

# PENGARUH PERCEIVED EXPERIENTIAL BRANDING DAN SOCIAL BUZZ TERHADAP FOMO SERTA PURCHASE INTENTION KONSUMEN CLOUDCAKES DI TIKTOK

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## Abstract

This study investigates how Perceived Experiential Branding (PEB) and Social Buzz (SB) influence Purchase Intention (PI) toward Cloudcakes as a viral local F&B brand on TikTok, with Fear of Missing Out (FOMO) as a mediating variable within the Stimulus–Organism–Response (S–O–R) framework. A quantitative explanatory design was employed using an online survey of Indonesian TikTok users who have been exposed to Cloudcakes-related content. Data were analyzed using SEM-PLS. The preliminary adequacy test indicates the dataset is suitable for factor-based modeling (KMO = 0.957; Bartlett's test significant). Measurement model results demonstrate strong reliability and convergent validity, supported by high internal consistency and satisfactory indicator loadings, as well as established discriminant validity. Structural model testing shows that PEB and SB significantly increase FOMO, and both PEB and SB also positively affect PI. FOMO further strengthens PI, confirming its mediating role. The model explains substantial variance in FOMO and PI and demonstrates predictive relevance. These findings imply that local F&B brands can enhance purchase intention by strengthening experiential branding and maintaining social buzz while managing FOMO-driven pressure responsibly.

## 1. INTRODUCTION

The rapid growth of social media, particularly TikTok, has fundamentally transformed how consumers discover, evaluate, and make purchasing decisions. The short-video format, supported by influencer involvement and user-generated content (UGC), enables rapid diffusion of brand-related information. In the food and beverage (F&B) industry, this dynamic has intensified the emergence of viral food trends, where consumption decisions are driven not only by functional attributes such as taste and price, but also by experiential value and social signaling.

One illustrative case is Cloudcakes, a local donut brand that gained substantial attention through TikTok. Beyond its viral status, Cloudcakes represents a theoretically distinctive context due to the combination of offline experiential constraints such as limited stock availability, queuing systems, purchase restrictions, and aesthetically designed stores and intensive online social signaling, including viral user-generated content, influencer endorsements, and sold-out narratives. This hybrid configuration creates perceptions of exclusivity and desirability that extend beyond the product itself.

This phenomenon reflects Perceived Experiential Branding (PEB), defined as consumers' evaluations of brand experiences across sensory, affective, behavioral, and social dimensions. Positive experiential branding may evoke emotional responses that increase consumers' sensitivity to social comparison. Concurrently, Cloudcakes' popularity is reinforced by Social Buzz (SB), which represents the intensity of public attention, conversation, and engagement surrounding a brand on social media, thereby strengthening perceptions of popularity and urgency.

The interaction between experiential branding and social buzz can generate Fear of Missing Out (FOMO), a psychological state characterized by anxiety over being excluded from rewarding experiences enjoyed by others.

Within the Stimulus–Organism–Response (S–O–R) framework, Perceived Experiential Branding and Social Buzz function as external stimuli, FOMO represents the organismic emotional response, and Purchase Intention (PI) reflects the resulting behavioral outcome.

Although prior studies have examined experiential marketing, buzz marketing, and FOMO in digital contexts, empirical evidence integrating Perceived Experiential Branding and Social Buzz within a unified S–O–R framework remains limited, particularly in the context of viral local F&B brands on TikTok.

Accordingly, this study addresses the following research questions:

- (1) How do Perceived Experiential Branding and Social Buzz influence consumers' Fear of Missing Out toward a viral local F&B brand on TikTok?
- (2) Does Fear of Missing Out mediate the relationship between these digital stimuli and Purchase Intention?

The objective of this study is to empirically examine the direct and indirect relationships among Perceived Experiential Branding, Social Buzz, Fear of Missing Out, and Purchase Intention within the S–O–R framework.

By doing so, this study contributes theoretically by extending the application of the S–O–R framework through the integration of experiential branding and social buzz as simultaneous digital stimuli shaping emotional and behavioral responses. Practically, the findings are expected to provide insights for local F&B brands in designing experiential and socially engaging, yet responsible, TikTok-based marketing strategies.

## **2. LITERATURE REVIEW**

### **2.1 Theoretical and Conceptual Background**

The Stimulus–Organism–Response (S–O–R) framework proposed by Mehrabian and Russell (1974) explains consumer behavior as a process in which external environmental stimuli influence individuals' internal psychological states, which subsequently shape behavioral responses. Within contemporary digital marketing environments, particularly social media platforms, stimuli are no longer limited to physical surroundings but increasingly manifest as experiential cues and social signals that shape consumers' perceptions, emotions, and decisions.

In this study, Perceived Experiential Branding (PEB) and Social Buzz (SB) are conceptualized as external stimuli. Perceived Experiential Branding refers to consumers' subjective evaluations of experiential value embedded in brand encounters, encompassing sensory appeal, emotional engagement, perceived uniqueness, social pride, and exclusivity. Importantly, this construct adopts a consumer perception based perspective, distinguishing it from experiential marketing, which focuses on firm-driven tactical activities, and from the experience economy, which conceptualizes experiences as a broader source of economic value creation. By emphasizing perception rather than managerial action, Perceived Experiential Branding aligns conceptually with the stimulus component of the S–O–R framework.

Social Buzz represents the intensity of public attention, online conversation, and collective engagement surrounding a brand on social media platforms. High levels of social buzz function as a social stimulus by signaling popularity, trendiness, and normative consumption behavior. Such signals increase consumers' awareness of others' engagement with a brand and heighten sensitivity to social comparison and perceived urgency.

Within the S–O–R framework, Fear of Missing Out (FOMO) is positioned as the organismic component, representing an affective psychological state arising from perceived social exclusion and concern about missing rewarding experiences enjoyed by others. Exposure to experiential and social stimuli can intensify emotional arousal and anxiety, particularly in environments characterized by visibility, virality, and peer endorsement. Purchase Intention (PI), as the response component, reflects consumers' motivational readiness to engage in purchasing-related behaviors, including trying, purchasing, repurchasing, and recommending a product, and has been widely recognized as a strong predictor of actual consumption behavior (Ajzen, 1991).

### **2.2 Empirical Review and Hypothesis**

Prior studies have shown that experiential aspects of branding play a critical role in shaping consumers' emotional engagement and behavioral intentions. From a psychological perspective, experiential branding enhances affective attachment and symbolic meaning, making consumers more sensitive to perceived exclusivity and scarcity. When a brand experience is perceived as unique and socially valued, consumers are more likely to experience anxiety related to missing out on that experience, thereby triggering Fear of Missing Out. This mechanism suggests that Perceived Experiential Branding does not merely influence purchase intention directly, but also operates through emotional pathways that intensify motivational readiness.

Similarly, Social Buzz exerts influence by amplifying perceptions of popularity, collective endorsement, and social relevance. In social media environments, frequent exposure to brand-related content, peer discussions, and influencer endorsements increases social comparison processes. As individuals observe widespread engagement with a brand, they may experience heightened concern about being excluded from socially valued consumption experiences, leading to increased FOMO. This emotional response subsequently motivates behavioral intentions, consistent with the S–O–R framework's emphasis on organismic mediation.

Furthermore, Fear of Missing Out has been widely recognized as a key emotional mechanism linking digital stimuli to consumer behavior. FOMO reflects anxiety-driven motivation rooted in social comparison and perceived exclusion, which can intensify consumers' urgency to act. As such, FOMO is theoretically positioned as a mediator that translates experiential and social stimuli into purchase-related responses.

Despite growing empirical attention to experiential branding, social buzz, and FOMO in digital contexts, existing studies tend to examine these constructs in isolation or focus on either experiential cues or social influence separately. Research that simultaneously integrates Perceived Experiential Branding and Social Buzz as antecedents of FOMO within a unified S–O–R framework remains limited, particularly in the context of viral local F&B brands on TikTok. Addressing this gap allows for a more comprehensive understanding of how experiential and social stimuli jointly shape emotional and behavioral consumer responses.

Based on the theoretical arguments and empirical evidence discussed above, the following hypotheses are proposed:

H1: Perceived Experiential Branding positively influences Fear of Missing Out.

H2: Social Buzz positively influences Fear of Missing Out.

H3: Fear of Missing Out positively influences Purchase Intention.

H4: Perceived Experiential Branding positively influences Purchase Intention.

H5: Social Buzz positively influences Purchase Intention.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This study employs a quantitative explanatory research design to examine the relationships among Perceived Experiential Branding, Social Buzz, Fear of Missing Out, and Purchase Intention within the Stimulus–Organism–Response (S–O–R) framework. The explanatory design is appropriate for testing theoretically derived hypotheses and evaluating both direct and indirect relationships among latent constructs.

Data were collected through a structured online survey administered to consumers who had been exposed to Cloudcakes related content on TikTok. Given the study's objective to examine associative relationships rather than establish causality, a cross-sectional survey design was adopted.

#### **3.2 Population and Sampling Technique**

The research population consists of social media users in Indonesia who are aware of Cloudcakes and have been exposed to Cloudcakes-related content on TikTok. As the exact population size is unknown and no comprehensive sampling frame is available, this study applies a non-probability purposive sampling technique.

To ensure sample relevance, respondents were required to meet the following inclusion criteria: (1) residing in Indonesia, (2) being at least 17 years old, (3) actively using TikTok, and (4) having prior exposure to Cloudcakes-related content on the platform. A screening question was included at the beginning of the questionnaire to verify respondents' eligibility before proceeding to the main survey items.

#### **3.3 Sample Size**

The minimum sample size was determined based on multivariate analysis guidelines recommending five to ten observations per measurement indicator. With a total of 21 indicators, the recommended minimum sample size ranged from 105 to 210 respondents.

Data collection resulted in 210 valid responses that met the screening criteria and were retained for analysis after data cleaning. This achieved sample size exceeds the minimum requirement for SEM-PLS estimation and is considered adequate to ensure model stability and reliable parameter estimation.

Given the voluntary nature of online survey participation distributed through social media platforms, this study acknowledges the potential presence of self-selection bias, as individuals with higher interest in viral F&B content or greater engagement with TikTok may have been more inclined to participate. This limitation is considered when interpreting the findings.

#### **3.4 Variables and Measurement**

All constructs in this study were measured using a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree). Measurement items were adapted from well-established scales in prior consumer behavior and digital marketing research to ensure content validity. Item wording was contextualized to reflect the TikTok platform and the Cloudcakes case while maintaining consistency with the original conceptual definitions.

Perceived Experiential Branding was measured using five indicators reflecting sensory appeal, emotional satisfaction, experiential uniqueness, social pride, and perceived exclusivity. Social Buzz was assessed using five indicators capturing content frequency, perceived virality, public discussion, online reviews, and attention intensity. Fear of Missing Out was measured using six indicators related to anxiety, urgency, and social comparison. Purchase Intention was measured using five indicators reflecting respondents' willingness to try, purchase, repurchase, and recommend the product.

### 3.5 Data Collection Instrument

Data were collected using an online questionnaire distributed via social media platforms, including TikTok, Instagram, and WhatsApp. The questionnaire consisted of three main sections: screening questions, demographic information, and measurement items for each construct.

Prior to full-scale data collection, the questionnaire was reviewed to ensure clarity, readability, and face validity. To reduce the likelihood of common method bias, respondents were assured of anonymity, informed that there were no right or wrong answers, and encouraged to respond honestly. In addition, the order of measurement items was randomized to minimize response pattern bias.

### 3.6 Data Analysis Technique

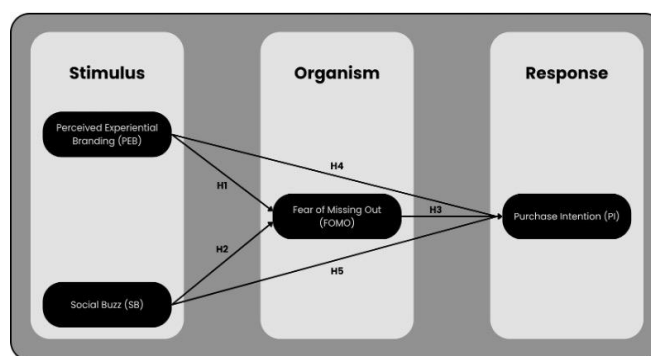
Data analysis was conducted in two stages. First, descriptive analysis was performed to summarize respondent characteristics and general response tendencies. Second, Structural Equation Modeling using Partial Least Squares (SEM-PLS) was employed to test the proposed hypotheses and examine both direct and indirect relationships among constructs.

SEM-PLS was selected due to its suitability for exploratory and explanatory research, its ability to handle complex models with multiple constructs, and its robustness in situations involving non-normal data distributions and moderate sample sizes.

### 3.7 Validity and Reliability Testing

Prior to structural model evaluation, the measurement model was assessed for validity and reliability. Convergent validity was evaluated using outer loadings and Average Variance Extracted (AVE), with recommended thresholds of outer loadings greater than 0.70 and AVE values exceeding 0.50.

Reliability was assessed using Cronbach's alpha and Composite Reliability, with values of 0.70 or higher indicating satisfactory internal consistency. Discriminant validity was evaluated using established criteria to ensure that each construct was empirically distinct from the others before proceeding to hypothesis testing.



**Figure 1.** Conceptual Model of the Study

**Source:** Authors (2025)

## 4. RESULT AND DISCUSSION

### 4.1 Preliminary Factor Adequacy Test

According to Shrestha (2021), the adequacy of a dataset for factor-based analysis can be evaluated by considering both sample size and the strength of correlations among observed variables. Prior to conducting the measurement model assessment using SEM-PLS, a preliminary factor adequacy test was performed to ensure that the dataset was suitable for further multivariate analysis. In this context, the Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were employed as preliminary diagnostics.

The KMO statistic assesses the proportion of variance among variables that may be attributed to underlying common factors. As presented in Table 1, the KMO value obtained in this study is 0.957, which exceeds the minimum acceptable threshold of 0.50, indicating an excellent level of sampling adequacy. This result suggests that the correlations among the indicators are sufficiently compact and appropriate for factor-based modeling. In addition, Bartlett's Test of Sphericity is statistically significant ( $\chi^2 = 4085.336$ ;  $df = 210$ ;  $p < 0.001$ ), indicating that the correlation matrix is not an identity matrix. Collectively, these results confirm that the dataset is suitable for subsequent measurement model evaluation using SEM-PLS and supports the validation of the latent constructs specified in the research model.

**Table 1.** KMO and Bartlett's test

|                                                        |                    |              |
|--------------------------------------------------------|--------------------|--------------|
| <b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b> |                    | <b>0.957</b> |
| <b>Bartlett's Test of Sphericity</b>                   | Approx. Chi-Square | 4085.336     |
|                                                        | df                 | 210          |
|                                                        | Sig.               | .000         |

## 4.2 Reliability and validity

The key measurement model criteria in SEM-PLS consist of reliability, convergent validity, and discriminant validity (Hair et al., 2017). Reliability was first assessed using Cronbach's alpha to evaluate the internal consistency of the constructs. Cronbach's alpha values range from 0.918 to 0.942, exceeding the recommended threshold of 0.70 and indicating a high level of internal consistency across all constructs. However, because Cronbach's alpha assumes tau-equivalence, composite reliability (CR) was also examined as a more appropriate reliability indicator in the SEM-PLS context.

The composite reliability results demonstrate values ranging from 0.920 to 0.943, which are above the acceptable threshold of 0.70, confirming satisfactory construct reliability. Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE), with recommended thresholds of outer loadings greater than 0.70 and AVE greater than 0.50 (Hair et al., 2017).

As presented in Table 3, all indicator loadings exceed the recommended threshold, ranging from 0.854 to 0.895, indicating strong indicator reliability. Based on these loading magnitudes, the AVE values were recalculated and range from 0.753 to 0.782 across constructs, exceeding the minimum criterion of 0.50. These results confirm satisfactory convergent validity and indicate that each construct explains a substantial proportion of variance in its respective indicators.

**Table 2.** Construct reliability and convergent validity

| Constructs | Cronbach's Alpha | Composite Reliability | AVE   |
|------------|------------------|-----------------------|-------|
| PEB        | 0.929            | 0.931                 | 0.779 |
| SB         | 0.918            | 0.920                 | 0.753 |
| FOMO       | 0.942            | 0.943                 | 0.776 |
| PI         | 0.930            | 0.931                 | 0.782 |

**Table 3.** Outer-loadings matrix

| Constructs | FOMO  | PEB   | PI    | SB    |
|------------|-------|-------|-------|-------|
| FOMO1      | 0.883 |       |       |       |
| FOMO2      | 0.876 |       |       |       |
| FOMO3      | 0.883 |       |       |       |
| FOMO4      | 0.885 |       |       |       |
| FOMO5      | 0.883 |       |       |       |
| FOMO6      | 0.874 |       |       |       |
| PEB1       |       | 0.867 |       |       |
| PEB2       |       | 0.872 |       |       |
| PEB3       |       | 0.887 |       |       |
| PEB4       |       | 0.891 |       |       |
| PI1        |       | 0.895 |       |       |
| PI2        |       |       | 0.880 |       |
| PI3        |       |       | 0.889 |       |
| PI4        |       |       | 0.894 |       |
| PI5        |       |       | 0.870 |       |
| SB1        |       |       | 0.889 |       |
| SB2        |       |       |       | 0.859 |
| SB3        |       |       |       | 0.854 |
| SB4        |       |       |       | 0.884 |
| SB5        |       |       |       | 0.873 |

According to Hair et al. (2017), the Fornell–Larcker criterion serves as an alternative approach for assessing discriminant validity by examining whether the average variance extracted (AVE) of each construct exceeds its squared correlations with other constructs. The results presented in Table 4 demonstrate that each construct explains a greater proportion of variance in its own indicators than it shares with other constructs.

**Table 4.** Fornell-Lacker Criterion

| Constructs | FOMO  | PEB   | PI    | SB    |
|------------|-------|-------|-------|-------|
| FOMO       | 0.881 |       |       |       |
| PEB        | 0.738 | 0.883 |       |       |
| PI         | 0.731 | 0.734 | 0.884 |       |
| SB         | 0.699 | 0.742 | 0.693 | 0.868 |

According to Hair et al. (2017), both cross-loadings and the Fornell–Larcker criterion have limitations in assessing discriminant validity. Therefore, the Heterotrait–Monotrait ratio (HTMT) is recommended as a more robust approach. HTMT represents the ratio of correlations between different constructs (heterotrait) to correlations within the same construct (monotrait). Lower HTMT values indicate a higher degree of conceptual distinctiveness among

constructs in the structural model. As presented in Table 5, all constructs exhibit HTMT values below the threshold of 0.85, indicating that discriminant validity is well established and that all constructs are empirically distinct.

**Table 5.** Heterotrait-Monotrait Ratio of correlation

| Constructs  | FOMO  | PEB   | PI    | SB |
|-------------|-------|-------|-------|----|
| <b>FOMO</b> |       |       |       |    |
| <b>PEB</b>  | 0.785 |       |       |    |
| <b>PI</b>   | 0.778 | 0.787 |       |    |
| <b>SB</b>   | 0.748 | 0.801 | 0.747 |    |

### 4.3 Importance-performance analysis (IPMA)

According to Hair et al. (2017), Importance–Performance Map Analysis (IPMA) extends the standard Structural Equation Modeling–Partial Least Squares (SEM-PLS) results by comparing the total effects of constructs in the structural model on a specific target construct. The total effect reflects the relative importance of each independent construct in influencing the target construct, while the average latent variable scores represent the performance level of each construct. Through this approach, IPMA enables researchers to identify not only which constructs significantly influence the target variable, but also how well these constructs are currently performing, thereby providing more actionable managerial insights.

From a theoretical perspective, the high importance of Perceived Experiential Branding reinforces the role of experiential stimuli as primary drivers of emotional responses within the S–O–R framework. This finding suggests that experiential value perceptions function not only as performance-related attributes but also as key psychological triggers shaping organismic responses such as Fear of Missing Out.

**Table 6.** IPMA testing

| Constructs  | Importance | LV Performance | Description                        |
|-------------|------------|----------------|------------------------------------|
| <b>FOMO</b> | 0.346      | 67.581         | High Importance – High Performance |
| <b>PEB</b>  | 0.488      | 69.994         | High Importance – High Performance |
| <b>SB</b>   | 0.331      | 70.127         | High Importance – High Performance |

Based on the results of the Importance–Performance Map Analysis (IPMA) presented in Table 6, all examined constructs FOMO, PEB, and SB are positioned in the high importance–high performance quadrant. This indicates that each construct not only demonstrates strong performance levels but also plays a significant role in influencing the target construct.

Among the three constructs, PEB exhibits the highest importance value (0.488), suggesting that it is the most influential factor in shaping the target outcome. Its relatively high LV performance score (69.994) further indicates that PEB is currently well-managed and effectively contributes to the model’s explanatory power. This finding implies that maintaining or further enhancing PEB could yield substantial benefits for the target construct.

FOMO and SB also show high importance values, with scores of 0.346 and 0.331, respectively. Both constructs demonstrate strong performance levels, as reflected by their LV performance scores of 67.581 for FOMO and 70.127 for SB. The placement of these constructs in the high importance–high performance category suggests that they are functioning effectively and should be sustained as key strategic drivers within the model. Overall, the IPMA results indicate that all constructs included in the analysis are strategically important and currently performing at a satisfactory level. Therefore, managerial efforts should focus on maintaining the performance of these constructs rather than reallocating resources toward lower-impact factors, as improvements in these areas are likely to directly enhance the target construct.

### 4.4 Hypothesis testing

According to Hair et al. (2017), path coefficients represent the hypothesized relationships between constructs in the structural model and are standardized values ranging between  $-1$  and  $+1$ . The results of the structural model assessment, as indicated by the path coefficients ( $\beta$ ) in Table 7, show that all proposed relationships exhibit positive and statistically significant effects.

The relationship between Fear of Missing Out (FOMO) and Purchase Intention (PI) demonstrates a moderately strong positive effect ( $\beta = 0.346$ ;  $p < 0.001$ ), indicating that higher levels of FOMO are associated with stronger purchase intentions. This finding suggests that emotionally driven urgency and anxiety related to missing valued consumption experiences play a critical role in shaping consumers’ purchasing decisions.

Furthermore, Perceived Experiential Branding (PEB) shows the strongest positive effect on FOMO ( $\beta = 0.489$ ;  $p < 0.001$ ), indicating that experiential cues emphasizing emotional engagement, perceived exclusivity, and experiential uniqueness function as dominant antecedents in triggering FOMO. This result highlights the importance of experiential value perceptions as primary emotional stimuli within the Stimulus–Organism–Response (S–O–R) framework. In addition, PEB also exhibits a direct positive effect on PI ( $\beta = 0.319$ ;  $p < 0.001$ ), demonstrating its dual role in influencing purchase intention both directly and indirectly through emotional mechanisms.

Similarly, Social Buzz (SB) exhibits a positive and significant effect on FOMO ( $\beta = 0.336$ ;  $p < 0.001$ ), as well as a positive but relatively weaker direct effect on PI ( $\beta = 0.215$ ;  $p = 0.007$ ). This pattern indicates that social-related cues on TikTok are more effective in shaping consumers’ emotional responses—particularly FOMO—than

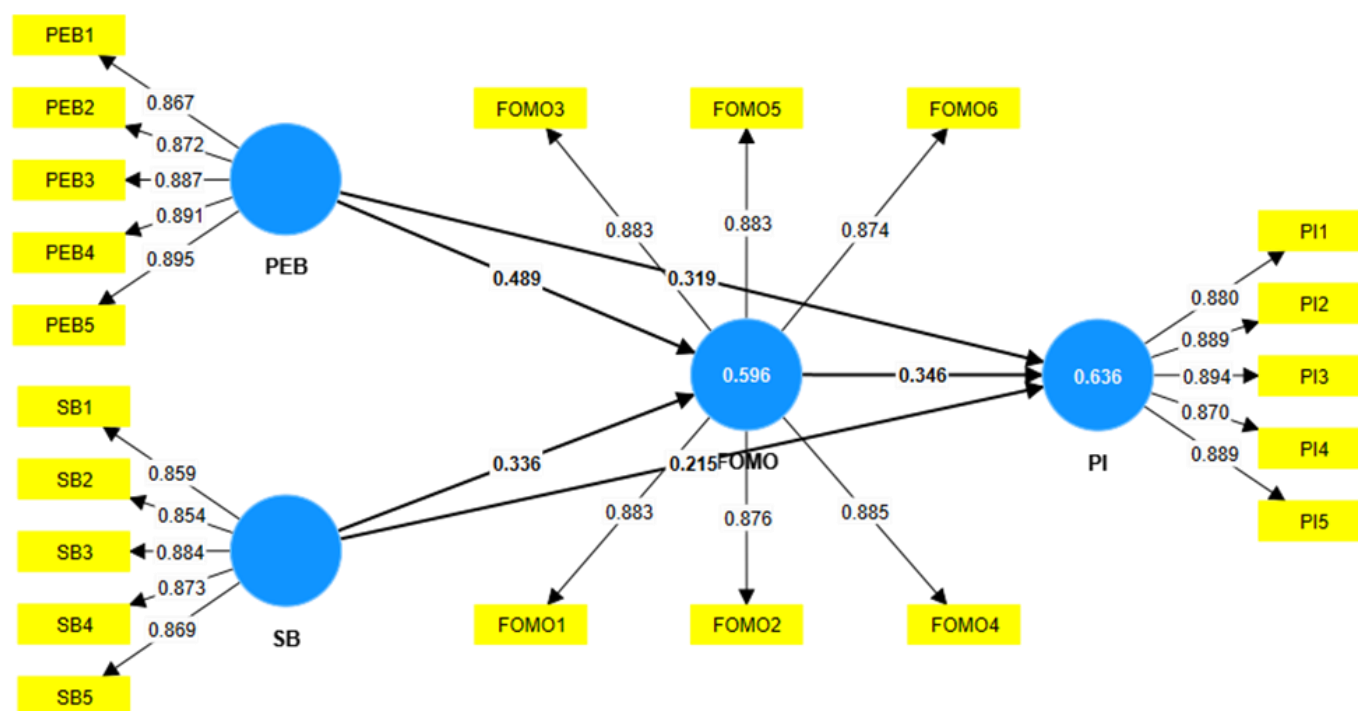
in directly motivating purchasing behavior. Such findings suggest that social signals primarily operate through affective pathways rather than immediate behavioral activation.

A two-tailed significance test at the 5% level was applied to evaluate the proposed hypotheses. As shown in Table 7, all hypothesized paths are statistically significant, with p-values below 0.01. Therefore, hypotheses H1, H2, H3, H4, and H5 are empirically supported.

Overall, the structural model demonstrates satisfactory explanatory power, with  $R^2$  values of 0.596 for FOMO and 0.636 for PI, indicating that the model explains a substantial proportion of variance in the endogenous constructs. Moreover, the  $Q^2$  values of 0.454 for FOMO and 0.484 for PI confirm that the model possesses adequate predictive relevance.

**Table 7.** Hypothesis path coefficient testing

| Hypothesis | Relationship | $\beta$ | T Stats | P values | 2.5% CI | 97% CI | VIF   | $f^2$ | $R^2$        | $Q^2$        |
|------------|--------------|---------|---------|----------|---------|--------|-------|-------|--------------|--------------|
| H1         | FOMO → PI    | 0.346   | 4.164   | 0.000    | 0.183   | 0.510  | 2.476 | 0.132 | FOMO = 0.596 | FOMO = 0.454 |
| H2         | PEB → FOMO   | 0.489   | 5.404   | 0.000    | 0.314   | 0.668  | 2.227 | 0.266 | PI = 0.636   | PI = 0.484   |
| H3         | PEB → PI     | 0.319   | 3.539   | 0.000    | 0.157   | 0.512  | 2.819 | 0.099 |              |              |
| H4         | SB → FOMO    | 0.336   | 3.601   | 0.000    | 0.149   | 0.518  | 2.227 | 0.126 |              |              |
| H5         | SB → PI      | 0.215   | 2.684   | 0.007    | 0.062   | 0.377  | 2.507 | 0.051 |              |              |



**Figure 2.** Hypothesis path coefficient testing  
Source: Authors (2025)

## 4.5 Discussion

### 4.5.1 Key Findings and Theoretical Contributions

This study provides empirical evidence supporting the proposed structural relationships among Perceived Experiential Branding, Social Buzz, Fear of Missing Out, and Purchase Intention. Beyond statistical significance, the findings highlight meaningful differences in effect strengths, indicating that experiential stimuli exert a more pronounced emotional influence than social signals in shaping Fear of Missing Out. This result extends prior consumer behavior research by demonstrating how experiential value perceptions function as dominant emotional triggers within the S–O–R framework.

Moreover, the strong influence of PEB on FOMO highlights the importance of experiential and perceived benefits in triggering emotional responses. While previous studies have often examined PEB as a direct antecedent of purchase intention, the present findings extend existing knowledge by demonstrating its dual role as both a direct predictor of PI and an indirect driver through FOMO. This contribution advances current understanding by clarifying the mechanism through which experiential value translates into emotional urgency, ultimately shaping consumer behavior.

#### **4.5.2 Social Influence and Emotional Mechanisms**

The findings related to SB offer additional theoretical insights. SB exerts a stronger effect on FOMO than on purchase intention, suggesting that social-related cues primarily influence consumer behavior through emotional pathways rather than direct behavioral activation. This result aligns with social influence theory, which posits that social environments shape perceptions and emotions before manifesting in observable actions. By empirically confirming this mechanism, the study contributes to a more nuanced understanding of how social factors indirectly affect purchase intention via emotional constructs such as FOMO.

Furthermore, the simultaneous significance of both direct and indirect paths underscores the complex interplay between cognitive evaluations, emotional responses, and behavioral intentions. This integrative perspective strengthens the explanatory power of the model and supports contemporary views that consumer decision-making is driven by multi-layered psychological processes rather than isolated determinants.

This finding reinforces the argument that social-related cues in digital environments are more effective in shaping affective states than in directly activating behavioral intentions.

#### **4.5.3 Model Explanatory Power and Predictive Relevance**

The satisfactory  $R^2$  values for FOMO and PI indicate that the model explains a substantial proportion of variance in the endogenous constructs. This level of explanatory power compares favorably with similar studies in consumer behavior research, suggesting that the selected predictors capture key determinants of emotional and behavioral outcomes. Additionally, the  $Q^2$  values confirm the model's predictive relevance, reinforcing its practical and theoretical usefulness. These findings suggest that the model is not only capable of explaining past behavior but also holds potential for predicting future consumer responses in similar contexts.

#### **4.5.4 Limitations and Interpretation Considerations**

Despite the robustness of the results, several limitations should be acknowledged. First, the use of a cross-sectional research design limits the ability to infer causality among the constructs. Although the structural relationships are theoretically grounded and statistically significant, future studies employing longitudinal or experimental designs could provide stronger causal validation. Second, the reliance on self-reported data may introduce response bias, which could influence the observed strength of the relationships. While the model demonstrates strong predictive relevance, these limitations should be considered when interpreting the findings.

#### **4.5.5 Future Research Directions and Theoretical Extensions**

Future research may extend this model by examining potential moderating variables, such as individual differences, cultural context, or situational factors, that could influence the strength of the relationships identified in this study. Additionally, future studies could explore alternative emotional mediators beyond FOMO to further unpack the emotional mechanisms driving purchase intention. Experimental approaches may also be employed to test causality and to investigate whether manipulating perceived experiential benefits or social cues can systematically alter emotional responses and behavioral intentions.

From a theoretical standpoint, future research could integrate this framework with emerging theories of digital consumption and experiential marketing to test more comprehensive models of consumer behavior. Such extensions would not only enhance theoretical generalizability but also provide deeper insights into the evolving dynamics of emotion-driven decision-making in contemporary markets.

### **5. CONCLUSION**

This study examined the relationships among Fear of Missing Out (FOMO), Perceived Experiential Branding (PEB), Social Buzz (SB), and Purchase Intention within the proposed structural framework. The findings indicate that all hypothesized relationships are statistically significant and positively associated, highlighting the relevance of experiential, social, and emotional factors in shaping consumers' purchase-related intentions in a social media-driven context.

In particular, the results show that FOMO is significantly associated with Purchase Intention, supporting its role as an important emotional mechanism linking digital stimuli to behavioral readiness. Perceived Experiential Branding emerges as the most influential antecedent, demonstrating both a direct association with Purchase Intention and an indirect association through FOMO. Meanwhile, Social Buzz, although relatively weaker in its direct association with Purchase Intention, is meaningfully related to the formation of FOMO, reinforcing the importance of social-related cues in emotion-driven consumer behavior.

From a theoretical perspective, this study contributes to the consumer behavior and digital marketing literature by extending the application of the Stimulus–Organism–Response (S–O–R) framework to the context of viral local F&B brands on TikTok. Rather than focusing solely on direct effects, the findings provide empirical evidence of a dual-path mechanism, in which Perceived Experiential Branding functions simultaneously as an experiential–cognitive stimulus and as an emotional trigger through Fear of Missing Out. This integrated perspective enriches existing theoretical models by emphasizing the central role of emotional responses as a mediating link between perceived value and behavioral intention in highly social and experiential digital environments.

From a practical standpoint, the findings offer actionable insights for local F&B brands leveraging TikTok. First, brands may benefit from prioritizing experiential branding strategies that emphasize emotional engagement,

perceived exclusivity, and experiential uniqueness, such as limited-edition offerings, immersive store concepts, and visually compelling storytelling content. Second, Social Buzz should be cultivated strategically through authentic user-generated content, influencer collaborations, and interactive engagement, rather than relying solely on volume-driven virality. These approaches may strengthen emotional resonance and social relevance while maintaining brand credibility.

Importantly, while Fear of Missing Out appears to play a meaningful role in linking digital stimuli to purchase intention, the use of FOMO-based strategies should be approached responsibly and ethically. Practitioners are encouraged to balance urgency and exclusivity cues with transparency and consumer well-being, avoiding excessive psychological pressure that could undermine long-term trust and brand sustainability.

Several limitations should be acknowledged. The use of a cross-sectional research design limits the ability to draw causal inferences among the studied constructs. In addition, reliance on self-reported data may introduce response bias, and the focus on a specific research context may constrain the generalizability of the findings across industries or cultural settings. Accordingly, the results should be interpreted with appropriate caution.

Future research may extend this study by employing longitudinal or experimental designs to further explore the temporal dynamics of experiential and emotional influences on consumer behavior. Examining additional emotional or psychological mediators beyond Fear of Missing Out, as well as potential moderating variables such as demographic characteristics, cultural context, or situational factors, may provide deeper insights into the boundary conditions of the proposed model. Expanding the framework to diverse consumption settings would further enhance its explanatory and predictive value.

At a broader institutional level, the findings suggest that consumer market analysis and development strategies may increasingly benefit from recognizing the role of experiential value and emotional dynamics in shaping demand. Organizations and policymakers may consider incorporating experiential and socially embedded value dimensions into measurement frameworks and market development initiatives, thereby supporting more sustainable and consumer-aligned economic outcomes.

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