

THE EFFECT OF BRAND IMAGE ON PURCHASE DECISION THROUGH FEAR OF MISSING OUT (FOMO) ON THE PRODUCT MIE GACOAN IN THE CITY OF MAKASSAR

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Abstract

This study aims to analyze the effect of Brand Image on Purchase Decision with Fear of Missing Out (FoMO) as a mediating variable for Mie Gacoan products in Makassar City. This research applied a quantitative method by distributing questionnaires to 202 respondents. The collected data were analyzed using Partial Least Square (PLS). The results show that Brand Image has a positive and significant effect on both Fear of Missing Out and Purchase Decision. Additionally, Fear of Missing Out positively influences Purchase Decision. The study also confirms that Brand Image indirectly affects Purchase Decision through Fear of Missing Out as a mediating variable. This research concludes that Brand Image and FoMO play an essential role in influencing consumer purchasing decisions, particularly among young consumers who are actively engaged on social media.

Keywords : Brand Image, Purchase Decision, Fear of Missing Out (FoMO), Mie Gacoan.

INTRODUCTION

The Director of Research and Development at Bekraf stated that the culinary industry has emerged as one of the most important pillars of Indonesia's creative economy, contributing around 41% of the total gross domestic product (GDP) of the creative economy in 2020 (Ika, 2019). With a value of Rp.410 trillion, the culinary business has a very large potential to contribute to economic progress (Ika, 2019). The culinary industry has the potential to become a trend in the way consumers express themselves. This business is one of the most promising ventures, thanks to the increasing purchasing power of the public and the changes in modern lifestyles that demand instant food.

Based on the Ministry of Finance of the Republic of Indonesia, the culinary sector in Indonesia experienced a growth of 2.54% from 2020 to 2021, reaching Rp.775.1 trillion (Dewi, 2022). According to the Central Statistics Agency (2021), the gross domestic product (GDP) of the food and beverage industry at current prices (ADHB) nationally reached Rp1.12 quadrillion in 2021. This value represents 38.05% of the non-oil and gas processing industry, or 6.61% of the national GDP, which reached Rp16.97 quadrillion. In the first quarter of 2024, the Director General of Agro Industry at the Ministry of Industry stated that the food and beverage industry had a value of Rp150.3 trillion and a positive trade balance of US\$4.91 billion, highlighting the importance of this industry in driving the local economy (Sari & Ika, 2024).

Table Number of Culinary Businesses in Makassar City

District	Number of Businesses
Mariso	31
Mamajang	29
Tamalate	63
Rappocini	58
Makassar	45
Ujung Pandang	56
Wajo	22
Bontoala	29
Ujung Tanah	17
Tallo	33
Panakkukang	84
Manggala	45
Biringkanaya	52
Tamalanrea	49
Kepulauan Sangkarrang	2

Source: Makassar City Tourism Office (2022).

Based on table, there are 615 culinary businesses in the city of Makassar. The Panakkukang District has the highest number (84 units), followed by Tamalate (63 units) and Rappocini (58 units), while the Sangkarrang Islands District has the least (2 units). This distribution shows a concentration of the culinary industry in areas with high economic activity, reflecting the high demand for culinary services in line with the development of modern lifestyles.

The continuously growing culinary industry is driving the emergence of fast-food restaurants with various innovative product offerings. Its presence not only introduces new menus but also increases time efficiency for busy people. If fast food used to be synonymous with KFC, McDonald's, and the like, now many companies offer a variety of menus at more affordable prices.

In today's culinary world, the strong dependence and demand from customers for fast food like instant noodles can provide commercial opportunities. Noodles are a processed food that is highly favored and consumed by many people. Recently, there have been many flour formulations with different new variations. Noodles, as a wheat-based product, have become a popular food in Indonesia, with instant noodles, fresh noodles, and dried noodles available in various cooking methods.

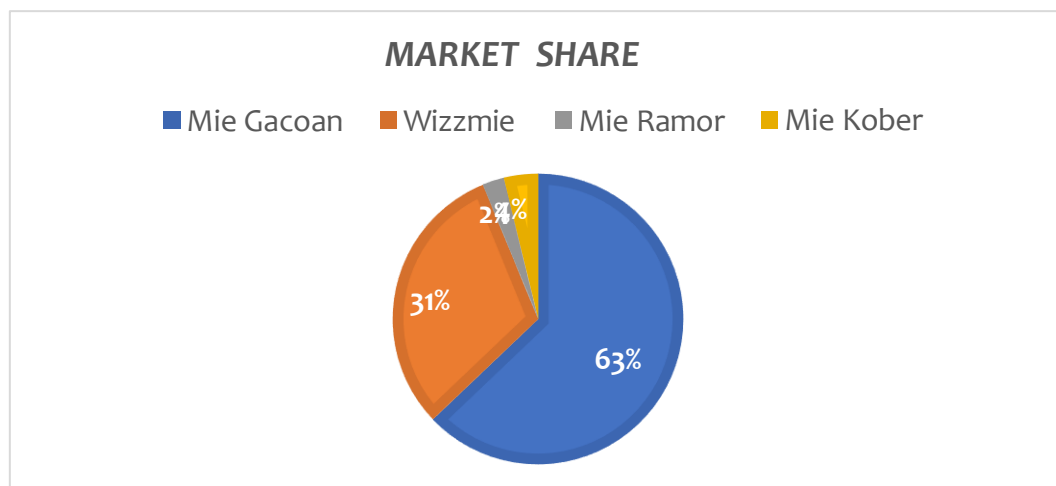


Figure Fast Food Restaurant Market Share in Indonesia for 2024
Source: Google Trends (2024)

Based on figure, Mie Gacoan has a market share percentage of 63% compared to its competitors Wizzmie 31%, Mie Kober 4%, and Mie Ramor with only 2% over the past 12 months in 2024.

Based on image, Mie Gacoan achieved a market share percentage of 63% compared to its competitors Wizzmie at 31%, Mie Kober at 4%, and Mie Ramor at only 2% over the past 12 months in 2024. Thanks to its success in developing a strong brand image, possibly supported by good strategies and attractive, affordable product innovations. Its responsiveness to culinary trends, such as the spicy noodles favored by the public, is also

one of the most important aspects in increasing market share.

FoMO arises when someone feels worried about being left out of others' activities, especially if they identify with that group (Dogan, 2019). This condition drives consumers to make impulsive purchases to keep up with trends (Suhartini & Maharani, 2023). As a result, purchasing decisions are more influenced by social pressure than by considerations of price, quality, or personal needs.

Additionally, a good brand image can influence purchasing decisions by shaping perceptions based on past information and experiences (Setiadi, 2003). Consumers tend to choose brands that are already well-known and widely used over new brands (Daga, 2017). A positive brand image increases the likelihood of consumers making a purchase.

A strong brand has characteristics such as high brand awareness, clear associations with products, positive market perception, and high consumer loyalty (Firmansyah, 2019). In this context, brand image plays a crucial role in forming a close relationship between the brand and consumers. In addition, changes in economic conditions significantly impact consumer purchasing behavior.

Based on previous research that is quite similar. According to Hikam (2024), social media marketing has a positive effect on brand image, and brand image has a positive effect on purchase decision. This study also shows that FoMO moderates the relationship between social media marketing and brand image. Additionally, FoMO also strengthens the relationship between brand image and purchase decision.

According to Sampurno (2024), digital marketing does not have a direct impact on purchase decisions, but it has a positive and significant influence on FoMO. Brand image has a positive and significant influence on purchasing decisions and FoMO, while FoMO itself has a positive and significant influence on purchasing decisions. Additionally, FoMO can mediate the influence of digital marketing and brand image on purchasing decisions.

RESEARCH METHOD

The type of research used in this study is descriptive quantitative research. Descriptive in nature because the researcher wants to further describe certain phenomena or conditions systematically and accurately. Quantitative research is research based on the positivist paradigm that emphasizes the collection and analysis of data in the form of numbers objectively and is conducted by taking samples or populations that are the target with the aim of generalizing the research findings of large groups (Sugiyono, 2017).

Population is a broad category of a thing or person with certain attributes and characteristics that are analyzed by researchers and concluded well (Sugiyono, 2017). The population in this study refers to the community or consumers who have previously purchased Mie Gacoan in the city of Makassar, the exact number of whom is unknown.

Sample According to Malhotra (2019), a sample is a part of the population selected for research. According to Malhotra (2019), a sample is a part of the population selected for research. This research uses purposive sampling, which is a technique for selecting

samples based on specific criteria set by the researcher. This method was chosen because not all samples are relevant to the research topic.

This research uses partial least squares structural equation modeling (PLS-SEM) to test the relationships between independent, mediating, and dependent variables. This method is prediction-oriented and suitable for analyzing complex relationships with many independent variables (Henseler et al., 2015). According to Hair et al. (2021), the initial step of PLS-SEM is to construct a path model to illustrate the hypotheses and relationships between variables. Evaluation is conducted on the measurement model (outer model) and the structural model (inner model).

RESULT AND DISCUSSION

1. The Influence of Brand Image on Fear of Missing Out (FoMO).

The research results show that brand image (X) has a positive and significant effect on FoMO (Z) among Mie Gacoan consumers in Makassar City. The stronger the consumers' perception of the Mie Gacoan brand image, the greater their tendency to experience fear of missing out on social trends related to the product. This can happen because a positive brand image not only shapes confidence in the product's quality but also creates an emotional drive to be part of the community or social group consuming the product.

This can happen because a positive brand image not only shapes the belief in product quality but also creates an emotional drive to be part of the community or social group that consumes the product. A strong brand image is not only attached to the product but also reflects the lifestyle and social identity of its users. A strong brand image is not only attached to the product but also reflects the lifestyle and social identity of its users. Mie Gacoan has successfully built an image as a popular product synonymous with young people, so consumers who have not tried the product tend to feel social anxiety due to not being involved in the trending discussions, both in friendship circles and on social media. This condition is reinforced by Hikam's (2024) research, which explains that a positive brand image can create a sense of urgency among consumers to immediately engage in consumption activities so as not to be left behind in social dynamics.

Additionally, the influence of brand image on FoMO shows that consumers' social perception of a brand can shape a more emotionally driven consumer mindset rather than a rational one. Consumers who view a product as a symbol of existence tend to feel a fear of missing out if they have not had the same consumption experience as those around them. This finding is in line with the research by Kusuma & Gading (2023), which states that a strong brand image indirectly encourages the formation of FoMO, thereby strengthening the consumer's relationship with the product through social and psychological aspects.

2. The Influence of Brand Image on Purchase Decisions.

The research results show that brand image (X) has a positive and significant influence on purchasing decisions (Y) among Mie Gacoan consumers in Makassar City. This means that the higher the consumers' perception of the Mie Gacoan brand

image, the stronger their tendency to purchase the product. Consumers view Mie Gacoan not only as a high-quality spicy noodle product but also as part of the identity of young people's lifestyle that follows viral food trends on social media.

A strong brand image builds trust and emotional attachment, encouraging consumers to choose products that are socially recognized and have a positive reputation. In the case of Mie Gacoan, brand image influences perceptions of taste quality, price, product appearance, and the dining atmosphere that supports social interaction, thereby strengthening purchase decisions (Dewi & Lestari, 2023). These findings also indicate that brand image plays a crucial role in encouraging repeat purchase behavior, in line with previous research that confirms the positive influence of brand image on purchase decisions. purchase (Kaharuddin et al., 2023).

Besides quality factors, brand image also creates a sense of safety and confidence in the decision-making process, especially among young consumers. When a product has a good reputation, consumers are more likely to choose that product over others with a weaker image, even if both are functionally similar. This condition reinforces that brand image is one of the main determinants of purchasing decisions, as revealed in Rahayu's (2024) research, which emphasizes that a strong brand image can consistently drive purchasing behavior, even beyond logical considerations.

3. The Influence of Fear of Missing Out (FoMO) on Purchase Decisions.

The research results show that FoMO (Z) has a positive and significant effect on purchasing decisions (Y) among Mie Gacoan consumers in Makassar City. The higher the level of consumer anxiety about missing out on social trends related to Mie Gacoan, the greater the likelihood that they will decide to make a purchase. FoMO in this case is not only triggered by the desire to try the product but also by the desire to gain social recognition and involvement in relevant group interactions.

The FoMO phenomenon drives consumers to make purchases not solely due to functional needs, but as a response to social pressure to keep up with moments that are currently being widely discussed in their social circles or on existing social media. This condition triggers a tendency for impulsive purchasing decisions, especially for viral food products that receive widespread attention on digital media (Kusuma & Gading, 2023). FoMO becomes a strong psychological factor in influencing consumers to make immediate purchases, as an effort to avoid missing out on popular social experiences (Wahida et al., 2024).

Moreover, the influence of FoMO on purchasing decisions also shows that consumers tend to be more reactive in making decisions when faced with information or visualizations of product promotions on social media that highlight the social experiences of other consumers. When they see their friends enjoying Mie Gacoan and sharing those moments on social media, respondents tend to feel compelled to buy the product themselves to avoid feeling alienated from their social environment. These findings align with Basuni's (2023) research, which explains that FoMO is an important driver in creating emotion-based purchasing decisions among the younger generation.

4. The influence of Fear of Missing Out (FoMO) mediates the relationship between Brand Image and Purchase Decision.

The research results show that brand image (X) positively affects purchase decisions (Y) through FoMO (Z) as a mediating variable. This means that a positive perception of the brand image of Mie Gacoan not only directly influences purchasing decisions but also reinforces the fear of missing out, which ultimately drives consumers to make a purchase. When a brand already has a strong reputation in the minds of consumers and becomes a common topic of conversation on social media and among friends, consumers tend to experience social pressure in the form of fear of missing out, which drives them to make a purchase of the product immediately.

FoMO plays an important role in strengthening the influence of brand image on purchasing decisions, because viral brands recognized in social communities create the perception that the product must be tried to avoid feeling left out from the environment. This condition aligns with Rahayu's (2024) research, which explains that FoMO acts as a bridge between consumer perception of brand image and purchasing behavior, especially in the digital era that allows for the rapid spread of information and trends on social media.

CONCLUSION

Based on the data processing and discussion results, the research on the influence of brand image on purchasing decisions through FoMO for Mie Gacoan products in Makassar City involved 202 respondents. After conducting the analysis, several conclusions were drawn as follows:

1. Brand image has a positive and significant impact on FoMO. This means that the stronger the brand image of Mie Gacoan in the minds of consumers, the higher the tendency for them to experience fear of missing out on social trends or product-related information.
2. Brand image has a positive and significant impact on Purchase Decisions. A strong brand image can encourage consumers to purchase Mie Gacoan products, whether due to product quality, brand reputation, or inherent social associations.
3. FoMO has a positive and significant impact on purchasing decisions. The psychological condition of consumers who fear missing out on trends, primarily due to the influence of social media, has been proven to strengthen the decision to purchase Mie Gacoan products.
4. Brand image indirectly influences purchase decisions through FoMO as a mediating variable. A strong brand image not only directly influences purchases but also shapes social-emotional conditions (FoMO) that reinforce purchasing tendencies among consumers, especially the younger generation.

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