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Do People Buy Because They Are Afraid of Missing Out? A Case Study of Jalan Flamboyan Manado

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ABSTRACT
The increasing popularity of Jalan Flamboyan as a culinary destination in Manado City is largely driven by social media promotions, particularly through user-generated reviews that influence consumer behavior. This study aims to examine the impact of Electronic Word of Mouth (E-WOM) on Purchase Intention, with Fear of Missing Out (FOMO) acting as a mediating variable. Employing a quantitative research design, data were collected from 180 respondents using structured questionnaires and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that E-WOM significantly influences FOMO (path coefficient = 0.29) and directly affects Purchase Intention (path coefficient = 0.68). Furthermore, FOMO has a significant direct impact on Purchase Intention (path coefficient = 0.331) and serves as a complementary mediator in the relationship between E-WOM and Purchase Intention. The results suggest that online reviews not only shape consumer perceptions but also trigger emotional responses such as FOMO, which in turn enhance purchase intentions. These insights highlight the strategic importance of leveraging E-WOM and urgency-based marketing approaches to effectively drive consumer engagement and conversion.

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INTRODUCTION

The Micro, Small, and Medium Enterprises (MSME) sector in Manado City has experienced significant growth in recent years. Umboh et al. (2022) indicate that this acceleration is driven by Manado's economic growth, which has outpaced other cities and regencies in North Sulawesi Province. According to data from BPS (2024), the number of MSME actors increased consistently by 30% from 2020 to 2023, with an addition of 2,869 business units, bringing the total number of MSMEs in Manado to 5,102 units in 2023. This growth reflects a strengthening local economy that is becoming increasingly inclusive and expanding across various sectors, including the culinary and lifestyle industries, largely driven by the younger generation.

One notable example of this MSME expansion is Flamboyan Street in Sario District, Manado, which has become a hub for MSME agglomeration (Rarumangkey, 2023). Initially home to only one coffee shop and one eatery in mid-2022, the area underwent rapid transformation after being promoted by a social media influencer. Within six months, the area saw a significant increase in visitor traffic, especially at night, which spurred the rapid growth of MSMEs—particularly coffee shops targeting young consumers (Guhuhuku, 2023). The average daily visitor count reached 200,000, especially on weekends (Bisnismanado, 2023), making the area a center for youth social interaction. The modern atmosphere and trendy appeal of the area further enhance consumer purchase intention (Sasauw, 2023).

Several previous studies have examined similar phenomena in the context of MSMEs and social media. Mettan & Sancoko (2021) found that short-form content (ephemeral content) and digital testimonials (E-WOM) effectively drive millennials' purchase intentions toward MSME culinary products in Surabaya. Komaling & Taliwongso (2023) showed that E-WOM on TikTok positively influences brand image, which in turn increases customer purchase intention. Meanwhile, Luthfiyatillah et al. (2020) emphasized that although E-WOM significantly affects purchase intention, it does not directly influence purchase decisions; instead, the effect is mediated by purchase intention. These studies reinforce the understanding that E-WOM plays a powerful role in shaping perception and purchase intention, particularly in digital contexts.

Unlike previous studies, this research specifically analyzes the influence of electronic word of mouth (E-WOM) on purchase intention, with fear of missing out (FOMO) as a mediating variable. The study aims to determine the extent to which recommendations or information shared through electronic media can motivate consumers to make purchases, especially when they experience anxiety about missing out on valuable opportunities. This aligns with Social Comparison Theory (Panger, 2014), which explains that individuals tend to compare themselves with others as a benchmark for self-evaluation. Social media amplifies this phenomenon, as the happiness and achievements of others displayed on digital platforms can drive individuals to pursue similar experiences. Jabeen et al. (2023) also found that FOMO triggered by social media is driven by anxiety and time pressure, which can lead to social comparison behavior and narcissistic admiration, ultimately influencing user behavior.

Reviews, photos, and videos of culinary experiences on Flamboyan Street that have gone viral on social media create a psychological effect that encourages people to try them for themselves (Rarumangkey, 2023). Unconsciously, individuals feel a strong urge to participate due to fear of being left out of ongoing social trends. This aligns with McGinnis (2004) definition of FOMO as the anxiety of missing out on important information or moments, especially when comparing oneself to others whose experiences appear more enjoyable on social media. Xi et al. (2022) further add that FOMO can drive individuals—particularly those with high self-esteem—to post products that reflect their identity on social media to gain social support. In line with this, Schiffman et al. (2010) states that purchase intention is a key indicator in predicting the likelihood of someone buying a particular product. Roozy et al. (2014) reinforce that purchase intention includes the desire to buy, considerations in the decision-making process, and the likelihood of recommending the product to others. Therefore, this study aims to comprehensively explore the relationship between E-WOM, FOMO, and consumer purchase intention in the Flamboyan Street area of Manado City.

Social Comparison Theory

According to Panger (2014), social comparison theory suggests that individuals tend to evaluate themselves by comparing with others to determine whether they are in a favorable or unfavorable condition, which in turn influences their subsequent behaviors. McCrae & Costa Jr (2006) add that the outcomes of such comparisons can affect emotional stability, especially when individuals fail to adapt to the social standards used as a basis for comparison, potentially leading to anxiety. Festinger (1954) originally proposed that social comparison is a human tendency to evaluate abilities, opinions, and feelings by comparing oneself to others. The more frequently individuals engage in such comparisons, the greater the anxiety they may feel when others appear to be living more appealing lives.

In the context of social media, this theory helps explain how people use reviews or recommendations as a form of social evaluation. Social media acts as a constant reminder that one's happiness may not match the curated happiness displayed by others, prompting individuals to imitate what they see in pursuit of similar satisfaction (Festinger, 1954). D'Lima & Higgins (2021) found a positive correlation between social comparison and fear of missing out (FOMO), where individuals who perceive others as having better life experiences tend to develop anxiety and a desire for similar social validation.

Electronic Word of Mouth (E-WOM)

The advancement of internet and communication technologies has gradually shifted traditional word-of-mouth practices into a digital form known as electronic word of mouth (E-WOM). Hennig-Thurau et al. (2004) define E-WOM as any positive or negative statement made by consumers, potential consumers, or former consumers about a product or company, shared via the internet. Similarly, Westbrook (1987) describe E-WOM as informal

communication through digital platforms regarding the characteristics of products, services, or sellers.

Nasution et al. (2024) emphasize that consumers tend to trust social media reviews more than traditional advertisements. Platforms such as TikTok, Instagram, and Facebook enable rapid and widespread dissemination of information, allowing individual opinions to reach millions—especially when content goes viral, as seen in the case of Flamboyan Street (Sasauw, 2023). E-WOM is a highly effective tool in shaping perceptions and influencing purchasing decisions due to its strong social influence. Chu & Kim (2011) explain that social media fosters virtual communities that reinforce the tendency to follow majority opinions. The abundance of positive reviews about Flamboyan on various platforms attracts more users to visit the location. On the other hand, Litvin et al. (2008) caution that the anonymity of E-WOM can lead to misleading or out-of-context comments. Nevertheless, E-WOM remains a vital component of digital marketing strategies due to its ability to influence consumer perception and behavior.

H_1: E-WOM (X1) has a significant effect on FOMO (Y).

H_2: E-WOM (X1) has a significant effect on Purchase Intention (Y).

Fear of Missing Out (FOMO)

FOMO was first introduced in 2004 to describe the anxiety individuals feel when they perceive that others are experiencing valuable opportunities without them (Gupta & Sharma, 2021). FOMO involves two main aspects: the fear that others are enjoying better experiences, and the urge to stay socially connected. Ryan & Deci (2000) describe FOMO as a psychological process triggered by threats to social relationships, which leads to impulsive actions to maintain connection. Przybylski et al. (2013) reinforces that FOMO is a negative emotional state arising from unmet social needs, where individuals feel excluded from socially valuable experiences.

Social media intensifies this phenomenon by creating the illusion that others are happier and more successful, leading to feelings of inadequacy and dissatisfaction. Alt & Boniel-Nissim (2018) note that this anxiety drives individuals to monitor others' activities intensively to ensure they are not missing out on current trends or social experiences. This phenomenon influences purchasing decisions, as individuals are motivated to buy products perceived as popular or used by their social groups to avoid social exclusion. In the context of Flamboyan's viral popularity on social media, FOMO emerges as an emotional response that encourages consumers to make purchases to remain relevant within their communities.

H_3: FOMO (Y) has a significant effect on Purchase Intention (Y).

Purchase Intention

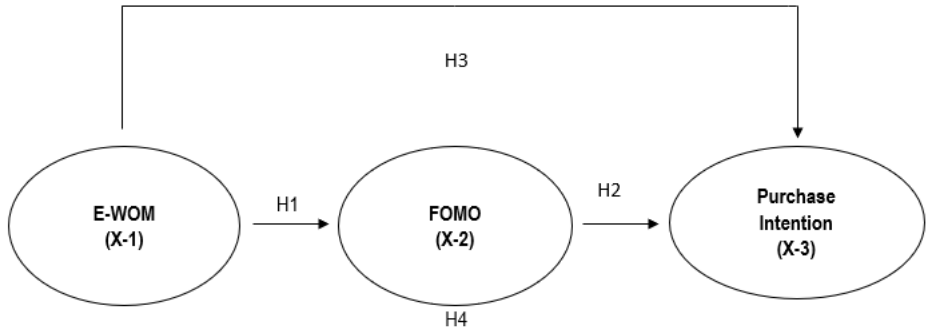
Purchase intention refers to the internal drive within consumers to buy a product, influenced by positive perceptions and external stimuli. Kotler (2001) defines purchase intention as a strong desire triggered by internal and external motivations to act. Kotler & Keller (2012) describe it as a behavioral response toward an object that reflects the willingness to make a purchase. It is formed

through a series of psychological processes involving perception, attitude, and evaluation of product information.

Cesario et al. (2004) emphasizes that purchase intention reflects a clear plan regarding the type and quantity of a product to be purchased, usually to meet specific needs. To support this decision, consumers often seek external information, such as customer reviews on social media. Xu & Chan (2010), Wang & Wang (2010), and Park & Lee (2008) argue that purchase intention is heavily influenced by E-WOM, as information shared by other consumers is perceived as more authentic and trustworthy. Based on this explanation, it can be concluded that both E-WOM and FOMO play a role in shaping purchase intentions.

H_4: FOMO mediates the effect of E-WOM on Purchase Intention (Y).

Figure 1 – Conceptual framework



METHODOLOGY

This study adopts a quantitative approach with a descriptive design to examine the effect of Electronic Word of Mouth (E-WOM) on Purchase Intention, with Fear of Missing Out (FOMO) as a mediating variable. The quantitative approach enables objective measurement of variables and appropriate statistical analysis to test relationships between variables through surveys (Babbie, 2016; Malhotra, 2009; Syahrizal & Jailani, 2023). Primary data were collected using an online questionnaire with a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to produce generalizable findings (Hair et al., 2019). The study population consisted of individuals active in the Flamboyan Street area and on social media, with samples selected using convenience sampling based on accessibility and relevance criteria (Etikan et al., 2015). A minimum sample size of 107 respondents was determined using G*Power calculations to ensure statistical power (Hair et al., 2019). Data collection was conducted online via Google Forms to facilitate respondent participation and expedite the process.

Data analysis was performed using PLS-SEM with SmartPLS software, which allows for testing causal relationships between latent variables without assuming data normality (Ghozali, 2008; Hair et al., 2019). Instrument validity and reliability were assessed using the outer model, including indicators such as Cronbach's Alpha, Composite Reliability, outer loadings, Average Variance

Extracted (AVE), and discriminant validity (Fornell & Larcker, 1981; Hair et al., 2017; Umar, 2008). A collinearity test (VIF) was also conducted to ensure the absence of multicollinearity among predictor variables (Hair et al., 2019). Structural model analysis was then carried out by examining path coefficients, t-statistics, and R-square values to determine the strength and significance of relationships between variables (Hair et al., 2019). The significance of relationships was tested using p-values, with a 5% threshold ($p < 0.05$) as the criterion for determining path significance (Hair et al., 2019). Standardized root mean square residual (SRMR) is serve as an indicator of overall model fit, with value below 0.10 (<0.10) is considered accepted although SRMR < 0.08 is categorized as best fitted (Hair et al., 2019). The evaluation criteria included a minimum outer loading of 0.70, Cronbach's Alpha and Composite Reliability above 0.70, and AVE of at least 0.50 to ensure the instrument met validity and reliability standards (Fornell & Larcker, 1981; Hair et al., 2019).

RESULT AND DISCUSSION

In this study, demographic profile analysis aims to provide a general overview of the characteristics of the respondents who participated. This information is essential for understanding consumer behavior patterns in the Flamboyan Street area, particularly in examining how Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) influence Purchase Intention. Data were collected through an online questionnaire distributed via Google Forms, using a convenience sampling method, which resulted in 180 respondents. This number exceeds the minimum sample size determined through G*Power analysis to ensure statistical power (Hair et al., 2019). Tables 1 to 4 summarize the respondents' characteristics based on gender, occupation, generation, frequency of visits, and purpose of visit.

Gender was analyzed due to potential differences in perceptions of E-WOM, FOMO, and purchasing decisions between males and females. Of the 180 respondents, 70 (38.89%) were male and 110 (61.11%) were female, indicating that the majority of respondents were women. Respondents' ages were categorized into two generational groups: Millennials (born 1981–1996), comprising 22 individuals (12.22%), and Generation Z (born 1997–2012), comprising 158 individuals (87.78%). These generations were selected due to their strong association with digital activity and a higher tendency toward FOMO, particularly in the context of purchasing behavior on Flamboyan Street.

Respondents were classified into five occupational groups, with students forming the largest group (136 individuals), followed by other categories. Among the students, 90 were female and 46 were male. In terms of visit frequency, 79 respondents (43.89%) had visited Flamboyan Street 1–5 times, 52 respondents (28.89%) had visited 6–10 times, and 49 respondents (27.22%) had visited more than 20 times. This indicates a diversity in visit intensity, with both new and loyal visitors represented. The most common purpose of visit was a combination of coffee shops and street food stalls (78 respondents), followed by visits solely for street food (46 respondents), and visits exclusively to coffee shops (37 respondents). These preferences suggest that the culinary combination is the main attraction for visitors.

Table 1 – Gender and Occupancy

Occupancy	Male	Female
BUMN	4	3
Lainnya	11	8
Pelajar/Mahasiswa	46	90
PNS	4	3
aWiraswasta	5	6

Source: Primary data, 2025

Table 2 – Gender and Generation

Generation	Male	Female
Gen Milenial (1981–1996)	11	5
Gen Z (1997–2012)	59	105

Source: Primary data, 2025

Table 3 – Gender and Total visitation

Total visitation	Male	Female
1-5 kali	29	50
6-10 kali	18	34
>20 kali	23	26
Total	70	110

Source: Primary data, 2025

Table 4 – Gender and Place

Place	Male	Female
Coffe shop	24	13
Coffe shop, Pondok Jajan//Street Food	24	54
Coffe shop, Pondok Jajan//Street Food, Sekedar berkunjung	3	3
Coffe Shop, Sekedar berkunjung	1	
Pondok Jajan//Street Food	10	36
Pondok Jajan//Street Food, Sekedar berkunjung	5	3
Sekedar berkunjung	3	1

The analysis of the research model began with a normality test. However, in the context of SEM-PLS, this test is not mandatory, as the method is non-parametric in nature. Figure 2 illustrates that the data used in this study exhibit a skewness value of 63.55 and a kurtosis value of 345.66, indicating a non-normal distribution. Therefore, SEM-PLS is considered an appropriate analytical model for addressing the research questions (Cain et al., 2017). Construct reliability was assessed using Cronbach's Alpha and Composite Reliability, both of which yielded satisfactory results. All constructs demonstrated values greater than 0.70 (Hair et al., 2018), specifically 0.846 for E-WOM, 0.878 for FOMO, and 0.853 for Purchase Intention. The Composite Reliability values ranged from 0.890 to 0.910, indicating consistent and reliable measurement.

Indicator validity was evaluated through outer loading values and convergent validity, both of which met the required standards. All indicators had outer loading values above 0.70, in accordance with the criteria established by (Hair et al., 2019), suggesting that the indicators effectively represent their respective latent constructs. Convergent validity was also confirmed, with Average Variance Extracted (AVE) values exceeding 0.50 for all constructs, as recommended by Hair et al. (2017). This indicates that more than 50% of the variance in the indicators is explained by their respective constructs. Furthermore, discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT), with all inter-construct values below 0.90. For instance, the HTMT value between E-WOM and FOMO was 0.786, indicating that each construct in the model is sufficiently distinct (Henseler et al., 2015), thereby reinforcing the overall validity of the measurement model.

Picture 2 – *Normality Test*

Output of skewness and kurtosis calculation

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Sample size:  180
Number of variables:  15

Univariate skewness and kurtosis
        Skewness SE_skew Z_skew Kurtosis SE_kurt Z_kurt
EWOM_1    -1.130   0.181 -6.239    1.211    0.36  3.362
EWOM_2    -1.324   0.181 -7.310    1.680    0.36  4.665
EWOM_3    -1.306   0.181 -7.213    1.809    0.36  5.022
EWOM_4    -1.128   0.181 -6.232    1.691    0.36  4.694
EWOM_5    -0.305   0.181 -1.682   -0.912    0.36 -2.531
FOMO_1    -0.160   0.181 -0.881   -0.664    0.36 -1.842
FOMO_2    -0.266   0.181 -1.469   -0.766    0.36 -2.125
FOMO_3    -0.187   0.181 -1.035   -1.089    0.36 -3.022
FOMO_4    -0.836   0.181 -4.618    0.495    0.36  1.375
FOMO_5    -0.894   0.181 -4.938    0.235    0.36  0.652
PUIN_1    -0.113   0.181 -0.625   -0.111    0.36 -0.308
PUIN_2    -0.830   0.181 -4.586    1.429    0.36  3.968
PUIN_3    -0.967   0.181 -5.338    1.814    0.36  5.036
PUIN_4    -0.741   0.181 -4.093    0.940    0.36  2.610
PUIN_5    -0.831   0.181 -4.588    0.964    0.36  2.676

Mardia's multivariate skewness and kurtosis
                b          z p-value
Skewness  63.55454 1906.63624       0
Kurtosis 345.65890   26.92971       0
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Sumber: (Cain et al., 2017)

Table 5 – Reliability dan Convergent Validity analysis

Construct	Item	Reliability		Convergent Validity	
		Cronbach's alpha	Composite reliability	AVE	Outer Loading
E-WOM	EWOM_1	0.846	0.89	0.618	0.831
	EWOM_2				0.855
	EWOM_3				0.762
	EWOM_4				0.758

	EWOM_5				0.716
FOMO	FOMO_1	0.878	0.91	0.67	0.841
	FOMO_2				0.819
	FOMO_3				0.865
	FOMO_4				0.806
	FOMO_5				0.759
Purchase Intention	PUIN_1	0.853	0.895	0.631	0.76
	PUIN_2				0.779
	PUIN_3				0.751
	PUIN_4				0.829
	PUIN_5				0.849

Table 6 – Heterotrait – Monotrati ratio (HTM) / Discriminat validity

Construct	E-WOM	FOMO	Purchase Intention
E-WOM			
FOMO	0.309		
Purchase Intention	0.792	0.563	

In the structural model assessment (see Table 8), all tested hypotheses were statistically supported using the bootstrapping technique. E-WOM had a significant effect on FOMO ($\beta = 0.29$; t-value = 3.131; p-value = 0.002; $R^2 = 0.079$; $f^2 = 0.092$), as well as a direct effect on Purchase Intention ($\beta = 0.687$; t-value = 11.167; p-value = 0.000; $R^2 = 0.568$; $f^2 = 0.751$). FOMO also significantly influenced Purchase Intention ($\beta = 0.331$; t-value = 4.85; p-value = 0.000; $f^2 = 0.234$) and was found to mediate the relationship between E-WOM and Purchase Intention ($\beta = 0.096$; t-value = 2.567; p-value = 0.002). The Variance Inflation Factor (VIF) values for all indicators were below 5, indicating no significant multicollinearity issues (Hair et al., 2011). These findings reinforce the theoretical model, suggesting that E-WOM not only directly influences purchase intention but also indirectly affects it through the psychological factor of FOMO, thereby amplifying the impact of online messages on consumer behavior.

Tabel 8 - Hypothesis testing

Hypho.	Relationship	Beta	*t*-value	p-value	r^2 value	f^2 value	VIF
H1	E-WOM → FOMO	0.290	3.131	0.002**	0.079	0.092	1.000
H2	E-WOM → Purchase Intention	0.592	11.167	0.000**	0.568	0.751	1.092
H3	FOMO → Purchase Intention	0.331	4.850	0.000**		0.234	1.092
H4	E-WOM → FOMO → Purchase Intention	0.096	2.567	0.010**			

Note: **Significant of p-value at level < 0.05						

Based on the model fit evaluation results presented in the table, it can be concluded that the model demonstrates an adequate level of fit. The Standardized Root Mean Square Residual (SRMR) value of 0.087 indicates an acceptable model fit, as (Hair et al., 2017) suggest that SRMR values below 0.10 are still considered acceptable. Furthermore, the d_ULS value of 0.918 and the d_G value of 0.307 reflect relatively low levels of model discrepancy, although these values should ideally be compared with bootstrapping results to confirm their statistical significance. The Chi-square value of 336.023 is not the primary focus in the SEM-PLS approach due to its sensitivity to sample size. Meanwhile, the Normed Fit Index (NFI) value of 0.787 is close to the acceptable threshold of 0.80, although it does not reach the ideal benchmark of 0.90. Overall, following the guidelines provided by Hair et al., the model can be considered to have a reasonably good fit with the data and is suitable for further analysis.

Table 9 – model fit

Criteria	**Saturated model**	**Estimated model**
SRMR	0.087	0.087
d_ULS	0.918	0.918
d_G	0.307	0.307
Chi-square	336.023	336.023
NFI	0.787	0.787

RESEARCH FINDINGS AND DISCUSSION

The findings of this study indicate that Electronic Word of Mouth (E-WOM) has a significant influence on both Fear of Missing Out (FOMO) and Purchase Intention. In the context of the Jalan Flamboyan area, information disseminated through social media encourages consumers to experience FOMO due to the exclusivity or unique appeal being promoted. The data reveal that E-WOM plays a crucial role in creating social pressure, reinforcing individuals' perceptions that they must immediately engage in the experience. This finding aligns with Social Comparison Theory, which posits that individuals tend to evaluate themselves based on others' experiences shared on social media (Festinger, 1954). Moreover, E-WOM has a highly significant impact on Purchase Intention. As evidenced by the data, information received through online reviews and recommendations shapes consumer perceptions of specific products or services, particularly among younger generations such as Generation Z and Millennials. This supports previous research by Reza Jalilvand & Samiei (2012), which found that online reviews can enhance consumer trust and motivate purchasing decisions. In other words, reviews perceived as authentic and relevant provide a strong emotional stimulus that drives consumers to make immediate purchases.

FOMO also contributes as a reinforcing factor in the relationship between E-WOM and Purchase Intention. It directly influences Purchase Intention by reflecting the emotional pressure individuals feel to act quickly in order not to miss out on important moments or exclusive opportunities. This finding is consistent with the argument by Przybylski et al. (2013), who stated that FOMO can accelerate purchasing decisions, especially in social contexts that emphasize exclusivity. The relationship between E-WOM and Purchase Intention is also in line with the findings of Cheung & Thadani (2012), who noted that positive information from other users can enhance consumer confidence in a product or service. This confidence influences purchasing behavior, particularly among younger age groups such as Generation Z and Millennials who are active social media users.

FOMO also serves as a complementary mediating variable, strengthening the indirect effect of E-WOM on Purchase Intention, with a path coefficient of 0.096, a t-value of 2.567, and a p-value of 0.002. FOMO adds an emotional dimension—namely, the fear of missing out on important moments or exclusive opportunities—which drives consumers to act promptly. Przybylski et al. (2013) demonstrated that FOMO can increase urgency and intention in purchasing decisions, particularly among younger individuals who are active on social media. The research data show that the combination of the persuasive power of online reviews and the emotional effect of FOMO significantly influences Purchase Intention, as confirmed by the structural model testing. This is consistent with Gupta & Sharma (2021), who found that consumers experiencing fear of missing out are more likely to make quicker purchasing decisions. FOMO is often triggered by information that highlights exclusivity or time-limited offers, thus motivating individuals to act immediately.

CONCLUSION AND RECOMMENDATIONS

This study aimed to identify the influence of Electronic Word of Mouth (E-WOM) on Purchase Intention, with Fear of Missing Out (FOMO) as a mediating variable. The research focused on consumer behavior in the Jalan Flamboyan area, examining how information shared on social media can drive purchase intentions. The analysis revealed that E-WOM significantly affects FOMO, supporting the view that online reviews can heighten emotional pressure that prompts swift action. E-WOM was also found to directly influence Purchase Intention, consistent with existing theories and previous studies. Additionally, FOMO plays a vital role in encouraging consumer purchase intentions while also mediating the relationship between E-WOM and Purchase Intention, indicating an emotional effect that reinforces purchasing decisions.

These findings contribute to the understanding of the role of online reviews and emotional social pressure in consumer decision-making processes. Based on these results, business actors in the Jalan Flamboyan area are advised to optimize E-WOM strategies and adopt FOMO-based promotional approaches, such as limited-time or exclusive offers.

The Manado City Government is also encouraged to support local MSMEs in the area by strengthening infrastructure and promoting activities that foster social interaction. Future research is recommended to include additional variables such as brand loyalty or customer satisfaction, explore the effectiveness of various social media platforms, and expand the research location to enhance external validity.

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