

Social Influence and Purchase Intentions in Food Tourism: The Interplay of Media, Store Displays, and Collectivist Culture among Indonesian Tourists

Viola De Yusa

Doctoral Programs, Faculty of Economics and Business,
University of Lampung, Indonesia.
Email: viola.d.yusa@gmail.com

Mahrinasari MS*

Faculty of Economics and Business, University of Lampung,
Indonesia.
Email: mahrina.sari@feb.unila.ac.id

Satria Bangsawan

Faculty of Economics and Business, University of Lampung,
Indonesia.
Email: satria.bangsawan@feb.unila.ac.id

The purpose of this study was to analyze social media marketing, offline store displays, and their effects on fear of missing out (FoMO) and purchase intention. This study also analyzes the mediating role of FoMO on purchase intention and the moderating role of collectivism culture to strengthen the influence of FoMO on purchase intention. The research method was a survey conducted on 420 domestic tourists who traveled with family, friends, and groups. Tourists have three social media accounts including Facebook, Instagram, and TikTok, and tourists who have watched digital content marketing shows of food souvenir shops. The research data were analyzed using Structural Equation Modeling (SEM) and the Lisrel 8.8 program to test the influence between variables. The research findings show that social media marketing, and offline store displays affect FoMO and purchase intention. FoMO mediates offline store displays and social media marketing on purchase intention. Collectivism culture has a strengthening effect on the influence of FoMO on purchase intention. The results of this study have implications for business actors to create marketing campaigns that utilize FoMO by highlighting limited editions or trending products and considering collectivist values in their marketing strategies. The theoretical contribution of this study is the strengthening of the offline store display model, and social media marketing on purchase intentions mediated by FoMO and moderated by collectivism culture, by integrating SOR (Stimulus Organism Response Theory) and Group Efficacy Theory.

Keywords: Offline Store Display, Social Media Marketing, Fear of Missing Out (FoMO), Purchase Intention, Collectivism Culture.

Introduction

The arrival of tourists to Indonesia greatly supports the economic growth of local communities. Tourism contributes to national income and has the potential to increase development in various regions (Yacob et al., 2020). Indonesia continues to strive to increase its tourist visits. Based on data from BPS, the number of domestic tourist trips has increased compared to 2022. Domestic tourist trips in 2023 amounted to 825,797,301, while in 2022 it amounted to 734,864,693 (Badan Pusat Statistik, 2024). An important factor in tourism travel is culture, which includes the attractions of tourists and elements that influence their behavior (Sharmin et al., 2021). Tourists from Indonesia usually travel with their friends and family (Cahyadi & Newsome, 2021). This fact indicates that the travel behavior of Indonesian domestic tourists is shaped by their collectivist culture. Narotama & Wihastuti (2024) stated that the majority of tourists travel with their families, specifically for recreational purposes. Societies with collectivist cultures tend to use online social networks less than those with individualist cultures (Ji et al., 2010; Marques et al., 2018).

Domestic tourists often do several activities when traveling. When on vacation and traveling in a particular city, there are many places or shopping centers that can be chosen to buy souvenirs easily and practically by tourists. The many tourist attractions in Indonesia are increasingly mushrooming places that sell various souvenirs typical of tourist areas. Tourist destinations for travelers are not only to visit tourist attractions but also to bring home souvenirs

typical of the area so that they can be enjoyed by their beloved family, friends, and friends at home. We often hear the sentence "Don't forget the souvenirs." This sentence is what we often hear when we are traveling or going to an area for a vacation (Virananda, 2018). Food souvenirs are increasingly popular because food plays a significant role in a vacation. Factors that influence tourists' preferences when purchasing food souvenirs during a vacation include quality, taste, local origin, and the perceived authenticity of the food (Altintzoglou, Heide, & Borch, 2016). Food is a significant tourism product that can enhance the overall experience of tourist destinations (Yeoman & McMahon-Beattie, 2016). Food souvenirs can effectively promote cultural destinations and significantly impact the economies of those destinations (Huang, Bai, & Gong, 2020).

The rapid development of technology is a driving factor behind the continuous and rapid changes in food souvenir trends, which keeps people interested in following these developments. Technological advances and easier access to technology have simplified the process of receiving information, making it possible for individuals to read or view posts about other people's lives. This exposure can motivate them to compare their lives to what they observe in social media posts (Abel, Buff, & Burr, 2016; Yani & Rojuaniah, 2023). This leads individuals to frequently feel dissatisfied with their own lives and actions. This phenomenon gives rise to the behavior of people who don't want to miss out, which is called Fear of Missing Out (FoMO), which is a condition where someone doesn't want to miss out on the fun that other people do and tries to stay

connected with that person virtually (Przybylski et al., 2013).

FoMO can influence consumer attitudes and behavior as a potential attraction to increase sales (Good & Hyman, 2020). In the context of tourism travel, FoMO can play an important role in shaping food souvenir choices among tourists. When FoMO is related to food souvenir purchases, it can be a feeling of wanting to try or have a particular food because of seeing others enjoying it or because the food is considered popular or famous in a place.

The high use of the internet and social media in Indonesia is thought to be the cause of the emergence of fear of missing out. Excessive use of social media can also lead to addiction, where individuals feel compelled to continuously open their accounts to connect with others through the platform (Aryati & Halimah, 2021; Brown, 2018). In the digital era, many tourists want to document their travel experiences on social media. When tourists travel, they usually look for information about food souvenirs that are trending or viral in the tourist destinations they visit, either through recommendations from friends, family, or groups, or posts on social media. When group members buy food souvenirs and show them off on social media, this can trigger FoMO among other tourists who have not yet purchased them. They may feel compelled to buy the same product to share similar experiences on their social media platforms, as well as to show that they are also enjoying the same moment.

FoMO phenomenon affects people not only in the digital realm but can also be triggered by marketing strategies in physical stores. This is particularly evident in how displays and product arrangements capture consumers' attention. In a retail environment, FoMO is often generated through various visual elements, exclusive offers, and shopping experiences that create a sense of urgency and immediate desire. Research (Dixit & Singh, 2018) has found a significant relationship between display cases, fixtures, signage, mannequins, colors, and lighting and consumer purchasing behavior. Additionally, promotional signage is crucial for enhancing the store's image. In-store signage and product information displayed in aisles and on shelves help retailers attract customers and boost sales, while effective visual merchandising plays a significant role in shaping the overall store image.

Travelers who journey in groups are often influenced by the feelings and choices of other group members, particularly regarding the FoMO. In cultures that prioritize collectivism, values such as togetherness and group harmony are essential. This sense of unity often extends to tours, especially when a group of tourists visits a souvenir shop that sells local food.

When some members of a group start purchasing a particular food souvenir, other travelers may feel compelled to buy it as well. This urge often arises from a desire to fit in and feel connected to the group. Social pressure reinforces this conformity, as individuals may feel the need to align their choices with those of the majority to avoid feeling different or isolated. Additionally, food souvenirs are often perceived as more than just consumer

goods; they can symbolize a shared experience during the trip. When several group members buy food typical of the destination, it becomes part of the travel story that will be shared both during the trip and after returning home. Travelers who choose not to buy may feel they are missing out on an essential part of the experience, which encourages them to purchase the items as well to share in the same symbolism.

Literature Review and Hypothesis Development

Teori Stimulus, Organism, Response (SOR)

The Stimulus-Organism-Response (SOR) theory was proposed by Hovland et al. (1953). It posits that humans possess components such as attitudes, opinions, behavior, cognition, affection, and connections (Itanghi, Cheo, & Julius, 2023). In this theory, stimulus is conceptualized as an influence on the internal organism of an individual. The individual, represented by cognitive and affective aspects, interacts with intermediaries and processes that mediate the relationship between the stimulus and the individual's response. This relationship is examined through the lens of consumer behavior (Park & Lennon, 2009).

Organisms represent the internal processes by which consumers transform stimuli into perceptions, emotions, or experiences (Li, Dong, & Chen, 2012; Palamidovska-Sterjadovska, Prodanova, & Ciunova-Shuleska, 2024). The organism pertains to the emotional and cognitive states of humans, such as their perceived quality and perceived value, which influence their responses (Wu & Li, 2018). A person's attitude is influenced by their internal responses, while their external responses affect their behaviors (Lorenzo-Romero, Alarcon-del-Amo, & Gómez-Borja, 2016). Consequently, the information presented on offline store displays and social media can impact consumer behavior (Izogo et al., 2017; Pyo, 2020). In this context, fear of missing out is allocated as an organism and refers to the cognitive and emotional state resulting from the experience of social media marketing activities and offline store displays, while consumer-based purchase intention acts as the response.

Group Efficacy

Group efficacy is based on social cognitive theory, which posits that beliefs about an individual's or group's ability to organize and execute the necessary actions to manage a given situation impact how people think, feel, motivate themselves, and behave. Efficacy beliefs facilitate human agency through four main processes: cognitive (such as analytical thinking), motivational (including beliefs about what can be achieved), affective (like feelings of stress or anxiety), and selection (referring to the choice of a course of action). These processes are assumed to work together in an integrated manner, ultimately guiding human functioning (Bandura, 2009). Group efficacy acknowledges that group actions are influenced by a broader social context. It involves elements of social cohesion alongside expectations regarding appropriate actions to undertake (Sherrieb, Norris, & Galea, 2010). In

the literature on group efficacy, social cohesion includes mutual trust and solidarity (Browning & Cagney, 2002). Group efficacy also operates through a paradoxical process, similar to self-efficacy, and has similar consequences (Chen & Bliese, 2002; Gibson, 1999). The confidence that arises from group efficacy motivates its members (Fuller, Hardin, & Davison, 2006). Specifically, group efficacy inspires members to pursue more challenging goals, invest greater effort in achieving those goals, and maintain resilience in difficult situations (DeRue et al., 2010). Based on the theory of group efficacy, this study analyzes the moderation of collectivist culture that influences behavior between purchase intention and fear of missing out.

Social Media Marketing and Purchase Intention

Social Media Marketing is a method that utilizes one of the social media applications to use social media applications to promote, persuade, and build customer awareness regarding the presence of selected products or services to obtain details of targets and expectations in the economic and social fields (Salvation & Sorooshian, 2018). Social media marketing is the use of social media technology, channels, and software to create, communicate, deliver, and exchange offers that have value for organizational stakeholders (Yadav & Rahman, 2017). Social media marketing activities significantly influence purchase intentions among consumers, particularly for Indonesian consumers (Aji, Nadhila, & Sanny, 2020). Social media marketing makes a significant contribution to increasing the purchase intention of restaurant social media followers, promoting positive e-WoM, and increasing the WPP of restaurant social media followers for restaurant products and services (Bushara et al., 2023). Social media marketing affects purchase intention. Therefore, the first hypothesis of this study is:

H1: Social media marketing has a significant effect on purchase intention.

Offline Store Display and Purchase Intention

Display refers to the effort of arranging goods in a way that draws the attention of buyers, encouraging them to explore and make purchases. Research (Iswati & Maharani, 2019) indicates that products showcased in the windows of offline stores can significantly attract consumer interest. Offline retailers place a strong emphasis on the physical aspect of their store displays, as these can be directly seen and experienced by every customer who visits. The design of both the store's exterior and interior should create a positive impression on consumers, contributing to a sense of comfort while shopping and facilitating the easy identification and finding of products. Research (Dixit & Singh, 2018) found that display cases, fixtures, signage, mannequins, colors, and lighting significantly influence consumer purchasing behavior. Another study (Mohan & Saraswathi, 2024) indicated that store displays have a strong impact on consumers' impulse buying habits, highlighting their role in encouraging product purchases. Product displays that are informative and visually appealing can effectively persuade consumers to make a purchase (Muhiban & Putri, 2022).

Additionally, research (Majeed & Rasheed, 2024) emphasized that appealing offline store displays play a crucial role in fostering positive shopping intentions and guiding consumer decisions. Research (Prasetyo & Hanny, 2020) stated that product displays on purchase intentions are not significant. Therefore, the first hypothesis of this study is:

H2: Offline store displays have a significant effect on purchase intentions.

Social Media Marketing and Fear of Missing Out

Social media has emerged as a key tool for international communication in the rapidly changing digital era. Research (Widjaya, Prathivi, & Juniarto, 2024) stated that social media marketing has a significant positive relationship and FoMO. Research (Dinh & Lee, 2024) stated that exposure to Social Media Influencers (SMI) triggers social comparison and FoMO, which then influences the acquisition of conspicuous products. This study further identified that exposure to SMIs reinforces the desire to imitate and stimulates materialistic tendencies, thereby contributing to conspicuous consumption. Fear of Missing Out is a significant issue that can negatively affect professional work outcomes (Yildiz Durak & Seferoğlu, 2020). Research (Karimkhan & Chapa, 2021) indicates that engaging with social media in languages other than English is a strong predictor of FoMO. In contrast, consuming English-language social media does not show a significant correlation with FoMO. Therefore, the third hypothesis of this study is:

H3: Social Media Marketing significantly influences Fear of Missing Out.

Offline Store Display and Fear of Missing Out

Offline stores prioritize the physical appearance of their establishments, as this is directly visible and experienced by every customer who visits. Both the exterior and interior of the store should create a positive impact on consumers, fostering a sense of comfort while shopping and making it easy to find and identify products. According to Bhatti & Latif (2014) assumed that display cases, forum displays, floor sales, and store brand names were significantly related to consumer impulse buying behavior. In addition, forum displays were negatively related to consumer impulse buying and display cases; however, floor sales and store brand names were positively related to consumer impulse buying behavior. Research (Dixit & Singh, 2018) found that display cases, fixtures, signage, mannequins, colors, and lighting were significantly related to consumer purchasing behavior. Attractive and prominent displays can trigger FoMO feelings in consumers. When someone sees a product that is displayed attractively, is limited in time or quantity, or is described as something that is in high demand by others, it can create a sense of curiosity and a desire not to miss out. Therefore, the fourth hypothesis of this study is:

H4: Offline Store Display has a significant effect on the Fear of Missing Out.

Fear of Missing Out and Purchase Intention

Research (Afdilah, Hidayah, & Lasan, 2020) indicates that the feeling of Fear of Missing Out (FoMO) among adolescents positively influences their consumer behavior. This finding is supported by Christina, Yuniardi, & Prabowo (2019) which shows that FoMO enhances the purchasing behavior of the teenage generation. However, an alternative study (Subagyo & Dwiridotjahjono, 2021) suggests that the fear stemming from social conformity does not impact purchasing decisions, indicating that FoMO may not consistently affect consumer behavior. Research (Dinh & Lee, 2022) showed that influencer imitation has a significant effect on social comparison, materialism, and FoMO, all of which have an impact on the desire to buy products supported by social media influencers. The results of this analysis emphasize the important role of FoMO in determining the desire to buy supported products. Research (Good & Hyman, 2020; Rahmawati & Sijabat, 2022; Yoga et al., 2022) stated that FoMO has an effect on purchase intention. Research (Radianto & Kilay, 2023) failed to prove the influence of FoMO on purchase intention. While FoMO is frequently linked to negative psychological states, examining it within the context of marketing reveals its positive impact on consumer behavior (Alfina, Hartini, & Mardhiyah, 2023). Purchase intention refers to the decisions made by consumers who plan to acquire goods or services they have previously researched online (Friedrich, Schlauderer, & Overhage, 2019). Research (Septiana, Mahrinasari, & Bangsawan, 2024) shows a significant positive relationship between FoMO and purchase intention (PI). Consequently, the fifth hypothesis of this study is:

H5: Fear of Missing Out has a significant effect on purchase intention.

The Mediation Role of Fear of Missing Out

Fear of Missing Out (FoMO) plays a significant role in shaping consumers' intentions to purchase products featured in viral social media content. With the vast amount of content available on social media, it's easy for individuals to be swayed by trends that create a sense of urgency, prompting them to buy products so they don't feel left out (Kurniadi, Mulyana, & Komaladewi, 2024). The increase in social connectivity among individuals provides opportunities for FoMO to manifest. A broader social network can lead to greater awareness of social activities that one misses, establishing a positive correlation between perceived social capital and FoMO experiences. Conversely, higher social capital may also reduce the likelihood of experiencing FoMO. (Classen, Wood, & Davies, 2020). Research (Saavedra & Bautista Jr, 2020) has identified FoMO as a mediating variable that helps explain the relationship between motivational intentions and consumer behavior. Research (Septiana et al., 2024) show that the dimensions of SMM Entertainment, Interaction, Trends, Customization, and e-WOM significantly and positively influence FoMO. Fear of Missing Out (FoMO) is a psychological phenomenon characterized by the fear of missing valuable opportunities (Dinh & Lee, 2024; Good &

Hyman, 2020; Przybylski et al., 2013). In marketing, FoMO is often triggered by limited-time offers, product scarcity, or exclusive promotions. This sense of urgency encourages consumers to take immediate action, such as making a purchase, due to their anxiety about potentially missing out on a desired product or opportunity. Research (Saavedra & Bautista Jr, 2020) has also shown that FoMO can serve as a mediating variable in examining the relationship between motivation, intention, and consumer behavior.

Store displays are crucial in attracting consumer attention and influencing purchasing decisions. (Mohan & Saraswathi, 2024). Visually appealing displays can ignite interest in products and enhance the overall shopping experience. Elements such as product layout, lighting, promotional signage, and the visual presentation of items all contribute significantly to creating a strong first impression. Research (Dixit & Singh, 2018) found that fixtures, display cases, signage, mannequins, colors, and lighting were significantly correlated with consumer behavior when purchasing goods. Promotional signage and product information positioned along aisles and store shelves help retailers draw in customers and boost sales, while effective visual merchandising aids in building a positive store image. The sixth and seventh hypotheses of this study are as follows:

H6: FoMO mediates the relationship between social media marketing and purchase intention.

H7: FoMO mediates the relationship between offline store displays and purchase intention.

The Moderating Role of Collectivist Culture

Collectivism is strongly linked to the fear of missing out (FoMO) and can serve as a predictor of this behavior, as it is deeply embedded in cultural norms (Karimkhan & Chapa, 2021). Research indicates that individuals from collectivist cultures tend to engage with online social networks less frequently than those from individualist cultures (Ji et al., 2010; Marques et al., 2018). In collectivist societies, there is a strong emphasis on values such as group harmony, loyalty, and community concern. People from these cultures often prioritize the interests of the group over their individual needs, which can influence how they experience or respond to FoMO. Therefore, the eighth hypothesis of this study is:

H8: Collectivist culture moderates the relationship between FoMO and purchase intention.

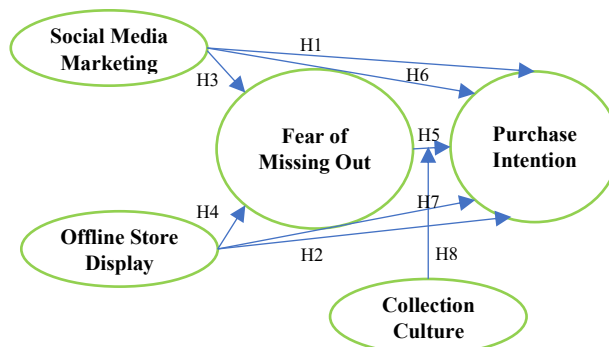


Figure 1: Purposed Model Research.

Table 1: The Variables Measurements.

Variables Function	Symbols	Variables Names/Sources	Measurements
Dependent 1 (Endogen 1) Variable	SMM	Social Media Marketing , adopted the instrument of Bushara et al. (2023)	Entertainment 1. I am interested in the information content communicated on social media about food souvenirs 2. I enjoy using social media to search for information about food souvenirs 3. I enjoy collecting information related to food souvenirs communicated on social media
			Interaction 1. I can easily share information and my opinions about food souvenirs on social media 2. I can easily convey my opinions about food souvenirs to others on social media 3. I have the opportunity to interact two-way through food souvenir social media
			Trendiness 1. Social media serves as a platform for sharing the latest information about food souvenirs in Indonesia. 2. Food souvenir products in Indonesia on social media keep up with current trends. 3. The content related to food souvenirs provided on social media offers the most up-to-date information.
			Customization 1. I am searching for information about food souvenir products on social media that meets my needs. 2. Social media offers engaging information about food souvenir products that aligns with my interests. 3. I am utilizing social media to access information services related to food souvenir products that cater to my needs.
			eWOM 1. I will share positive comments about food souvenir products on social media. 2. I will recommend using food souvenir products on social media. 3. I will suggest food souvenir products to friends on social media.
Dependent 2 (Endogen 2) Variable	DTO	Offline Store Display , adopted the instrument of Mohan & Saraswathi (2024)	1. The food souvenir shops feature interior designs that incorporate many eye-catching accessories. 2. The creative flooring and the use of various accessories capture my attention and encourage me to purchase food souvenirs. 3. The arrangement of accessories in the shop's interior design enhances the overall appeal, making me feel compelled to buy food souvenirs on impulse. 4. The presentation of food souvenir products draws my interest. 5. Promotional offers clearly visible at the entrance of the food souvenir shop often catch my eye. 6. The attractive displays in food souvenir shops frequently lead me to make unplanned purchases. 7. The way food souvenir products are presented often prompts me to buy items without giving them much thought. 8. Food souvenir shops are characterized by their appealing colors and well-structured interior designs.
			1. I fear I will regret not purchasing food souvenir products. 2. I am concerned about losing food souvenir products. 3. I worry that others will obtain more useful items by buying and using food souvenir products.
Mediator Variable	FoMO	Fear of Missing Out , adopted the instrument of Good & Hyman (2020)	4. I am anxious that others will have more fun with food souvenir products. 5. I will feel left out of the trend if I do not have food souvenir products. 6. I will regret not trying the food souvenir products. 7. I will feel anxious about not buying food souvenir products. 8. I will feel annoyed for missing the opportunity to purchase food souvenir products.
Moderating Variable	BK	Collectivism Culture , adopted the instrument of Majeed & Rasheed (2024)	1. The choice to purchase food souvenirs is primarily influenced by group decisions rather than individual ones. 2. I prefer to select food souvenirs based on group decisions. 3. I believe that group decisions lead to higher quality choices than those made individually when it comes to selecting food souvenirs. 4. If I believe that the group's decision on purchasing food souvenirs is not appropriate, I will decline to support it.
Independent (Exogen) Variable	NB	Purchase Intention , adopted the instrument of Dea & Albari (2023)	1. I am eager to learn more about food souvenir products before making a purchase. 2. I prefer buying food souvenirs that have practical and easy-to-carry packaging. 3. I will recommend food souvenirs to others. 4. I purchase food souvenirs because of the brand image associated with them. 5. I prefer to buy food souvenirs from well-known brands, even when there are other options available. 6. I will seek additional information about food souvenir products before I make a purchase.

Research Method

This study employs a quantitative design, utilizing a questionnaire completed by domestic tourists and distributed from April to December 2024. The sampling method used is purposive sampling, as the specific characteristics of the population could not be clearly identified. A total of 420 domestic tourists, who traveled in groups (family, friends, or community groups), were surveyed across 20 provinces in Indonesia known for their food souvenir shops. The participants were chosen from those who are familiar with regional food souvenirs typical of Indonesia and have interacted with social media platforms that sell these items, specifically Facebook, Instagram, and TikTok. The data was collected through online Google Forms. The questionnaire consisted of three sections: 1) general information to confirm the eligibility of respondents, 2) questions related to the study variables, and 3) profiles of the respondents. To address any incomplete responses, the author also conducted interviews with some respondents for clarification. Finally, the collected data was organized and analyzed using the Excel application.

The questionnaire utilized a 5-point Likert scale to ensure valid and reliable data collection. The items were adapted from established measurements in previous studies, and each measure was consistent with its defined variable. All indicators met the validity criteria, indicated by a Standardized Loading Factor (SLF) of 0.50 or higher. Convergent validity was confirmed using the Average Variance Extracted (AVE) criterion, which exceeded 0.5, and test reliability was established with a Composite Reliability (CR) score above 0.7. A total of 420 usable

responses were analyzed using Structural Equation Modeling (SEM) based on covariance, employing the LISREL8.80 statistical program with a two-step approach: Measurement Fit Model and Structural Model. SEM is particularly suited for complex research models or multi-equation analyses, as it allows for the examination of relationships among independent variables, dependent variables, and moderating variables (Coudounaris & Sthapit, 2017), although it requires a larger sample size. (Cai et al., 2015). A Sobel test was conducted to investigate the mediating role of FoMO on the influence of social media marketing and offline store displays on purchase intention, as well as the moderating role of collectivist culture on the relationship between FoMO and purchase intention. A variable is considered a mediator if it can influence an independent variable's effect on a dependent variable. Mediation occurs under four conditions: first, the independent variable must significantly affect the mediator; second, the independent variable must significantly affect the dependent variable without the mediator; third, the mediator must have a significant unique effect on the dependent variable; and fourth, the independent effect on the dependent variable must decrease after adding the mediator to the model. These criteria help determine whether mediation exists (Preacher & Hayes, 2008).

Result

Respondents' Characteristics

The study reviewed the respondents' profiles based on their region of origin, gender, generation, monthly expenditure, education, and occupation, as detailed in Tables 2 and 3.

Table 2: Respondent Profile Based on Province Area.

No	Province	Total Number of Respondents	Persentase Total Respondents
1	Aceh	5	1.2%
2	Sumatera Utara	15	3.6%
3	Sumatera Barat	8	1.9%
4	Riau	6	1.4%
5	Sumatera Selatan	6	1.4%
6	Bengkulu	2	0.5%
7	Lampung	8	1.9%
8	Kep. Bangka Belitung	1	0.2%
9	Kep. Riau	1	0.2%
10	DKI Jakarta	34	8.1%
11	Jawa Barat	85	20.2%
12	Jawa Tengah	65	15.5%
13	DI Yogyakarta	18	4.3%
14	Jawa Timur	116	27.7%
15	Banten	24	5.7%
16	Bali	11	2.6%
17	Kalimantan Timur	4	1%
18	Sulawesi Tengah	3	0.7%
19	Sulawesi Tenggara	7	1.7%
20	Gorontalo	1	0.2%
TOTAL		420	100%

Source: Processed Data, 2025

Table 2 above indicates that the largest proportion of respondents originated from East Java province, accounting for 27.7%. This was followed by West Java province at 20.2%, Central Java at 15.5%, while the lowest representation came from Gorontalo Province, Bangka

Belitung Islands, and Riau Islands, each contributing only 0.2%.

The characteristics of the respondents in this study are described as follows:

Table 3: Respondent Characteristics.

	Responden Characteristics	Frequency	Persentase
Gender	Male	218	51.9 %
	Female	202	48.1 %
	Total	420	100%
Generation	Gen X (Lahir 1965-1980)	68	16.2 %
	Millenial (Lahir 1981-1996)	160	38.1 %
	Gen Z (lahir 1997-2012)	192	45.7 %
	Total	420	100%
Expenses Per Month	≤ Rp.2.000.000	177	42.1 %
	Rp. 2.000.000 – Rp. 4.999.999	118	28.1 %
	Rp. 5.000.000 – Rp. 9.999.999	90	21.4 %
	Rp. 10.000.000 – Rp. 15.000.000	13	5.2 %
	≥ Rp. 15.000.000	22	3.1 %
	Total	420	100%
Education	Senior High School	153	36.4 %
	Diploma	69	16.4 %
	Bachelor Degree	131	31.2 %
	Master Degree	60	14.3 %
	Doctoral Degree	5	1.2 %
	Other	2	0.5 %
	Total	420	100%
Work	ASN	52	12.4 %
	Employee	80	19 %
	Self-employed	43	10.2 %
	BUMN	33	7.9 %
	Profesional	6	1.4 %
	Student S1,S2, S3	142	33.8 %
	Student Senior High School	42	10 %
	Other	22	5.2 %
	Total	420	100%

Source: Processed Data, 2025.

Table 3 provides an overview of the characteristics of 420 domestic tourists. Among the respondents, 218 identified as male (51.9%), while 202 identified as female (48.1%). The largest age group represented was Generation Z, comprising 192 tourists (45.7%). The majority of respondents had an expenditure of ≤ Rp. 2,000,000, with 177 tourists (42.1%) falling into this category. In terms of education, the highest level attained by respondents was high school, which was reported by 153 tourists (36.4%). The most common occupation among respondents was students, accounting for 142 tourists (33.8%). Data analysis indicates that domestic tourists typically access the internet for a maximum of 1-3 hours, as reported by 168 tourists (40%). The most frequent activity on social media was scrolling through timelines, mentioned by 257 tourists (61.19%). The results further reveal that domestic tourists often travel with their families, with 271 tourists (64.53%) indicating this preference. When it comes to activities during travel, visiting tourist attractions was the most common, reported by 324 tourists (77.14%). Tasting regional specialties was the second most popular activity, with 201 tourists (47.86%), followed by shopping for souvenirs, reported by 187 tourists (44.52%). The souvenirs that tourists most frequently purchase are food souvenirs, which 374 respondents (89.05%) indicated. Regarding information sources for buying food souvenirs, the most trusted online source was social media, cited by 234 respondents (55.71%). Additionally, when asked for recommendations on purchasing food souvenirs, the

majority of tourists (258 respondents or 61.43%) mentioned both social media and friends as their main sources.

Test Results of Validity and Reliability, and Multicollinearity Results

The results of the validity test in this study used a convergent validity test measured by the Average Variance Extracted (AVE) value. The reliability test used the construct reliability value (CR) which is a measure of the reliability and consistency of each indicator on a measured variable.

Based on the results of the validity test and reliability test in the table above, the Standardized Loading Factor (SLF) value on the indicator is > 0.5. The results of the validity test on the variables of social media marketing, offline store displays, fear of missing out, collectivism culture, and purchase intention have values of 0.717-0.808. Variables meet the valid requirements if the AVE value is ≥ 0.5 (Hair Jr. et al., 2019). Based on the results of the validity test, all variables have an AVE value ≥ 0.5 so that all variables are declared valid. The results of the reliability test on the variables of social media marketing, offline store displays, fear of missing out, collectivism culture, and purchase intention have values of 0.864– 0.956. Variables are said to meet the reliable requirements if they have a CR value ≥ 0.7 (Hair Jr. et al., 2019). Based on the results of the reliability test, all variables have a CR value ≥ 0.7 so all variables are declared reliable.

Table 4: Results of the Validity Test and Reliability Test.

Variable	Indicator	Loading Factor	Error	Composite Reliability (CR) > 0.70	Conclusion CR	Average Variance Extracted (AVE) > 0.50	Conclusion AVE
Social Media Marketing	SMM1	0.69	0.35	0.956	Reliable	0.771	Valid
	SMM2	0.70	0.41				
	SMM3	0.74	0.40				
	SMM4	0.82	0.42				
	SMM5	0.77	0.34				
	SMM6	0.81	0.40				
	SMM7	0.72	0.29				
	SMM8	0.74	0.35				
	SMM9	0.73	0.30				
	SMM10	0.75	0.34				
	SMM11	0.69	0.36				
	SMM12	0.72	0.45				
	SMM13	0.74	0.49				
	SMM14	0.77	0.49				
	SMM15	0.76	0.34				
Offline Store Display	DTO1	0.70	0.35	0.921	Reliable	0.769	Valid
	DTO2	0.75	0.39				
	DTO3	0.71	0.31				
	DTO4	0.72	0.27				
	DTO5	0.73	0.33				
	DTO6	0.77	0.48				
	DTO7	0.67	0.48				
	DTO8	0.79	0.37				
Fear Of Missing Out	FOMO1	0.75	0.42	0.927	Reliable	0.785	Valid
	FOMO2	0.87	0.41				
	FOMO3	0.86	0.35				
	FOMO4	0.92	0.37				
	FOMO5	0.91	0.31				
	FOMO6	0.84	0.42				
	FOMO7	0.84	0.44				
	FOMO8	0.93	0.33				
Culture Collectivism	BK1	0.85	0.48	0.883	Reliable	0.808	Valid
	BK2	1.02	0.45				
	BK3	0.94	0.46				
	BK4	0.80	0.49				
Purchase Intention	NB1	0.74	0.41	0.864	Reliable	0.717	Valid
	NB2	0.75	0.49				
	NB3	0.71	0.44				
	NB4	0.80	0.49				
	NB5	0.74	0.51				
	NB6	0.78	0.36				

Sources: Output Results by SEM LISREL 8.80.

Normality Data, Fit Model, and Descriptive Statistics of Data Responses

Table 4: Fit Model Results.

Overall Fit		Result	Standard	Conclusion
Absolute Fit Measure	χ^2	730.0861 (0.6735)	Smaller	Good Fit
	RMSEA	0.0000	$\leq 0,05$	Good Fit
	GFI	0.9234	$\geq 0,90$	Good Fit
	IFI	1.0000	$\geq 0,90$	Good Fit
Incremental Fit Measure	NFI	0.9875	$\geq 0,90$	Good Fit
	CFI	1.0000	$\geq 0,90$	Good Fit
	PNFI	0.8579	$\leq 0,90$	Good Fit
Parsimonious Fit Measure	PGFI	0.7649	$\leq 1,00$	Good Fit

Sources: Output Results by SEM LISREL 8.80

The assessment of the research data's normality, conducted using the maximum likelihood estimation method on the structural model, involves several requirements. Specifically, the data must be normally distributed, free from outliers, and aligned with the principle of no multicollinearity (Ghozali, 2013). The results of the model fit analysis indicate that the model satisfies the criteria for a good fit. Detailed findings are summarized in Table 4. Notably, the indicators for each variable or dimension have an average score of around 3 or

higher, demonstrating a strong alignment with the hypothesized relationships. As shown in Table 5, the variable related to offline store displays received the highest average score, followed by social media marketing, purchase intention, FoMO, and the collectivism culture variable. These results emphasize the significant influence of social media marketing, offline store displays, and collectivism culture on consumer behavior and the enhancement of purchase intentions through the FoMO mechanism.

Table 5: Descriptive Statistics of Data Responses toward Variable Items.

Item	1	2	3	4	5	Standard Deviation	Mean	Grand Mean
Social Media Marketing								
SMM1	14	14	37	226	129	0.910	4.05	4.09
SMM2	15	18	40	142	205	1.019	4.20	
SMM3	15	21	41	208	135	0.971	4.02	
SMM4	17	22	46	158	177	1.049	4.09	
SMM5	19	14	42	213	132	0.978	4.01	
SMM6	16	20	51	163	170	1.028	4.07	
SMM7	14	11	38	224	133	0.899	4.07	
SMM8	13	16	29	178	184	0.949	4.20	
SMM9	15	10	33	218	144	0.910	4.11	
SMM10	13	14	36	174	183	0.948	4.19	
SMM11	14	14	33	220	139	0.915	4.09	
SMM12	15	16	41	174	174	0.985	4.13	
SMM13	16	28	46	195	135	1.021	3.96	
SMM14	15	24	51	151	179	1.046	4.08	
SMM15	17	11	42	196	154	0.964	4.09	
Offline Store Display								
DTO1	13	18	25	220	144	0.918	4.10	4.13
DTO2	11	21	35	151	202	0.977	4.22	
DTO3	10	22	31	220	137	0.906	4.08	
DTO4	9	15	23	171	202	0.888	4.29	
DTO5	15	12	35	200	158	0.939	4.13	
DTO6	15	28	28	167	182	1.037	4.13	
DTO7	15	26	55	220	104	0.968	3.89	
DTO8	16	16	35	167	186	0.998	4.17	
Fear of Missing Out								
FoMO1	11	28	77	177	127	0.991	3.91	3.93
FoMO2	11	36	72	131	170	1.076	3.98	
FoMO3	17	31	75	176	121	1.050	3.84	
FoMO4	16	35	64	138	167	1.108	3.96	
FoMO5	17	34	68	165	136	1.078	3.88	
FoMO6	11	35	62	142	170	1.060	4.01	
FoMO7	17	34	65	166	138	1.078	3.89	
FoMO8	15	34	69	140	162	1.094	3.95	
Culture Collectivism								
BK1	19	51	50	195	105	1.097	3.75	3.84
BK2	25	46	64	120	165	1.224	3.84	
BK3	26	43	59	174	118	1.153	3.75	
BK4	7	47	53	141	172	1.066	4.01	
Purchase Intention								
NB1	17	19	51	209	124	0.981	3.96	4.04
NB2	10	37	27	161	185	1.028	4.13	
NB3	12	24	47	196	141	0.967	4.02	
NB4	14	26	57	140	183	1.056	4.08	
NB5	16	29	59	190	126	1.026	3.91	
NB6	11	27	39	174	169	0.990	4.10	

Sources: SPSS application, 26 version Output, 2025

Results of Hypothesis, Effect of Mediation, and Effect of Moderation

The results from the SEM estimation support seven hypotheses, as indicated by t values greater than 1.96,

which are statistically significant at an alpha level of 5%. This is detailed in Table 6. The table demonstrates that both social media marketing and offline store displays have a significant positive impact on purchase intention and the FoM.

Table 6: Direct Effect Hypothesis Testing.

Hypothesis	Path Analysis	Standardized Value	t-Value	Decision
H1	Social Media Marketing → Purchase Intention	0.1503	2.5084	Supported
H2	Offline Store Display → Purchase Intention	0.1963	3.4014	Supported
H3	Social Media Marketing → FoMO	0.1924	4.4094	Supported
H4	Offline Store Display → FoMO	0.1378	3.2820	Supported
H5	FoMO → Purchase Intention	0.2977	3.0875	Supported

Sources: Output Results by SEM LISREL 8.80

Table 7 FoMO plays a mediating role between social media marketing, offline store displays on purchase intention. The results of the mediation effect test of the fear of missing out variable mediating between social media

marketing and purchase intention are shown with a positive value of 0.276, this shows that only 27.6% of the total effect is mediated by the mediator variable. The fear of missing out variable mediating between offline store

displays and purchase intention is shown with a positive value of 0.173, this shows that the mediation effect that occurs is relatively small, which is around 17.3%. In the

context of the Baron & Kenny (1986) framework, this value illustrates a very small mediation effect.

Table 7: Mediation Test.

Model	Path			Result		ab/ab+c	Conclusion
	a	b	c	ab	ab+c		
Social Media Marketing → FoMO → Purchase Intention	0.192	0.298	0.150	0.057	0.208	0.276	H6 Partial Mediating
Offline Store Display → FoMO → Purchase Intention	0.138	0.298	0.196	0.041	0.237	0.173	H7 Partial Mediating

Sources: Output Results by SEM LISREL 8.80.

Table 8 presents the test results showing how collectivist culture moderates the relationship between the FoMO and purchase intention. The positive coefficient of 0.196 indicates that as collectivism increases, the relationship between FoMO and purchase intention becomes stronger. This suggests that individuals from collectivist cultures are more likely to be influenced by FoMO, which encourages

them to intend to make purchases. Additionally, the statistical significance value of C.R = 3.051 confirms that this moderating effect is statistically significant. In summary, a higher level of collectivism corresponds to a stronger relationship between fear of missing out and the intention to purchase.

Table 8: Moderating Test.

Hipotesis	Estimate	S. E	C. R	Conclusion
H8 Culture Collectivism* FoMO → Purchase Intention	0.196	0.064	3.051	Positif and significant (Moderating)

Sources: Output Results by SEM LISREL 8.80.

Graph

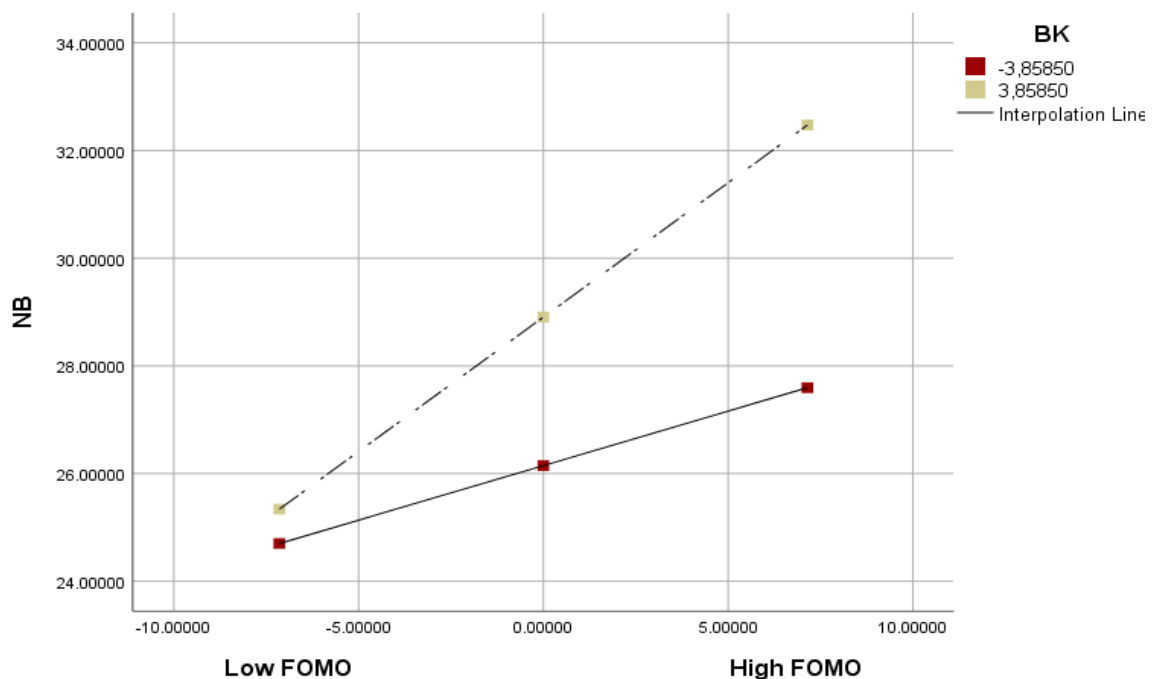


Figure 2: Moderation Effect Collectivism Culture to foMO and Purchase Intention.

According to the structural model, there are similarities that can be explained as follows:

Structural Equation

$$\text{FoMO} = 0.1378 \cdot \text{DTO} + 0.1924 \cdot \text{SMM}, \text{Errorval} = 0.2893 \quad R^2 = 0.7107$$

$$\text{Purchase Intention} = 0.2977 \cdot \text{FoMO} + 0.1963 \cdot \text{DTO} + 0.1503 \cdot \text{SMM} + 0.2240 \cdot \text{BK} + 0.2561 \cdot \text{INTER}, \text{Errorval} = 0.6010, R^2 = 0.3990$$

The first equation indicates that the FoMO has a positive

influence of 0.1378 on offline store displays. Additionally, FoMO has a positive influence of 0.1924 on social media marketing. The second equation reveals that purchase intention has a positive influence of 0.1963 on offline store displays and a positive influence of 0.1503 on social media marketing. Furthermore, purchase intention positively influences FoMO by 0.2977. Lastly, the second equation shows that collectivist culture strengthens the relationship between FoMO and purchase intention by 0.2240.

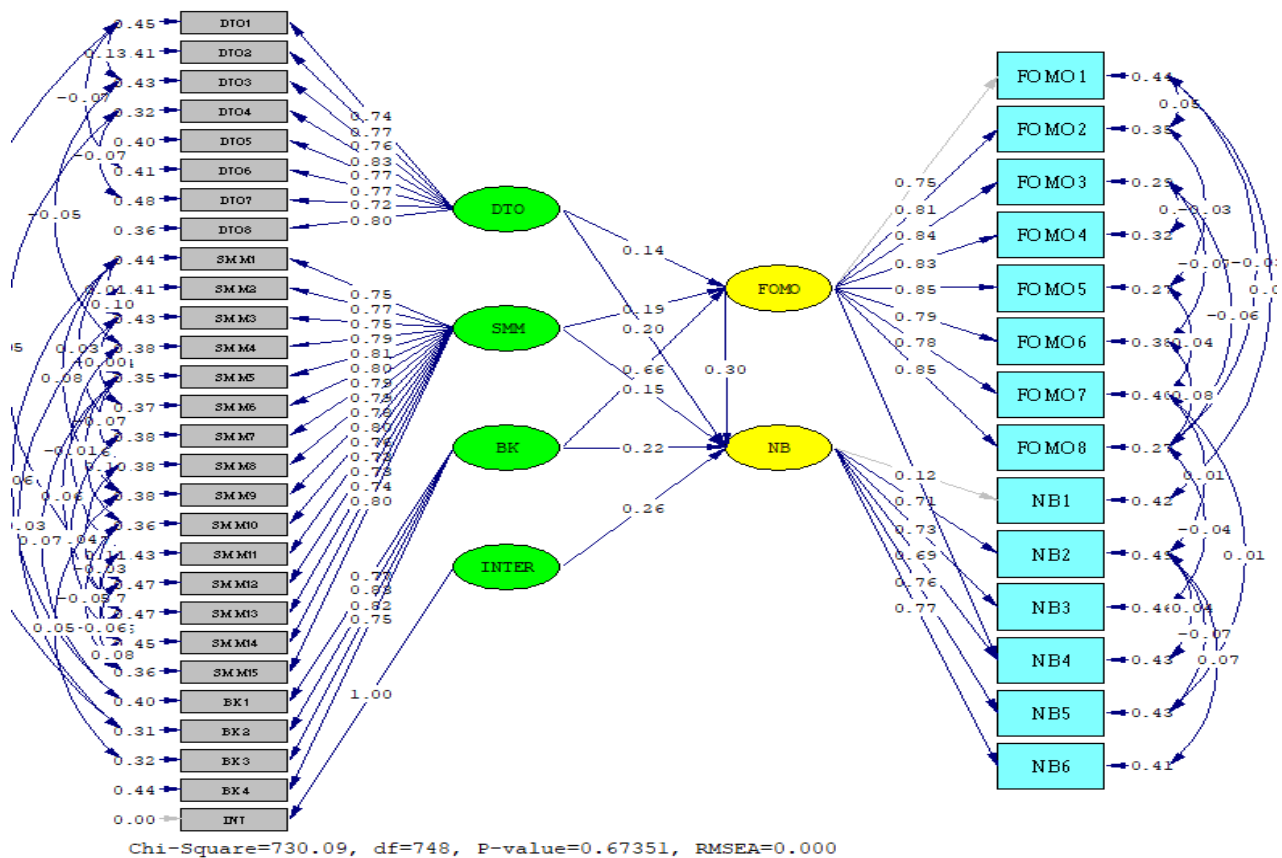


Figure 3: Structural Model Research from Lisrel.

Sources: Output Results by SEM LISREL 8.80

Discussion

The Influence of Social Media Marketing on Purchase Intention

Social media marketing significantly influences tourists' intentions to buy food souvenirs. This study's findings align with previous research, which shows that Instagram, YouTube, and Facebook are the most popular social media platforms for travel information. According to the SOR theory, social media marketing serves not only as a communication tool but also has the direct power to influence consumer behavior. Marketing content on social media proves to be more effective in driving purchase intentions by understanding tourists' preferences and triggering positive emotional responses. With this knowledge, food souvenir shops can adopt these strategies to boost sales and attract more customers to their products. Facebook is one of the largest social media marketing platforms and offers features that help food souvenir businesses effectively reach their target audiences. Content shared by food souvenir shops on Facebook tends to attract tourists, especially when the information is informative, engaging, and relevant to their interests. Food becomes particularly appealing when accompanied by details such as product descriptions, the origin of the ingredients, the manufacturing process, and cultural values or unique flavors. Visual content, including photos and videos, along

with captivating stories or narratives, enhances tourists' interest in exploring the offered products. Furthermore, exclusive promotions, customer reviews, and direct interactions with customers through comments or direct messages build trust in the products, motivating more purchases. Well-crafted Facebook content can create an emotional connection with tourists, making their shopping experience more memorable.

Instagram is an excellent visual platform for showcasing products attractively and engagingly for visitors (Aji et al., 2020; Jackie et al., 2022; Martinus & Anggraini, 2018; Priatni, Hutriana, & Hindarwati, 2019; Yani & Rojuaniah, 2023). Strong visual appeal can be created through photos and videos that highlight souvenir food products with proper lighting, interesting compositions, and appetizing presentations. Additionally, Instagram features like Stories and Reels enable businesses to convey messages in a more dynamic and creative manner. This approach helps companies connect more closely with their audiences and provide in-depth introductions to their products. Furthermore, this aligns with feedback from respondents who expressed high interest in the information shared about food souvenirs on social media.

TikTok's social media marketing platform emphasizes short, interactive, and creative videos. It provides businesses with the opportunity to showcase food souvenirs in a visually engaging manner, highlighting the product's texture, color, and consumption. TikTok is

known for its strong visual appeal and effective use of music, filters, and creative transitions. Travelers who view content showcasing the making of specialty foods or reading direct product reviews from other customers often feel inspired to try these products, which boosts their desire to purchase. The platform features the "For You Page" (FYP) algorithm, allowing food souvenir content to reach a larger and more relevant audience, particularly those seeking unique culinary recommendations. Additionally, leveraging hashtag challenges and collaborating with content creators can significantly enhance product visibility. Social influences, such as frequently appearing food videos on the FYP or receiving numerous positive reviews, can instill greater consumer trust in the product. TikTok also encourages users to leave direct reviews and share their experiences, which increases the authenticity of the product and motivates users to make a purchase.

Quick interactions through comments or "video duets" on TikTok enable businesses to build emotional connections with their audiences. Travelers who feel connected to the story or experience behind a product are more likely to intend to make a purchase. Additionally, TikTok harnesses viral content trends, such as limited-time discount promotions and souvenir-themed challenges, which can create a sense of urgency to buy. By creatively combining visual content, audience engagement, and trend-based marketing strategies, TikTok has emerged as an effective platform for influencing travelers' behavior when it comes to purchasing food souvenirs.

The Influence of Offline Store Displays on Purchase Intentions

The study's results indicate that offline store displays significantly influence the intention to purchase food souvenirs. This finding aligns with previous research conducted by sources (Iswati & Maharani, 2019; Majeed & Rasheed, 2024; Muhiban & Putri, 2022) which also highlighted the essential role of attractive store displays in shaping shopping intentions and guiding consumer decisions. These results are consistent with the Stimulus-Organism-Response (SOR) theory, where offline store displays serve as visual stimuli that impact tourists' emotional responses, such as comfort and interest in the product. This positive emotional reaction encourages tourists to make purchases. Stores located in tourist attractions not only enhance their appeal but also provide a more enjoyable shopping experience for visitors. This is particularly important for those seeking souvenirs as keepsakes or gifts. Supporting this, 43.3% of tourists strongly agreed, and 39.8% agreed that attractive store displays often lead domestic tourists to make unplanned purchases of food souvenirs.

The Influence of Social Media Marketing on Fear of Missing Out

The results of the study show that social media marketing has a major influence in creating fear of missing out on tourists when purchasing food souvenirs. The results of this study are in line with (Ciersya et al., 2023; Widjaya et al., 2024) stating that the relationship between social media

marketing and FoMO is significantly positive. This result means that tourists who actively use social media will experience fear of missing out if they miss news that is currently a hot topic on social media while traveling (Alutaybi et al., 2020; Makri et al., 2020; Opsenica Kostić, Pedović, & Stošić, 2022; Xi et al., 2022).

In the tourism industry, social media stimuli can trigger FoMO. For instance, posts featuring enticing food, breathtaking natural landscapes, or unique souvenirs are often accompanied by captions that spark curiosity and a desire to acquire these items. Additionally, influencers and travel bloggers showcasing seemingly perfect travel experiences significantly contribute to this feeling of FoMO.

Social media marketing fosters a sense of FoMO through engaging visual content and short viral videos. Platforms like Instagram and TikTok enable gift shops to showcase enticing videos featuring products, such as freshly baked food or authentic cooking processes. When tourists come across these videos, which often receive thousands of likes and positive comments, they feel compelled to try and purchase the products to avoid feeling left out of the latest trend. Interactive features such as Instagram Stories, Reels, and TikTok Live further amplify feelings of FoMO by providing real-time experiences for potential buyers. When gift shops conduct live shopping sessions or limited-time flash sales, tourists feel a sense of urgency to buy right away before the promotional offers expire. Additionally, the polling and Q&A features on Instagram Stories encourage customer participation, leading to higher engagement and an increased urgency to make a purchase. On Facebook, marketing strategies that utilize community groups and customer reviews can create a social dynamic that drives FoMO. Many tourists who participate in travel or culinary groups frequently see recommendations for souvenirs from fellow members. If a souvenir shop receives numerous positive reviews or is mentioned often within the group, tourists will feel a strong urge to purchase the product so they don't miss out on the experiences shared by others. Limited-time and limited-stock promotions are also effective techniques for generating FoMO on social media. When a souvenir shop announces a special deal, such as "50% off today only!" or "Only 10 boxes left!", tourists may feel a sense of panic and hasten to buy before the items are sold out. This strategy is commonly used in paid ads on Facebook and Instagram to attract more customers by creating urgency.

The Influence of Offline Store Displays on Fear of Missing Out

The results of the study indicate that offline store displays significantly influence tourists' feelings of FoMO when purchasing food souvenirs. According to the SOR theory, store displays serve as stimuli that evoke emotional responses in tourists. Aesthetic food souvenir displays, attractive lighting, and signage that creates a sense of urgency such as "limited offer" or "favorite products"—can trigger a desire to own the product immediately. One key element that generates FoMO among tourists is product displays highlighting popularity and limited

availability. Products labeled as "Best Seller," "Most Wanted," or "Almost Out of Stock" foster a sense of urgency, prompting tourists to make instant purchases before the items are gone.

Many tourists worry that if they don't buy now, they will miss the chance to bring home souvenirs considered favorites or typical of the destination. This concern is supported by survey responses, showing that 40.5% of tourists strongly agree, and 33.8% agree that they would feel regret if they do not try the food souvenir products. Additionally, the store's lighting and interior design can enhance feelings of FoMO. Bright lighting and a lively atmosphere create the impression that the store is frequented by many other tourists. When tourists observe others shopping enthusiastically and selecting products, they feel compelled to participate in the buying process to avoid feeling excluded from the collective experience. A vibrant atmosphere is often associated with the credibility and quality of the products, further increasing the urgency to purchase.

FoMO is often triggered by the testimonials and experiences of other travelers displayed in stores. Many shops showcase customer reviews, photos of celebrities who have purchased their products, or even digital screens featuring social media posts from previous buyers. This creates social pressure for travelers to join in on the experience, making them feel like they might miss out if they don't. Additionally, interactions with store staff can heighten this sense of FoMO. When staff recommend products by highlighting their popularity—such as saying, "This is the most sought-after souvenir for tourists; it often sells out quickly"—they can evoke a strong emotional urge for travelers to purchase immediately. This approach reinforces the perception that not buying the product would mean missing out on something valuable.

The Influence Fear of Missing Out on Purchase Intention

The results of the study indicated that the FoMO significantly influences purchase intentions. These findings align with previous research (Good & Hyman, 2020; Rahmawati & Sijabat, 2022; Yoga et al., 2022), which suggests that FoMO impacts consumers' intentions to buy. Specifically, the higher the FoMO among consumers, the greater their intention to purchase. When respondents see posts from their peers, they develop a desire to learn more about the products, which ultimately enhances their intention to buy. This suggests that even if tourists experience FoMO regarding trends or opportunities to purchase specific food souvenirs, these feelings tend to drive them toward making purchasing decisions.

The Effect of Fear of Missing Out Mediating Social Media Marketing on Purchase Intention

The results of the study indicate that the fear of missing out (FoMO) mediates the impact of social media marketing on purchase intention. This aligns with previous research (Mohanani & Shekhar, 2021) which found that FoMO mediates the relationship between social media-induced

travel addiction and travel behavioral intention. Additionally, research (Septiana et al., 2024) shows that FoMO serves as a significant positive mediator between various dimensions of social media marketing and purchase intention.

Social media marketing has a strong influence on consumer intent to make a purchase (Widjaya et al., 2024). By using engaging content, such as photos and videos showcasing souvenir products, customer testimonials, and discount promotions, companies can capture the attention of potential buyers. However, the influence of social media marketing extends beyond initial engagement. FoMO plays a crucial role as a mediator in the relationship between social media marketing and purchase intention. When consumers encounter appealing posts about food souvenirs on social media that resonate with their buying intentions, they may experience a fear of missing out if they do not make a purchase. This feeling of FoMO subsequently drives them to increase their intention to buy these food souvenirs. For instance, in the context of purchasing food souvenirs, FoMO can motivate tourists to buy local delicacies to avoid feeling left out compared to friends who have visited the area. Moreover, FoMO can also prompt consumers to purchase limited edition souvenirs or collaborations with popular figures, driven by the fear that these items may sell out.

The Effect of Fear of Missing Out Mediating Offline Store Displays on Purchase Intentions

The results of this study indicate that the fear of missing out (FoMO) mediates the relationship between offline store displays and purchase intentions. This means that an attractive offline store display not only directly influences tourists' intentions to buy food souvenirs but can also evoke feelings of FoMO, ultimately increasing the likelihood of purchases. Tourists drawn to a unique, neat, and aesthetically pleasing store display are more likely to experience anxiety about missing the opportunity to shop at that location. As a result, they may feel compelled to buy food souvenirs before they lose their chance. Several studies have highlighted the role of FoMO as a mediator of purchase intentions (Bläse et al., 2024; Dinh, Wang, & Lee, 2023). This suggests that eye-catching and creative offline store displays are crucial in triggering FoMO among tourists. When visiting a food souvenir shop, tourists encounter a variety of food products presented in an attractive manner. Effective use of lighting, striking colors, and unique product arrangements can create an inviting and captivating shopping environment.

The presence of strong visual elements in offline store displays—such as attractive lighting, organized product layouts, and the use of regional colors and decorations—can enhance the exclusivity and appeal of the store. When tourists observe many people shopping or notice products displayed in limited quantities, they perceive these items as having high value and being scarce. This perception creates a sense of urgency and a fear of missing out on the opportunity to purchase desired souvenirs. The feeling of fear of missing out (FoMO) that arises from these offline store displays is often amplified by social cues, such as

interactions with fellow tourists. When tourists see others buying certain products or discussing their shopping experiences, they may feel compelled to join in to avoid feeling left out. This phenomenon is commonly observed in popular souvenir shops, where tourists influence each other's purchasing decisions. In addition to store design, the involvement of staff in creating a unique shopping experience is crucial in increasing the FoMO effect. Staff members who actively recommend popular products, offer food samples, or share the stories behind items can make tourists feel that they will miss out on something valuable if they do not make a purchase.

Collectivist Culture Moderates the Effect of Fear of Missing Out on Purchase Intention

The study's results indicate that collectivist culture influences the relationship between FoMO and purchase intentions. This finding aligns with previous research (Feng, Guo, & Hou, 2023; Lee, 2017; Reza & Handayani, 2023). Collectivist culture prioritizes group interests over individual ones, meaning that purchasing decisions are often affected by group dynamics, such as those involving family or friends (Feng et al., 2023). In the context of tourism, collectivist culture significantly moderates the impact of FoMO on tourists' intentions to buy food souvenirs. In more collectivist societies, group harmony and social relationships influence consumer preferences for products and services that align with their identities and social values (Sudirjo, Muhtadi, & Manik, 2023). Consequently, when tourists come from a collectivist culture, the FoMO they experience is driven not just by personal pressures, but also by stronger social influences. This dynamic increases their likelihood of purchasing food souvenirs as a way to conform to group social norms.

This study utilizes the theory of Group Efficacy to explain that individuals within a group often believe in their collective ability to achieve certain goals together. For instance, when tourists observe their group members actively searching for trendy souvenirs, they experience a heightened conformity effect. This aligns with the concept of Group Efficacy, as tourists feel more confident in their decision to purchase souvenirs, believing it to be a wise choice influenced by the group's experiences and recommendations.

When a group of tourists successfully acquires the souvenirs they desire, their belief in the correctness of their decision is further reinforced, aligning with the social norms of their group. Tourists who exhibit high levels of collectivism tend to prioritize the needs and preferences of their group over merely following trends or succumbing to the Fear of Missing Out (FoMO). They are more likely to consider whether food souvenirs can be shared and enjoyed with family or friends, rather than just feeling pressured by trends. This illustrates how collectivist values can spur impulsive buying driven by FoMO.

Tourists from collectivist cultures are frequently influenced by the habits of sharing and group recommendations. If one member of a tourist group buys a specific food souvenir and shares their experience, other group members are often motivated to make the same

purchase. Here, FoMO is amplified by collective motivation, as tourists feel compelled to buy in order to maintain their connection with the group and conform to prevailing social norms. A relevant example of the impact of collectivist culture on purchasing food souvenirs is the tradition of joint donations (*sum-sum*), where group members buy food souvenirs to be shared and enjoyed together. For instance, if a group of tourists notices that a typical food is going viral and is in high demand among others, they may feel obligated to participate in the trend. In a collectivist context, not purchasing viral food souvenirs can lead to feelings of FoMO, not only in personal experiences but also in social interactions within their group. When tourists from collectivist cultures observe their group members buying trending souvenirs, they are likely to be motivated to follow suit, even if they had not initially planned to buy anything. This reaction stems from social pressure and the desire to maintain group harmony, compelling them to conform to the actions of others. Since tourists prefer not to feel excluded or different from their group, the FoMO effect intensifies when some members start buying souvenirs and encourage others to join them.

Collectivist cultures place a strong emphasis on the values of sharing and togetherness. This encourages tourists from these cultures to purchase souvenirs, particularly in larger quantities, so they can share them with others. Tourists often choose popular food souvenirs as a way of expressing solidarity and personal enjoyment. Those from collectivist backgrounds are more likely to buy food souvenirs because they believe their travel experiences are more fulfilling when they can share these treats with family or colleagues back home. In such cultures, the practice of requesting food souvenirs is also common. If one person buys a popular food item, others may feel compelled to ask for help in obtaining the same product. This scenario heightens the Fear of Missing Out (FoMO) effect, as tourists who were initially unsure may ultimately decide to make a purchase to avoid being the only ones without that souvenir. Tourists might even be willing to stand in long lines or hunt in various stores to find these sought-after food items.

Theoretical, Managerial and Policy Contributions

This study offers a significant contribution to consumer behavior literature by examining collectivist culture as a moderating variable in the relationship between FOMO and tourists' intention to purchase food souvenirs. Traditionally, FOMO has been analyzed as a direct influencer of consumer behavior without considering the impact of cultural values. By incorporating collectivism as a moderating factor, this research demonstrates that the influence of FoMO on purchase intention can vary based on the degree to which individuals embrace collective values, such as togetherness, social attachment, and concern for their group. This study enriches our theoretical understanding of how psychological and cultural factors interact to shape consumer behavior and expands the application of consumer behavior models within the

context of tourism and varying cultural backgrounds. From a practical standpoint, the findings offer valuable insights for players in the souvenir industry, particularly in crafting marketing strategies that are sensitive to tourists' cultural characteristics. For those from collectivist cultural backgrounds, FoMO tends to be stronger due to a social inclination to partake in experiences deemed significant by their group. Consequently, souvenir shop owners and destination marketers can implement strategies that highlight this social dimension, such as promoting products as "family favorites," "commonly shared among friends," or "must-buys to keep up with souvenir trends." This approach can be more effective in driving purchase intentions among consumers with high levels of collectivism, as it aligns personal experiences with social expectations. By understanding the interplay between these psychological and cultural elements, businesses can create marketing communications that are more personalized and relevant to their visitor profiles.

Conclusions, Limitations, and Future Research

Social media marketing and offline store displays have a significant relationship with the FoMO and purchase intention. Marketing strategies implemented through social media can heighten tourists' interest in food souvenirs and encourage them to make purchases while traveling. Additionally, an attractive store display considering factors like product layout, lighting, decoration, and other visual elements can further increase tourists' willingness to buy food souvenirs.

Statistically, FoMO has a partial mediating role between social media marketing and purchase intention. This suggests that tourists may feel pressured to buy food souvenirs immediately simply because the product is viral or trending on social media. Similarly, FoMO also has a partial mediation effect between offline store displays and purchase intention. While offline displays can influence tourists' buying decisions, this impact occurs through the FoMO mechanism. The influence of collectivist culture strengthens the effect of FoMO on purchase intention. A collectivist environment encourages individuals to follow trends or group behavior to avoid feelings of isolation.

This study has some limitations, as it focuses on a sample drawn from sub-sectors of the creative industry, specifically in the culinary field. Furthermore, the research model, which integrates SOR theory and group efficacy, may not encompass all the factors that affect tourists' purchase intentions. Other aspects, such as tourist motivation, travel experiences, or situational factors, may also significantly influence food souvenir purchasing decisions.

Future researchers should consider additional variables that might affect tourists' purchase intentions, such as travel motivation, culinary experiences, or destination images. They could also explore how technology, including social media, mobile applications, and e-commerce, impacts tourists' behavior in buying food souvenirs. Incorporating these variables could provide a more comprehensive view of the factors influencing food souvenir purchases. Moreover, further research could be

conducted in different cultural contexts to determine if the findings of this study can be generalized. Cross-cultural comparisons can offer valuable insights into how cultural values affect tourists' purchasing behaviors regarding food souvenirs. This study primarily focuses on food souvenirs in general; however, future research could target more specific types of food souvenir products, such as traditional foods, snacks, or regional beverages. A more focused approach may enable researchers to identify factors that are particularly relevant to these specific products.

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