

# The Effect of Instagram Content Quality on Fomsumerism Behavior with Emotional Response as a Mediating Variable

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**Abstract.** Social media growth has changed consumer behaviour from offline consumption to online consumption. Social media provide opportunities for information sharing, and can routinely find out what others are doing and talking about. Instagram is a social media platform with visual elements and features that can provide a more comfortable space for social interaction and a stronger sense of community or connection between fellow users. The rapid growth of social media plays a vital role in creating feelings of fear of being left behind or fear of missing out (FoMO). FoMO behaviour can impact consumption and give rise to a new concept, "Fomsumerism". This study aimed to determine the effect of Instagram content quality on fomsumerism behaviour mediated by emotional response variables. This type of quantitative research uses non-probability sampling methods and purposive sampling techniques on 150 respondents. An online survey collected data and analyzed using SEM-PLS through the SmartPLS application version 3.9.9. The study results show that the quality of Instagram content positively and significantly affects fomsumerism behaviour. Emotional response as a mediating variable plays a partial mediation role so that the Instagram content quality variable can affect the fomsumerism variable directly or indirectly.

**Keywords:** Consumer Behavior; Instagram; Fomsumerism; Envy; Social Comparison; Imitation.

## INTRODUCTION

Increased access to technology, especially social media, has made receiving information from users easier [6]. Instagram is one of the visual-based social media platforms that can provide a more comfortable space for social interaction and a stronger sense of community or connection between fellow users [9].

In its development, social media not only shapes consumption patterns but can cause emotional responses in its users, including envy of what they see [25]. It is easy to compare their own lives with the lives they see through visual content, and this can cause them to feel dissatisfied with their lives and behaviours [1, 23, 28, 32, 36] as well as tend to want to imitate their personality to be the same as they idolize [6, 10].

The rapid development of social media today also plays an essential role in giving rise to the fear of missing out (FoMO) [1, 4, 7]. From the beginning of its appearance, FoMO was defined as a fear of the experiences of others that he could not get and was characterized by a desire to constantly connect with what others were doing [31].

In the marketing context, FoMO behaviour can impact consumer behaviour and give rise to a new concept, "Fomsumerism" [3, 4]. The idea of fomsumerism is based on consumption behaviours that arise from the main emotional factors, including envy and social comparison. It can lead to consumption behaviours for fear of loss, conspicuous consumption, consumption to adjust habits (conformity consumption), consumption status, the need to be unique among others (need for uniqueness), too impulsive buying [3]. Indi-

viduals with FoMO tend to use the same product, even better or more than they see or others use. The above is in line with the research of [24] that consumers who have FoMO tend to make impulsive purchases.

Research by [30] states that the higher the user's dependence on Instagram, the stronger the perceived FoMO is characterized by, and the more intensively users search for the latest information related to other people's activities. Instagram's ease of access makes its users addicted, and often repeatedly open Instagram so that they have the potential to experience an intense FoMO. They tend to compare themselves with what they see on Instagram. What's more, Instagram posts by some users now tend to showcase the glamorous lifestyle by sharing exclusive experiences and often showing off their luxury goods. Due to the glamorous tendency of Instagram users, current Instagram posts can visually present a person's prosperity or wealth excessively.

FoMO has been widely applied for commercial purposes, but only some are interested in researching it for academic purposes [20]. FoMO research from the marketing perspective is still very little, so this study aims to see the relationship between the influence of Instagram content quality as a stimulus to forming fomsumerism behaviour. This research will build a comprehensive conceptual framework by adding emotional responses, including imitation, social comparison, and envy, as variables that mediate the relationship between Instagram content quality and fomsumerism to understand further the behaviour of consumers who have FoMO [5]. An understanding of FoMO behavioural tendencies associated with the use of social media can help marketers design designs and marketing strategies on social media [3].

## Literature review

*Instagram Content Quality.* Instagram is a relatively new form of communication media where users can share their activities easily through photos and videos. Users have increased since its release last October 2010 [21]. Instagram has a more appropriate visual focus and supports interactions between fellow users [9].

The quality of Instagram content can be seen through two aspects, including the quality of message content consisting of photos and pro-

files, taking into account how to take pictures, as well as paying attention to the colour and sharpness of images, as well as the credibility of endorsers, through attractiveness, trustworthiness, expertise or level of knowledge of a product and similarity. Instagram is a trendy social media platform because it offers high and attractive visual quality, so it can lead its users to the fear of missing out if used with high intensity [15]. Instagram users are successfully stimulated to make impulsive purchases by seeing creative visual content uploaded by users, brands, and endorsers, compared to posts done excessively in terms of numbers [11]. The impulsive buying behaviour above is one of the characteristics of fomsumerism proposed by [3], so the hypothesis in this study can be formulated as follows: H1 – The better the quality of Instagram content, the stronger the fomsumerism.

*Emotional Response.* In the context of this study, it will examine the influence of social media on the formation of emotional responses in its users, including:

1. Imitating, Imitative behaviour tends to target at a young age. They desire their personality to be the same as they idolize [10].
2. Social comparison leads to the formation of social levels and tends to use the comparative dimension between inferior-superior and weaker-stronger [2]. The research of [32] explained that social comparison occurs when people compare themselves with abilities or characters that they consider essential.
3. Envy is a feeling of dissatisfaction and leads to bad intentions towards the happiness, success, reputation, and achievements of others [25].

About social media, research by [37]) shows that the combination of colours in photo posts on Instagram can affect emotions in the form of passion and excitement from the perspective of Instagram users. Based on the research above, a hypothesis can be formulated as follows: H2 – The better the quality of Instagram content, the stronger the emotional response

*Fomsumerism.* The FoMO phenomenon has spread mainly in social media, although several controversies come with it [3]. FoMO is a feeling characterized by always wanting to connect and know what the other person is doing. For people who have FoMO, actively participating in various social media is an exciting thing [31] because dif-

ferent social media platforms, one of which is Instagram, play an essential role in the formation of FoMO and provide space for everyone to see whatever activity was uploaded on it [1, 3, 4, 7]. FoMO is used commercially to stimulate demand from young and adult consumers, which refers to an invitation to engage in an activity of colleagues, friends or family through social media.

The concept of fomsumerism emphasizes a relationship between consumption patterns and FoMO, which leads to conspicuous consumption patterns, always wanting to be seen by others, showing symbols and social status, to purchases made by users because of the invitation of colleagues on social media. The behaviour of fomsumerism in individuals leads to the following buying behaviour [3]:

1. Consumption due to fear of missing out.
2. Conspicuous consumption to stand out in a social group.
3. Make consumption or purchases to adjust habits in a social group (conformity consumption).
4. Make consumption or purchases to look unique in a social group (need for uniqueness).
5. Consuming because you want to have a social status equivalent to a social group (consumption status).
6. Impulsive and unplanned consumption (impulsive buying).

Research by [3] states that emotional responses are a factor causing fomsumerism, including envy as something that is seen as being able to encourage individuals to participate in activities that are also followed by others. In addition, social comparison is also one of the factors that trigger consumption. Social comparison factors influence purchasing decisions and behaviour [3]. Another form of emotional response that is thought to lead to the characteristics of fomsumerism is the tendency to imitate to have a personality or ownership of goods similar to idols or people considered influential [10, 27]. Based on this, a hypothesis can be formulated as follows: H3 – The more robust the emotional response, the stronger the fomsumerism.

A conceptual research framework can be assembled based on the hypothesis formulation above (Figure 1).

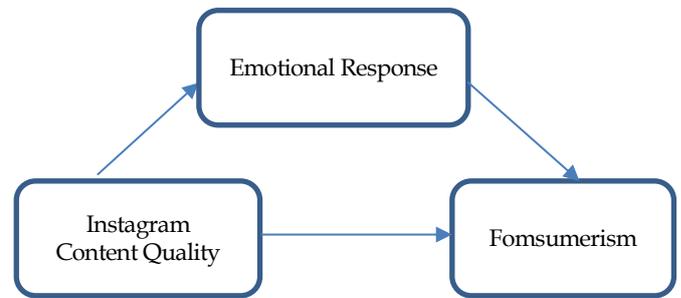


Figure 1 – Conceptual Framework

## METHOD

This study uses a quantitative approach using non-probability sampling and purposive sampling techniques, where it is limited to certain types of people having the following criteria:

1. Always follow the development of Instagram social media and make it a source of information on the products to be purchased;
2. Aged 20 – 49 years old.

In a study using SEM (Structural Equation Modeling), according to [17], one method of determining the sample size for SEM is multiplying 5–10 times the number of indicators of the entire variable. Then the maximum sample size is 10 x 15 or 150, so the number of samples in this study can be determined to be 150 respondents throughout Indonesia. The data collection technique in this study was carried out using a questionnaire with a Likert scale of 1–7, each representing the respondents' opinions. Data was collected through an online survey with a questionnaire made in a Google Form and disseminated through the social media networks Whatsapp group and Instagram. The questionnaire consists of 2 parts. The first part contains the respondent's identity consisting of full name, domicile area, gender, occupation, age, monthly income (in rupiah), education, and luxury fashion purchased. At the same time, the second part contains statement items, namely 17 statement items for Instagram content quality variables, 8 for emotional response variables and 20 for fomsumerism variables. The validity test was conducted with the SPSS program version 28.0.1.1 with a sample number of 30 outside the study respondents. Hypothesis test using SEM-PLS Analysis using SmartPLS application version 3.2.9 consists of two sub-models, namely the measurement model or the so-called outer model and the structural model, often called the inner model.

## RESULTS AND DISCUSSION

*Characteristics of Respondents.* The characteristic of respondents in this study was that women dominated as many as 150 samples by 78%. The majority of respondents had a bachelor's education background, 78.67%. Most of the respondents were young respondents, namely 20-30 people, a total of 112 people (74.67%)

*Evaluation of Measurement Model/Outer Model.* Measurement model or outer model was carried out on all variables involved in this study, namely independent variables or exogenous variables, namely the quality of Instagram content towards dependent variables or endogenous variables of fomsuserism. The Outer model is measured by convergent validity, discriminant validity, and internal consistency reliability. This model is called a reflective measurement model by evaluates the value of loading factor, composite reliability,

Cronbach's alpha, AVE and discriminant validity. The rule of thumb for the loading factor commonly used to measure convergent validity is  $\geq 0.7$  with an average variance extracted (AVE) value of  $\geq 0.5$  [17]. If an outer loading value is found below 0.7, researchers should carefully examine the effect of item removal on composite reliability as well as on the validity of the construct contents. Generally, indicators with outer loading between 0.40 and 0.70 should be considered to be removed from the scale only when removing these indicators leads to increased composite reliability [17]. The following are the results of the outer loading analysis phase II (re-estimated) after eliminating one by one on indicators whose external loading value is below 0.7 as follows.

Table 1 – Correlation value (outer loading) and AVE

Variable	Indicator	Outer Loading
Instagram Content Quality (X)	I always give likes and comments on the content of products I like	0.704
	Saya selalu melakukan repost terhadap konten produk yang saya sukai	0.889
	I always include the same hashtags used in the content of those products when I post about products I like (re-hashtaging)	0.880
	I like content involving endorsers who have appeal	0.785
	I always repost the content of the products I like	0.725
Emotional Response (Z)	I buy luxury fashion out of curiosity at each of its latest releases	0.903
	I bought a luxury fashion because I was anxious that I would miss this opportunity	0.911
	I buy luxury fashion so that the social groups around me still view me as an essential or influential person	0.906
	I buy luxury fashion because I want to look rich	0.709
	I buy luxury fashion to look experienced	0.889
	I always wanted to have the same fancy fashion as my friends or idol/artists have	0.884
	I always follow the trend of using luxury goods around me	0.836
Fomsuserism (Y)	I bought a luxury fashion because I was anxious that I would miss this opportunity	0.796
	I buy luxury fashion so that the social groups around me still view me as an essential or influential person	0.889
	I buy luxury fashion because I want to look rich	0.928
	I buy luxury fashion to look experienced	0.898
	By buying luxury fashion that not many people have, I feel valued	0.895
	Buying luxury fashion as my friend purchased made me get closer to them	0.893
	For me, it is essential to look at luxury fashion in front of others	0.854
	When I am confused about determining the choice of product, I will choose the product based on what others buy	0.753

Variable	Indicator	Outer Loading
	I buy luxury fashion to reflect my social status	0.902
	If there is a new release, I will buy it to maintain my social status	0.925
	I am willing to pay more for a luxury fashion to improve my social status	0.931
	In my opinion, luxury fashion has value and can improve my social status	0.835
	I buy luxury fashion without considering it first	0.768

From the reliability test results, the value of Cronbach's Alpha ( $\alpha$ ) on the three variables, including Instagram content quality, emotional response, and fomsumerism, was respectively 0.881; 0,925; 0.974 so all variables are declared reliable because their values are more than 0.7 with the highest reliability value in variable Y (fomsumerism).

*Evaluation of Structural Model /Inner Model.* Testing of structural models is carried out by looking at the value of R-Square, which is a goodness-fit-model test. The R-Square value describes how much an independent variable can explain a dependent variable.

From the output results of the R-Square value, it can be concluded that the model of the influence of independent variables on dependent variables has an R-Square of 0.746. This value shows that the Instagram content quality construct variable can explain the fomsumerism construct variable of 74.6%. In comparison, the other 25.4% is influenced by other factors not included in this study. It can be concluded that R Square Y is a medium structural model [17].

The next test is the estimation of path coefficients which is carried out to see the significance of the influence of independent variables on dependent variables by looking at the value of the parameter coefficient and the value of t-statistical energy. This test is carried out by calculating using PLS Boothstrapping according to the model (Figure 2).

To assess the significance of the prediction model in structural model testing can be seen from the statistical t- value between the independent variable to the dependent variable. According to [17], the significance value of the 5% level must meet the t-value of 1.96. The t-statistic value obtained is seen in the Path Coefficient table in the SmartPLS output as per Table 2.

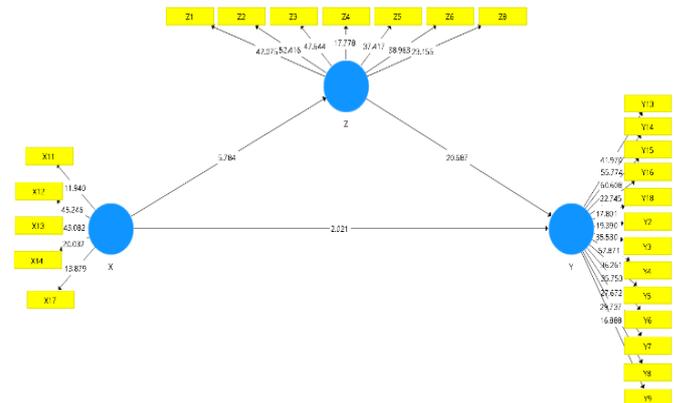


Figure 2 – Model of Path Coefficient with PLS Bootstrapping

Table 2 – The t-statistic value obtained is seen in the Path Coefficient

Influence Between Variables	t-statistic	Weight significance	P-value
Instagram Content Quality -> Fomsumerism	2,021	> 1,96	0,044
Instagram Content Quality -> Emotional Response	5,784	> 1,96	0,000
Emotional response -> Fomsumerism	20,687	> 1,96	0,000

Based on the table above, all hypotheses have a t statistics value of more than 1.96 and P Values of less than 0.05, so it can be interpreted that the three views are accepted and have a positive and significant influence.

The descriptive analysis of variables in this study also showed that respondents liked the content that could present aesthetic and attractive visuals. Author [26] also confirms that luxury goods on Instagram content become more expressive and aesthetic because the creativity and authen-

ticity of the range support it. Respondents also stated that endorsers have an essential part and role in the Instagram content of luxury fashion. This is in line with the research of [14], which states that endorsers who have popularity can form trust in the eyes of consumers and indirectly encourage consumers to consume luxury fashion unplanned. In addition to buying luxury fashion unplanned, respondents tend to another characteristic of fomsumerism, namely buying luxury fashion to look unique, attractive, and different from others. This is supported by the research of [13], who explains that the role of Instagram strengthens the needs of consumers who want to look unique (need for uniqueness). One of the criteria for luxury goods is their uniqueness, and can be a differentiator from other individuals [8]. By using luxury fashion, they can show their unique and different personal tastes but not aim to look striking [35].

This study also showed the tendency of respondents to compare themselves by always paying attention to the trend of luxury fashion consumption around them. Still, respondents expressed disapproval of the feelings of envy and inferiority that arise. This is in line with previous research conducted by [29], which showed that the better the combination of all visual elements, both audio, verbal, and visual, and the role of the endorser used, the more evocative a content is and the stronger the formation of an emotional response in the form of self-comparison with something better (upward social comparison).

The tendency of respondents to behave as fomsumerism is seen in unplanned purchases and wanting to look unique due to the formation of social comparison in respondents, which is characterized by always paying attention to the trend of luxury fashion consumption around them. This supports research by [34], which state a relationship between social comparison and impulsive buying. The results showed that young respondents were accustomed to making impulsive purchases and compared themselves to what they saw on social media, driven by a strong desire to have something like others. The unique character of luxury goods also strengthens the above, so having them can make respondents look different from others [8]. Social comparison has also been shown to influence the formation of other fomsumerism characteristics, namely the need for uniqueness [22]. Respondents bought luxury fashion that highlighted uniqueness and used it uniquely. Most respond-

ents' characters in the [22] study used an elegant but discreet manner to still show their peculiarities in their social environment.

## CONCLUSIONS

The quality of Instagram content has a positive and significant effect on fomsumerism. The higher the quality of Instagram content, the higher the fomsumerism. Most respondents like content that can present aesthetic and attractive visuals. Instagram content that posts luxury goods will be more interesting if this content is presented in verbal, visual or audio form because it will further increase consumer attention and interest. Endorsers also have an essential part and role in luxury fashion Instagram content because they have integrity and can be trusted. Famous endorsers can form trust in the eyes of consumers and indirectly encourage consumers to consume luxury fashion unplanned. Instagram also strengthens the needs of consumers who want to appear and look unique (need for uniqueness). By using luxury fashion, they can show their unique and different personal tastes but not aim to stand out.

The quality of Instagram content significantly influences emotional responses, meaning that the higher the quality of Instagram content, the stronger the emotional response that is formed in the respondents. Most respondents compared themselves by always paying attention to the consumption trends of luxury fashion around them. Novel content and aesthetics inspire and motivate everyone who sees it. The more evocative the content is, the stronger the emotional response is formed in self-comparison with something considered better (upward social comparison).

The emotional response positively and significantly influences fomsumerism, meaning that the stronger the emotional response causes, the higher the fomsumerism. The tendency of respondents to behave in fomsumerism can be seen from the visible characteristics, namely unplanned purchases and wanting to look unique due to the formation of social comparisons in the respondents, which is marked by always paying attention to the consumption trends of luxury fashion around them. The stronger the social comparison appears in the respondent, the more impulsive the respondent is in purchasing, especially among young respondents. They are used

to making impulsive purchases and comparing themselves to what they see on social media, and they are driven by a strong desire to have something like others have. The above is also reinforced by the unique character of luxury goods so

that owning them can make respondents look different from others. The majority of the respondents' feelings use luxury fashion to show their uniqueness to their social environment, not to look rich or flashy.

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