2	6	6	6	6	4	3	4	6	6
7	7	5	6	6	5	7	7	7	6	6	7	7	6
5	2	2	1	1	5	4	4	5	5	4	7	5	4
6	1	3	1	3	4	2	6	5	6	6	3	3	6
6	1	3	1	1	2	5	5	6	7	7	6	3	3
6	2	2	2	3	5	5	5	5	3	6	5	4	4
5	6	3	3	3	5	6	5	5	5	5	4	4	5
7	6	7	7	7	1	1	1	1	1	1	1	1	7
7	3	2	2	2	4	4	4	6	4	7	3	4	4
7	5	6	1	2	6	6	6	7	7	7	6	5	6
6	3	3	1	1	5	4	5	6	4	5	4	3	4
6	5	6	4	4	7	7	7	7	7	6	7	6	6
7	6	6	5	5	6	4	5	5	5	5	5	6	6
6	5	5	1	1	6	6	5	6	6	5	6	5	5
5	4	6	3	4	4	3	4	6	7	4	5	4	4
6	3	2	2	3	5	6	7	7	3	6	5	4	6
7	7	4	1	1	6	6	5	7	7	7	7	5	5
6	4	4	2	4	4	3	4	4	4	4	3	3	3

6	3	5	3	5	4	4	4	5	6	4	4	2	5
7	5	3	6	1	5	5	6	6	7	7	5	4	5
6	7	5	2	7	5	5	5	6	5	6	6	6	6
7	7	4	1	2	7	7	7	7	7	7	7	7	7
7	2	2	1	2	6	5	5	6	5	7	5	4	4
5	1	3	3	4	5	4	5	7	7	7	5	5	5
6	4	4	1	3	6	5	5	7	7	4	4	5	5
5	3	1	1	4	3	2	4	4	6	4	2	1	5
7	5	4	2	4	5	6	5	5	5	6	6	6	6
5	5	5	2	4	6	5	5	6	6	6	7	7	7
7	4	4	7	4	6	4	5	7	7	6	4	7	7
5	1	6	6	6	5	5	5	6	6	6	4	5	5
7	6	5	6	4	4	5	5	6	7	5	6	7	6
7	7	1	1	1	5	4	7	7	7	7	7	4	3
7	5	4	4	4	6	6	6	6	6	6	6	6	6
6	2	2	1	1	5	6	6	6	7	7	6	5	6
7	1	1	1	1	5	6	7	7	3	4	1	1	1
6	6	4	4	4	5	4	6	6	6	6	6	4	6
6	2	5	4	2	6	5	5	7	7	5	5	6	7
6	4	4	1	1	1	1	2	1	5	5	1	2	2
5	4	2	4	2	3	3	4	4	4	5	4	4	5
7	6	6	2	2	7	7	7	7	3	7	7	6	7
7	5	4	5	3	3	4	3	6	3	3	5	5	5

7	4	5	1	2	6	5	5	7	7	7	6	5	6
7	7	1	1	1	4	4	6	7	7	7	4	3	4
7	5	2	1	2	7	7	7	7	7	7	5	6	6
7	4	3	2	5	4	5	5	6	6	7	4	4	5
7	6	6	1	7	7	7	7	7	7	7	7	6	6
7	4	4	3	3	6	3	4	6	6	6	3	1	4
6	7	6	7	6	7	6	7	6	7	7	7	6	7
6	4	2	2	3	5	5	6	6	5	7	4	3	5
5	2	2	1	1	6	6	6	6	2	6	2	2	4
7	4	1	1	1	7	7	7	7	4	4	4	4	4
6	1	1	1	1	5	5	5	7	7	4	5	5	5
6	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	3	3	3	6	6	6	7	7	7	4	6	6
6	5	3	1	1	6	6	5	6	2	6	4	4	6
6	4	4	4	4	5	5	5	5	7	7	5	6	6
7	5	7	7	7	7	7	7	7	6	6	7	6	7
6	5	2	4	4	6	4	4	6	6	6	6	6	6
7	1	1	1	1	2	2	2	7	7	7	1	4	4
7	6	6	6	6	6	6	6	6	6	6	6	6	6
7	3	4	1	1	2	3	2	3	3	3	3	3	3
5	4	4	4	4	5	5	5	5	4	5	4	4	5
7	3	3	1	1	3	4	5	7	6	7	7	5	6
7	4	4	1	1	4	4	4	4	4	4	4	4	4

5	1	1	1	1	1	1	2	3	7	7	1	1	1
7	4	5	3	7	6	6	4	7	7	7	7	5	6
6	4	2	2	2	6	6	6	6	6	6	6	6	6
6	2	2	2	2	6	2	6	6	6	6	2	6	6
7	5	1	4	1	5	6	6	7	7	7	7	6	7
6	4	4	4	4	4	4	4	4	4	4	4	4	4
7	7	7	1	4	7	7	7	7	7	7	7	6	7
7	2	2	2	2	4	4	4	5	6	7	6	4	4
7	1	1	1	1	7	7	7	7	7	7	1	5	7
7	7	1	1	1	7	5	7	5	6	7	1	3	4
7	2	3	4	2	4	4	4	3	4	3	3	3	4
6	4	6	6	5	6	7	6	6	7	6	6	5	6
6	4	6	7	6	4	6	6	7	7	5	5	6	6
5	5	6	7	6	1	4	6	6	6	7	6	4	6
6	4	6	6	5	7	6	2	7	6	6	4	3	6
6	4	5	6	6	4	5	7	6	6	7	4	5	5
6	4	6	7	5	6	5	7	6	4	6	5	7	6
6	3	6	6	7	6	5	6	6	4	6	6	6	6
6	6	6	4	5	6	7	5	6	6	4	6	7	3
3	6	7	6	5	6	4	6	7	6	4	7	5	6
4	6	7	6	5	4	6	6	6	2	4	6	5	6
5	6	6	6	6	6	7	6	6	6	7	7	6	2
6	7	4	6	5	2	3	6	4	6	4	6	7	6

6	6	7	6	4	5	6	6	4	6	5	6	3	5
7	6	6	5	6	6	4	6	4	6	6	7	6	3
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- **Fear of Missing Out (FOMO)**

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- Social Comparison

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- Repurchase Intention

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6	3	7	4
3	6	4	6
6	6	1	3
3	3	1	6
6	1	3	2
6	2	3	1
3	1	6	2

APPENDIX 3. SEM TEST

a. Outer Loading

	SMME	FO	SC	MA	RI	Description
SMME 1	0.653					Valid
SMME 2	0.765					Valid
SMME 3	0.799					Valid
SMME 4	0.737					Valid
SMME 5	0.749					Valid
SMME 6	0.903					Valid
SMME 7	0.917					Valid
SMME 8	0.881					Valid
SMME 9	0.873					Valid
SMME 10	0.869					Valid
SMME 11	0.858					Valid
SMME 12	0.798					Valid
SMME 13	0.889					Valid
SMME 14	0.871					Valid
SMME 15	0.874					Valid

SMME 16	0.836					Valid
SMME 17	0.833					Valid
SMME 18	0.815					Valid
SMME 19	0.861					Valid
SMME 20	0.862					Valid
SMME 21	0.772					Valid
SMME 22	0.784					Valid
SMME 23	0.877					Valid
SMME 24	0.887					Valid
SMME 25	0.876					Valid
SMME 26	0.844					Valid
SMME 27	0.858					Valid

FO 1		0.777				Valid
FO 2		0.770				Valid
FO 3		0.828				Valid
FO 4		0.717				Valid
FO 5		0.660				Valid
FO 6		0.753				Valid
SC 1			0.817			Valid
SC 2			0.890			Valid
SC 3			0.794			Valid
SC 4			0.843			Valid
SC 5			0.845			Valid
SC 6			0.873			Valid
MA 1				0.817		Valid
MA 2				0.729		Valid
MA 3				0.799		Valid
MA 4				0.865		Valid
MA 5				0.854		Valid
RI 1					0.830	Valid
RI 2					0.812	Valid
RI 3					0.894	Valid

RI 4					0.813	Valid
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b. Average Variance Extracted

	Average variance extracted (AVE)
Social_Comparison	0.713
FOMO	0.566
Materialism	0.663
Repurchase_Intention	0.702
SMME	0.578
Consumer_Trust	0.811
Customization	0.739
Hedonic_Motivation	0.771
Interaction	0.551
Privacy and _Perceived Risk	0.699
Product_Awareness	0.723
Trendiness	0.702

c. Cross Loading

	FOMO	Materialism	Repurchase Intention	SMME	Social Comparison
FM1	0.777	0.095	0.032	-0.088	-0.140
FM2	0.770	0.152	0.021	-0.056	-0.153
FM3	0.828	0.215	0.099	0.036	-0.085
FM4	0.717	0.151	0.011	0.006	-0.072
FM5	0.660	0.319	0.207	0.198	0.118
FM6	0.753	0.247	0.124	0.063	-0.031
MT1	0.217	0.817	0.106	0.626	0.558
MT2	0.402	0.729	-0.079	0.522	0.422
MT3	0.131	0.799	0.217	0.712	0.604
MT4	0.282	0.865	0.058	0.735	0.617
MT5	0.210	0.854	-0.034	0.692	0.625
RI1	0.111	0.041	0.830	0.012	-0.040
RI2	0.057	0.032	0.812	0.011	-0.051
RI3	0.142	0.102	0.894	0.016	-0.045
RI4	0.116	0.056	0.813	0.019	-0.047
SC1	-0.097	0.551	-0.013	0.674	0.817

SC2	-0.067	0.638	-0.007	0.733	0.890
SC3	-0.133	0.520	-0.111	0.636	0.794
SC4	0.035	0.613	-0.077	0.721	0.843
SC5	-0.008	0.619	-0.040	0.719	0.845
SC6	-0.027	0.610	-0.034	0.731	0.873
SMME1	-0.308	0.559	-0.069	0.750	0.720
SMME2	0.087	0.550	0.110	0.623	0.472
SMME3	0.155	0.499	-0.139	0.585	0.475
SMME4	0.333	0.565	-0.131	0.552	0.426
SMME5	0.293	0.551	-0.088	0.572	0.425
SMME6	-0.003	0.622	0.056	0.801	0.652
SMME7	0.074	0.650	0.021	0.834	0.658
SMME8	-0.034	0.631	0.004	0.817	0.683
SMME9	-0.151	0.604	0.030	0.811	0.715
SMME10	-0.102	0.585	-0.066	0.777	0.708
SMME11	-0.129	0.590	-0.042	0.784	0.662
SMME12	0.102	0.600	0.017	0.736	0.580
SMME13	0.198	0.708	0.114	0.811	0.648
SMME14	0.008	0.648	0.030	0.823	0.664
SMME15	0.148	0.641	0.196	0.788	0.626
SMME16	0.019	0.674	0.010	0.815	0.686
SMME17	0.001	0.585	-0.024	0.771	0.655
SMME18	0.193	0.631	-0.033	0.702	0.604
SMME19	0.101	0.596	0.000	0.741	0.578
SMME20	-0.032	0.662	0.086	0.824	0.679
SMME21	0.289	0.653	0.012	0.701	0.554
SMME22	0.201	0.639	-0.085	0.705	0.578
SMME23	0.023	0.639	0.055	0.840	0.689
SMME24	0.010	0.684	-0.028	0.868	0.736
SMME25	0.033	0.658	0.009	0.801	0.707
SMME26	0.164	0.649	0.036	0.759	0.676
SMME27	-0.055	0.663	0.153	0.808	0.708

d. Cronbach's Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability
Social_Comparison	0.919	0.937

FOMO	0.851	0.886
Materialism	0.873	0.908
Repurchase_Intention	0.862	0.904
SMME	0.971	0.973
Consumer_Trust	0.883	0.928
Customization	0.823	0.894
Hedonic_Motivation	0.851	0.910
Interaction	0.796	0.859
Privacy and _Perceived Risk	0.857	0.903
Product_Awareness	0.872	0.912
Trendiness	0.893	0.921

e. Coefficient of Determination Test (R-Square)

	R-square
FOMO	0.045
Materialism	0.494
Repurchase_Intention	0.033

f. Path Coefficients/Hypothesis Testing

	Original sample	T statistic	P values	
SMME -> FOMO	0.370	2.132	0.017	H1 Supported
Social_Comparison -> FOMO	0.364	1.871	0.031	H2 Supported
FOMO -> Repurchase_Intention	0.073	0.522	0.301	H3 not supported
Social_Comparison -> Materialism	0.703	16.438	0.000	H4 supported
Materialism -> Repurchase_Intention	0.179	1.841	0.033	H5 Supported

g. Bootstrapping

