

The Impact of Parasocial Relationships and Self-Congruity on Online Purchasing Decisions: The Mediating Role of Fear of Missing Out

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Abstract

The widespread adoption of digital technology has significantly altered consumer purchasing habits in the online arena. Online purchasing decisions have become critical to consumer behavior, involving various complex psychological, social, economic, and technological considerations. This study examines how three key factors, parasocial relationships (PR), self-congruity (SC), and fear of missing out (FoMO), influence online purchasing decisions (OPD). Structural equation modeling (SEM) was used to determine the influence of PR and SC on OPD and to discover any essential mediating factors in this association. Data was gathered empirically from 286 consumers who completed the entire online survey form. The results showed no statistically significant direct influence of PR or SC on OPD. However, this study found that FoMO is essential in mediating the interaction of PR, SC, and OPD. It implies that the association between PR and OPD is due to FoMO inclinations. As such, this work verifies FoMO's role as a mediator in the relationship between SC and OPD. The findings imply that a match between a person's self-congruity and a specific brand or product influences their online purchasing decisions through FoMO.

Keywords: *Parasocial Relationships, Self-Congruity, Fear of Missing Out, Online Purchase Decisions, Structural Equation Model.*

Introduction

Changes in the environment and the advancement of digital technologies significantly impact online purchasing behavior. Currently, access to the internet, numerous e-commerce platforms, and a wide range of online products and services have fundamentally altered how people purchase (Rungruangjit, 2022; Bi & Zhang, 2023; Bekman, 2022). Therefore, purchasing online has become significant in consumer behavior, and online decisions have become more important in the purchasing process (Koo et al., 2014; Good & Hyman, 2020; Blase et al., 2023). Psychological, social, economic, and technological factors influence online consumer decisions (Raut et al., 2017; Rabbaneer et al., 2020; Aw & Labrecque, 2023). A thorough understanding of the factors that influence consumer decisions when purchasing online and how they interact can assist e-commerce companies, marketers, and researchers in developing more effective and improving customer experiences, which is critical for optimizing sales results (Lee & Jeong, 2014; Tanveer et al., 2022; Ahmed & Sathish, 2017).

In an increasingly sophisticated digital era, interactions between individuals with celebrities and public figures have grown significantly, pushing the creation of parasocial relationships (Bi & Zhang, 2023; Chung & Cho, 2017; Lee & Jeong, 2014). Parasocial relationships are perceived relationships between individuals and celebrities via mass media such as television, social media, and other digital platforms (Yuan et al., 2021; Tooray & Oodith, 2017; Sulaiti et al., 2024). The relationships occur between media users (fans) and media personas (idols), such as influencers, celebrities, or other characters (Breves et al., 2021; Dhanesh & Duthler, 2019). Social media is a platform that may be used to enhance parasocial connections by encouraging open engagement with users (Rungruangjit, 2022; Chung & Cho, 2017). Parasocial interactions result in relationships in which individuals feel close to a public person even though no direct connection occurs. In a parasocial connection, a person develops feelings of friendship, love, or relationship with his character, even if the relationship is asymmetric (Sulaiti et al., 2024; Reinikainen et al., 2020; Kim & Song, 2016). A product decision can generate a melalio persona online through parasocial connections (Emami et al., 2023; Bond & Drogos, 2014). According to Yuan et al. (2021) and Lee and Jeong (2014), power pulls social and

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constructive motives connections influence interaction parasocial, influencing intention purchase. Parasocial engagement on social media platforms such as YouTube and Instagram have a favorable and significant impact on connection parasocial, influencing online purchasing decisions (Bi & Zhang, 2023; Fu et al., 2019; Sulaiti et al., 2024).

Consumer behavior is also influenced by personal identity and self-perception (Koay et al., 2023). The concept of identification and self-awareness is called self-congruity (Khalid et al., 2018; Gravelines et al., 2022). Self-congruity relates to how well a product, brand, or experience matches personal identity and values (Ibrahim & Najjar, 2007; Veirman et al., 2017). As a result, self-congruity is essential in determining why consumers choose a specific product or brand. Self-congruity is a popular topic in consumer behavior and marketing research. Personality is crucial in marketing since most of the things people buy are impacted by their perception of themselves (Tooray & Oodith, 2017).

FoMO is a significant driver in buying decisions (Zhang et al., 2023; Jaworska & Iwanicka, 2024). FoMO subsequently becomes the focus of additional study in consumer behavior, e-commerce, and social media (Barahona-Corrêa et al., 2020; Dinh & Lee, 2022). FoMO has a significant impact on people's behavior, especially decision-making, digital content consumption, and social platform involvement (Veirman et al., 2017; Brailovskaia et al., 2021; Kim et al., 2020; Tanveer et al., 2022).

This study aims to explore the determinants impacting online purchase decisions and identify the dynamics that may transform as technology progresses and consumer behavior evolves. It examines the impact of parasocial relationships, self-congruity, and fear of missing out on online purchasing decisions. This research further investigates the influence and effects of significant trends in consumer behavior, such as the role of social media in shaping mobile shopping and online consumer decision-making. This study employs a holistic approach to comprehend customer behavior regarding online buying choices. The present study reveals substantial comprehension of consumer behavior in the rapidly expanding digital age. The acquired information is a foundation for e-commerce enterprises to devise more efficient strategies, enhance consumer experience, and uphold a competitive edge in a more competitive industry. Thus, this study addresses the existing knowledge gaps and offers a more comprehensive understanding of consumer behavior in the current digital era, considering the many elements that influence online shopping decisions. Gaining a more profound comprehension of the factors that drive consumers to make online purchases would enable this research to devise more pertinent and efficient solutions to cater to consumer demands in this swiftly expanding sector.

Theoretical Framework

The Impact of Parasocial Relationships on Online Purchasing Decisions

The parasocial theory has been studied since Horton and Wohl (1956) started studying parasocial links. Since then, experts have studied the effects of media users and characters on parasocial contact. Bi and Zhang (2023) examined attitudes and purchasing intentions. Purchase intention combines customers' interest, ability, and financial capacity to buy a product (Blase et al., 2023). Parasocial ties can affect a person's intention to buy a good or service. Parasocial interactions are audience psychological bonds with media figures like celebrities. Social media connections enable closer customer involvement and offer great possibilities for celebrity endorser research (Aw & Labrecque, 2023). Consumers regard celebrities as true friends as parasocial relationships expand (Aw & Labrecque, 2023). They trust celebrities as information providers and opinion leaders. Parasocial ties motivate consumers to use media platforms to connect (Song et al., 2023). Social media can help parasocial relationships (Chung & Cho, 2017). Social media quickly replaces celebrity news in magazines and news outlets. Television has always allowed consumers to make parasocial relationships, but social media's interactivity and openness offer advantages (Rungruangjit, 2022).

Hanaysha (2022) and Bi and Zhang (2023) found that parasocial relationships build influencer credibility—brand trust and buying intent benefit from notable influencers' reputations. Lee and Lee (2021) found that parasocial engagement on social media directly affects beauty YouTube purchasing intention. Veirman et al. (2017) and Jaworska and Iwanicka (2024) found direct and indirect effects. Rungruangjit (2022) shows

that parasocial interactions strongly impact purchasing. According to Ahmed and Sathish (2017), attitudes, subjective norms, and perceived behavior control are included. Perceived delight, profound experience, and social network participation also affect behavior (Ahmed & Sathish, 2017). Koay et al. (2023) and Fu et al. (2019) found that parasocial relationships have no direct impact on online purchase decisions due to complicated interactions between customers and buyers. However, external and internal similarities influence the establishment of consumer parasocial relationships and the transfer of trust. Ultimately, this transfer of trust influences consumer social commerce behavior. Thus, the first hypothesis, H1, states that parasocial relationships influence online purchasing decisions.

The Relationship of Self-Congruity and Online Purchasing Decisions

Self-congruity is essential since it significantly influences customer behavior (Koo et al., 2014; Ibrahim & Najjar, 2007). It renders individuality essential to marketing because consumers' purchasing decisions are heavily influenced by their self-congruity (Tooray & Oodith, 2017). Self-congruity, as described by Sirgy (1982), is a concept that relates to the connection between a product's image and a consumer's self-concept. According to Kim (2015), self-congruity theory suggests that customers are more likely to evaluate items positively if products align with their self-image as brand users. This notion comprises three dimensions: the actual self, the ideal self, and the social self. The actual self refers to an individual's perception of themselves as they indeed are, whereas the ideal self is the self-image that one aspires to or desires. Social self-perception refers to an individual's impression of how others perceive them. In contrast, the ideal social self pertains to the individual's aspiration to receive acknowledgment or positive opinions from others. Self-congruity, in the context of purchasing and marketing decisions, pertains to the degree to which a product or brand can mirror and satisfy the four aspects of a consumer's self-concept (Koo et al., 2014). An in-depth comprehension of self-congruity empowers companies to formulate marketing strategies that align more effectively with consumers' desired identities and values, influencing their purchase decisions. Hence, it is crucial to comprehend the diverse categories of customers characterized by distinct purchase choice behavior, which is influenced by their participation level and capacity to discern substantial disparities between brands (Palalic et al., 2021).

In Sirgy's (1982) study discovered that self-congruity indirectly impacted online purchasing decisions. Instead, it impacted perceived social value, leading to satisfaction and the formation of interpersonal relationships in virtual social networks. These interpersonal relationships in virtual social networks then influence online purchasing decisions. The study of Ibrahim and Najjar (2007) demonstrates a correlation between actual self-image harmony, ideal self-image harmony, social self-image harmony, and ideal social self-image harmony with customer behavior, namely consumer happiness, overall attitude, and buy intention. According to Chen et al. (2021), maintaining consistency within oneself influences customer attitudes and actions. Thus, when something coincides with people's self-concept, they are more likely to have a positive attitude toward it. As a result, people prefer and buy brands with higher levels of internal coherence.

The research conducted by Sandhu et al. (2018) demonstrated that consumers assess brands by aligning them with their self-perception, or self-image, and subsequently form attitudes towards the brand. These attitudes ultimately impact their purchase intentions, specifically the brands they prefer based on their self-image. Sandhu et al. (2018) discovered evidence that customers' self-congruity influences their brand decisions. Consumers are more likely to choose companies that reflect their perceptions, which leads to positive brand sentiments and, ultimately, influences their purchase intention (Koo et al., 2014). Khalid et al. (2018) and Septiani et al. (2017) discovered that a high level of self-congruity, in which the consumer's product or experience matches their desired self-image, can significantly increase their level of pleasure.

Consequently, self-congruity leads to a heightened inclination to repurchase the goods or have a similar experience in the future. Self-congruence affects the degree of attachment to a brand, subsequently influencing customers' inclination to identify with the brand and their willingness to share their experiences with other consumers (Rabbanee et al., 2020). Khalid et al. (2018) highlighted that consumer purchase intentions are influenced by various aspects, including religiosity, environmental concern, and lifestyle, all interconnected with an individual's self-image. Hence, how a person perceives himself dramatically affects

how much they conform to societal norms, affecting their inclination to buy products or services. The impact of self-congruity on consumer decision-making is heightened when it is linked to self-esteem, peer influence, and the desire to display one's possessions, as demonstrated by Raut et al. (2017) and Shin et al. (2016).

Individuals are more inclined to purchase goods corresponding to their ideal self-perception, and according to Gravelines et al. (2022), adopting an environmentally friendly self-identity and conforming to environmentally friendly products directly and indirectly favorably impact sustainable purchasing behavior. The preceding discussion led to hypothesis H2: Self-congruity influences online shopping decisions.

FoMO Mediates the Influence of Parasocial Relationships and Self-Congruity on Online Purchasing Decisions.

FoMO is concerned that customers will miss out on exciting events that others will attend, especially those influenced by what they see on social media (Celik et al., 2019). FoMO has become increasingly widespread as technology has advanced rapidly. Individuals are concerned about missing out when they view stuff on social media. FoMO enhances an individual's inclination to impulse purchases, which may be related to increased buy intents due to emotive activities triggered by FoMO. Bui et al. (2022) and Brailovskaia et al. (2021) demonstrate that FoMO encourages users to engage more actively on social media while impacting affective states. They include the amount of information overload and the degree of satisfaction with social media usage.

Dinh et al. (2023) revealed that FoMO mediates the relationship between influencer exposure and the purchasing decisions made by the influencer's followers. These findings strongly indicate the essential role of influencers in determining consumer purchasing behavior. In other words, when customers are exposed to influencers, they follow on social media, their purchasing decisions are influenced by their fear of missing out. It demonstrates the great potential of influencer marketing to persuade people to buy a specific product or brand (Zhang et al., 2023). Furthermore, these findings highlight the psychological challenges of purchasing decisions in the social media era. Dinh and Lee (2022) discovered that influencer imitation significantly impacts social comparison, consumerism, and FoMO, all of which influence purchasing intentions for endorsed products. The study's findings highlight the role of FoMO in explaining purchase intentions for endorsed products in the context of social media influencers.

Kim et al. (2020) stated that FoMO has been recognized as an extrinsic incentive with significant meaning in consumer behavior. Thus, FoMO is one factor that encourages people to engage in consumption or buying activities, particularly when they fear they will miss out on valuable experiences or benefits. In the age of social media and ever-changing consumer culture, FoMO has emerged as an essential incentive for consumer decision-making. Bekman (2022) and Good and Hyman (2020) found that increased feelings of fear of missing out, or FoMO, significantly impact how people make purchases. The FoMO phenomenon creates a strong desire to purchase to take advantage of changes or information that customers value (Chetioui & Bouzidi, 2023). It includes emotional and psychological factors, such as FoMO, that significantly impact customer behavior and purchasing decisions. According to Li et al. (2021) and Zhang et al. (2023), FoMO bridges the gap between the site's informative incentives and the user's decision to stay on social trading platforms. Tanveer et al.'s (2022) study revealed that customers are more inclined to make impulsive purchases when they fear they will miss out on helpful information or possibilities if they do not continue to utilize the platform. The millennial generation's inclination to stay connected and spend money on self-satisfying products or services significantly impacts their level of FoMO and the likelihood of consumer behavior (Yaputri et al., 2022).

Hence, based on the discussions for FoMO, the third and fourth hypotheses in the study are as follows: H3: FoMO mediates the influence of parasocial relationships on online purchasing decisions. Meanwhile, H4: FoMO mediates the influence of self-congruity on online purchasing decisions.

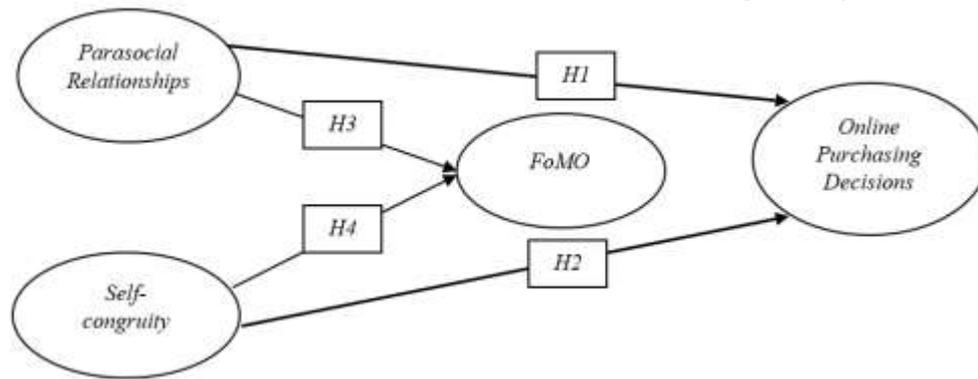


Figure 1. Hypothesized Research Model

Method

A cross-sectional study was conducted to gather data from various individuals in Indonesia. Data were collected using surveys, both paper-based and online. The online questionnaire was sent through email, WhatsApp, and Google Forms from October 1 to November 30, 2022. Respondents are individuals over 17 who have seen advertising and who have made online purchases through social media platforms like Instagram, TikTok, and Facebook. The sampling technique was convenience sampling, in which respondents were asked to complete a questionnaire. The questionnaire's filter questions establish the respondent's criteria. The sample size used in this research is based on Kock and Hadaya's (2018) formulation, which presents mathematical approaches for finding the minimum sample size in PLS-SEM applications. According to Kock and Hadaya, the minimal sample size for research using the PLS-SEM analysis is determined by the inverse square root method, requiring at least 160 respondents (Kock & Hadaya, 2018). This study used partial least squares structural equation modeling (PLS-SEM) for statistical data analyses (Hair et al. 2022). All studied variables are turned into indicators assessed using a Likert Scale (1-5). All constructs were derived from previous literature, with minor phrasing adjustments to suit the research objectives. Each closed-ended question is scored on a five-point Likert scale, from strongly disagree (1) to agree (5) strongly. Items for self-congruity (SC) were derived from Koay et al. (2023), items for parasocial relationships (PR) from Riquelme et al. (2012), and online purchasing decisions from Hanaysha (2022).

Results and Discussions

Participants

Table 1 displays those 286 respondents who completed the questionnaire entirely; thus, despite the small sample size of a minimum of 160, 286 respondents who answered all the questions were included in the study. There were 286 respondents, 32.17 percent male ($n = 92$) and 67.83 percent female ($n = 194$). Most respondents were between the ages of 21 and 30 ($n = 164$; 57.34%). Of the 286 responders, 100 percent ($n = 286$) used Instagram. 99.65 percent of respondents saw a shop's goods on Instagram, and 100 percent bought them. In one month, 53.50 percent of respondents spent money on Instagram-viewed products priced between IDR 500,000 and IDR 1,000,000 ($n=153$), with 21.33 percent spending more than IDR 1,000,000 ($n=61$). Most participants work as employees ($n = 124$; 43.36 percent), with the remaining working as students ($n = 93$; 32.52 percent).

Table 1. Respondents' Profile

Demographic	Frequency (n)	%
Gender:		
Man	92	32.17

Woman	194	67.83
	286	100.00
Age group:		
17-20 years	74	25.52
21-30 years	164	57.34
31-40 years	41	14.34
> 40 years	8	2.80
	286	100.00
Do you use Instagram?		
I do	286	100
I do not	0	0
Have you ever saw products and advertising for products on Instagram, TikTok, and Facebook?		
I have	285	99.65
I have not	1	0.35
Have you ever purchased a product you saw on Instagram, TikTok, or Facebook?		
I have	286	100
I have not	0	0
How much money do you spend on buying products viewed on Instagram? Tik Tok or Facebook?		
< IDR* 500,000	72	25.17
IDR 500,000 - IDR 1,000,000	153	53.50
>Rp 1,000,000	61	21.33
	286	100.00
Position		
Student	93	32.52
Self-employed	36	12.59
Employee	124	43.36
Civil servants	33	11.53
	286	100.00

* denotes Indonesian Rupiah

Measurement Model

The PLS-SEM analysis begins by examining the measurement model to estimate the efficiency of the item (question) load on the selected construct. The evaluation looks at the reliability of individual items (indicator reliability), the reliability of each latent variable, internal consistency (Cronbach's alpha and composite reliability), construct validity (loading and cross-loading), convergent validity (average variance extracted, AVE), and discriminant validity. The outer loading value ranges from 0 to 1 and must exceed 0.70. The outer loading value exceeds 0.7, implying that the construct explains more than half of the indicator variation. Table 2 shows that almost every outer loading indicator value exceeds 0.7. However, some indicators have values less than 0.7, including the OPD1, OPD2, SC5, SC5, FoMO6, and FoMO7. Outer loading levels of 0.4 to 0.7 can be maintained if AVE and CR are reached.

The following procedure is to assess internal consistency, or the indicator's capacity to describe the latent construct, using the inter-correlation of the indicators. Cronbach alpha and composite reliability (CR) ratings provide evidence of internal consistency. Internal consistency values vary from 0 to 1, with higher values indicating increased reliability. Cronbach alpha and CR scores ranging from 0.60 to 0.70 are deemed "acceptable in exploratory research," while values between 0.70 and 0.90 are considered "satisfactory to good." Table 2 shows that Cronbach alpha and CR values are more than 0.6, indicating that all indicators accurately reflect the research construct and meet reliability criteria. The AVE value for all items in the construct indicates convergent validity. An acceptable AVE of 0.50 or higher suggests that the construct

accounts for at least half of the variance in its components (Hair et al., 2022). Table 2 also exhibits that the AVE value for the FoMO, OPD, PR, and SC constructs is greater than 0.50; this value is acceptable because it suggests that the construct explains at least half of the item variation (Hair et al., 2022).

Table 2. Results of the Measurement Model

Constructs	Items	Loadings	Cronbach's Alpha	CR	AVE
FoMO	FOMO1	0.850	0.753	0.825	0.504
	FOMO2	0.841			
	FOMO3	0.832			
	FOMO4	0.819			
	FOMO5	0.853			
	FOMO6	-0.059			
	FOMO7	-0.090			
Online Purchasing Decisions (OPD)	OPD1	0.617	0.775	0.856	0.581
	OPD2	0.182			
	OPD3	0.876			
	OPD4	0.935			
	OPD5	0.923			
Parasocial Relationships (PR)	PR1	0.759	0.908	0.929	0.686
	PR2	0.815			
	PR3	0.845			
	PR4	0.839			
	PR5	0.841			
	PR6	0.866			
Self-congruity (SC)	SC1	0.867	0.878	0.909	0.631
	SC2	0.822			
	SC3	0.913			
	SC4	0.865			
	SC5	0.676			
	SC6	0.566			

The following phase is discriminant validity testing, which looks at how the research construct empirically varies from the other components in the structural model. The cross-loading factor value is used to verify discriminant validity. It is generated by comparing each construct's root AVE value to its association with other constructs. If the AVE root value for each construct exceeds its relationship with other constructs, discriminant validity has been demonstrated. The discriminant validity test results in Table 3 indicates that all AVE square root values for each variable exceed the correlation values between variables. The expected Fornell-Larcker Criterion value exceeds 0.70.

Table 3. Results of the Fornell Larcker Criterion Discriminant Validity Test

Variable	FoMO	Parasocial Relationships	Self-Congruity	Online Purchasing Decisions
FoMO	0.710			
Parasocial Relationships	0.856	0.762		
Self-congruity	0.800	0.778	0.828	
Online Purchasing Decisions	0.838	0.781	0.743	0.794

Discriminant validity assessment uses the HTMT ratio to determine whether variables in the model are

significantly different, with an HTMT ratio less than 0.9 suggesting validity (Garson, 2016; Hair et al., 2022) (Table 4).

Table 4. Heterotrait-Monotrait Test (Htmt) Results

Variable	FoMO	Online Purchasing Decision	Parasocial Relationships	Self-congruity
FoMO				
Online Purchasing Decision	0.992			
Parasocial Relationships	0.870	0.868		
Self-congruity	0.914	0.944	0.808	

Structural Model and Importance-Performance Map Analysis

The path coefficient, R^2 value (prediction power), and Q^2 value (prediction consistency) are evaluated throughout the structural model study. Table 5 displays the route coefficient values for the association between exogenous latent variables (PR, SC, FoMO) and endogenous latent variables (FoMO, OPD) in this study. First, H1, which posits PR directly affects OPD, is rejected because the t-value is smaller than the t-table (1,581 > 1,650) with a 5% significance threshold. Thus, it can be inferred that PR does not directly impact OPD. Additionally, SC has no direct impact on OPD, with a t-value of 1.173, which is lower than the t-table value (α : 5%). It may be concluded that SC does not directly impact OPD. Therefore, H2 is rejected.

H3 is accepted, indicating that FoMO mediates the impact of PR on OPD, the t-value (5.175) is higher than the t-table value (α : 5%) and has a positive influence of 0.214 on OPD. These findings suggest that the higher the FoMO, the stronger the link between PR and OPD. Furthermore, H4 is accepted, suggesting that FoMO is a mediator between SC and OPD. The t-value is higher than the t-table value (α : 5%), indicating a positive mediation effect of 0.295 for SC-FoMO-OPD. The findings of this study provide a better understanding of how various variables interact in the context of this research. These insights can serve as the foundation for designing marketing strategies to understand better and influence clients' online purchasing behavior. Furthermore, these data underline the significance of FoMO as a mediator in the link between these variables.

Table 5. Hypotheses Test Results

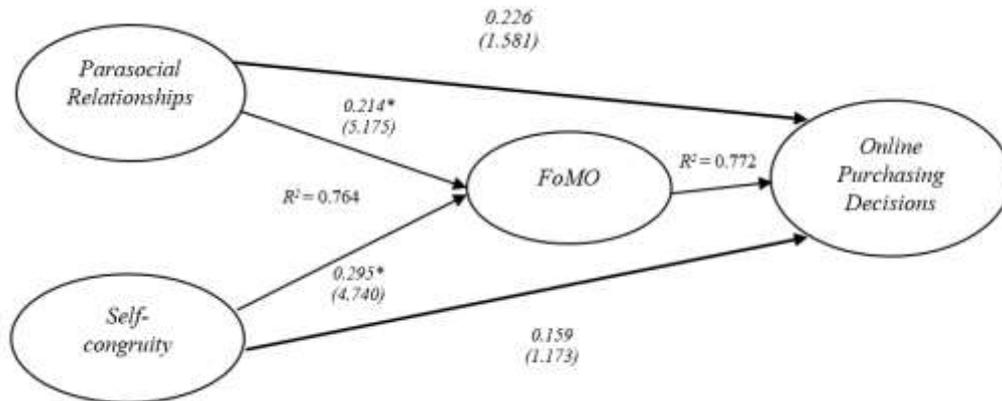
Hypotheses	Path Direction	β	T-statistics	P-Values	Results
H1	PR \rightarrow OPD	0.226	1,581	0.114	Hypothesis Rejected
H2	SC \rightarrow OPD	0.159	1,173	0.241	Hypothesis Rejected
H3	PR \rightarrow FoMO \rightarrow OPD	0.214	5,175	0,000	Hypothesis Accepted
H4	SC \rightarrow FoMO \rightarrow OPD	0.295	4,740	0,000	Hypothesis Accepted

PR=Parasocial Relationships; OPD=Online Purchasing Decisions; SC=Self-congruity; FoMO=Fear of Missing Out

R^2 reflects the overall effect size and variation explained in the endogenous constructs for the structural model, indicating the model's prediction accuracy. The reference value for R^2 is 0.75, which is regarded as ample; 0.50, which is considered moderate; and 0.26, which is considered weak. Table 6 demonstrates R^2 (predictive power), with H3 and H4 explaining 77.2% of the variance in FoMO. The findings reveal that

the four independent factors substantially explain 77.2% of the variance of FoMO, implying that the two latent constructs in the model account for approximately 77% of the variation in FoMO and so the R^2 obtained is in a considerable category. R^2 for H1 and H2 is 0.764, which explains 76.4% of the variance in OPD and falls into the significant category.

Figure 3. Results of the Structural Equation Model



Note. t statistics in parentheses; *significant at 5%.

The Application of Importance-Performance Map Analysis

The research model uses the IPMA approach to evaluate factors deemed relevant (importance) on the X-axis and performance aspects (performance) on the Y-axis (Hair et al., 2024). In this study, OPD was chosen as the target construct; the IPMA value for the construct and the average are shown in Table 6.

Table 6. IPMA Statistics of Online Purchasing Decisions

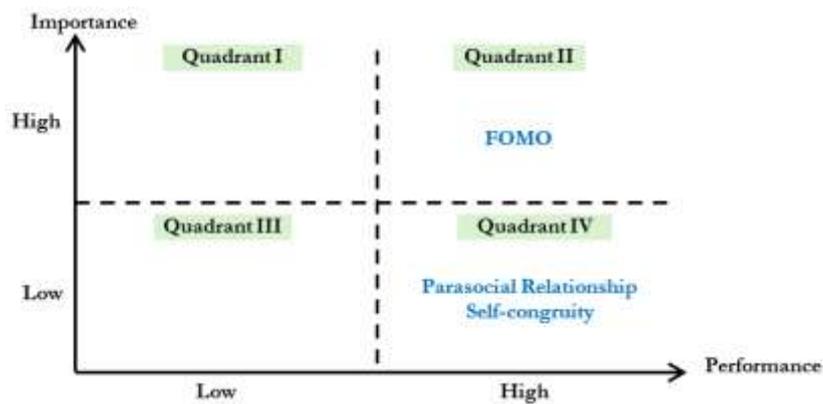
Variables	Importance	Performance
FoMO	0.504	92.405
Parasocial Relationship (PR)	0.366	90.176
Self-congruity (SC)	0.452	90.586
Average	0.440	91.056

Mapping interpretation involves establishing the position of predictor and indicator variables in four quadrants (Sarstedt et al., 2024). The quadrants are: quadrant (1) high importance, low performance, quadrant (2) high importance, high performance, quadrant (3) low importance, low performance, and quadrant (4) low importance, high performance (Sarstedt et al., 2024). The existing model yielded an average overall effect (importance) and performance of 0.440 and 91.056, respectively, and an average IPMA indicator of 0.070 and 88.692. The rightmost FOMO1 value (94,056) has fared well among the four quadrants; hence, attempts to preserve the FOMO1 value as planned must be prioritized. Overall, this study demonstrates that FoMO, particularly the FOMO1 indicator, considerably impacts online purchases. Consistent attempts to maintain good performance on these metrics will be crucial in online sales tactics. Thus, to ensure long-term competitiveness, businesses must prioritize maintaining and improving essential factors that drive online purchasing decisions.

Figure 4 depicts the position of each indicator of the predictor variable on OPD in Quadrant II (*Keep Up the Good Work*) and Quadrant IV (*Possible Overkill*), indicating distinct strategic guidelines. FOMO performs well and has a high level of influence (importance). A high FOMO score suggests this element is crucial in

online shopping decisions and performs adequately. As a result, businesses must maintain the quality of advertisements that rely on FOMO and continue to explore new methods to use this notion without compromising consumer trust or comfort. The primary focus must stay on continuous innovation that produces a sense of limitations and opportunities to be noticed. On the other side, Quadrant IV contains PR and SC. Even though these two indicators perform well, their influence or importance on online purchasing decisions must reflect the company's work and resources.

Figure 4. The IPMA Mapping



Discussion

The path coefficient values in Table 5 illustrate the association between exogenous latent variables (PR, SC, FoMo) and endogenous latent variables (FoMo, OPD) in this study. The results indicate that H1, which proposes that parasocial relationships (PR) positively influence online purchasing decisions (OPD), is not supported. The t-value obtained is less than the t-table value ($1.581 < 1.650$) at a significance level of α : 5%. Therefore, it may be inferred that parasocial relationships (PR) do not directly impact OPD. This finding aligns with the research conducted by Koay et al. (2023) and Fu et al. (2019). These congruent results indicate that the correlation between PR and OPD may lack significance or be impacted by other variables in certain circumstances or environments.

In addition, Self-congruity (SC) does not significantly impact OPD, as indicated by a t-value of 1.173, which is lower than the critical t-value (α : 5%). It can be inferred that SC does not directly impact OPD. Thus, H2 is deemed invalid. This finding aligns with the studies conducted by Sirgy (1982) and Ibrahim and Najjar (2007). While SC may not directly impact OPD, it still holds significance in other situations and has crucial implications in marketing strategy.

Meanwhile, Hypothesis 3 (H3) is supported. H3 indicates that Fear of Missing Out (FoMo) acts as a mediator between PR and OPD. The t-value (5.175) is higher than the critical t-table value (α : 5%), indicating statistical significance. Furthermore, FoMo positively influences 0.214 on OPD. These findings suggest a positive correlation between the level of FoMo and the strength of the association between PR and OPD. These findings indicate that FoMo is a significant factor in understanding how PR impacts OPD. FoMo can operate as a mediator, elucidating why consumers are more inclined to make online purchases when they experience an emotional connection to information or others they follow in a parasocial manner. PR has a significant impact on OPD primarily due to the influence of FoMo emotions. Public figures and influencers frequently utilize social media platforms to discuss their experiences and endorse things they endorse. Users can generate postings regarding the products they utilize, showcasing their advantages and offering exclusive promotions to their followers. Such an action can induce a sense of FoMo among followers who saw the post.

When individuals come across posts or product ads from public figures, they follow what they find intriguing, and experience anxiety over potentially missing out on the opportunity if they do not act

promptly (Dinh et al. 2023; Bui et al. 2022). These emotions can motivate individuals to buy online, mainly if they see the goods or offers as having significant value or advantages. The findings of this investigation align with the outcomes of prior investigations conducted by Jaworska and Iwanicka (2024), Brailovskaia et al. (2021), Dinh and Lee (2022), and Kim et al. (2020).

Furthermore, H4 is also valid, suggesting that FoMO mediates SC and OPD. Here, the t-value is greater than the t-table value (α : 5%), which suggests a positive mediation effect of 0.295 for SC-FOMO-OPD. Suppose an individual perceives that a specific brand or product aligns closely with their beliefs, personality, or identity. In that case, they may feel obligated to possess or engage in experiences related to that brand (Bi & Zhang, 2023). As such, it might elicit FoMO emotions as individuals fear missing out on events that align with their self-perception. The emotion of FoMO can motivate individuals to engage in specific actions, such as making an online purchase, to alleviate the anxiety associated with potentially missing out on an opportunity or experience that they perceive as compelling.

They can perceive that they are fulfilling expectations or criteria that align with their self-perception by purchasing. The role of FoMO as a mediator can differ among individuals. Individuals may experience varying degrees of FoMO, and the influence of one's self-congruity on online shopping choices may not be universally substantial (Good & Hyman, 2020). However, comprehending how the fear of FoMO moderates the impact of self-congruity on OPD might assist marketers and researchers in developing more efficient marketing tactics and gaining insights into the determinants of online purchasing behavior. The findings of this study align with the prior investigations conducted by Bekman (2022), Li et al. (2021), and Tanveer et al. (2022).

Findings from IPMA reveal that online sellers PR and SC. For companies, results like this could indicate redundancy or excessive effort in these areas compared to their impact on purchasing decisions. Companies should reconsider their resource allocation for PR and SC development; there may be a need to remove excessive focus on these aspects and redirect money to areas that are more vital or have a more significant influence on purchase decisions. An in-depth assessment of the genuine value of PR and SC to company success can assist in establishing whether the time and costs expended are worthwhile. In this context, understanding the placement of factors in IPMA's four quadrants is crucial for building effective business strategies, finding a balance between sustaining high performance of already good factors, and reassessing potentially excessive efforts in less influential areas.

Conclusion

The study examines the influence of parasocial relationships, self-congruity, and fear of missing out on consumers' online purchasing decisions in the digital era. The research findings provide valuable insights into the elements that influence Indonesian consumers' online purchasing decisions. Parasocial relationships refer to the perceived connection between an individual and a celebrity through mass media and digital platforms. However, it does not directly impact online purchasing decisions. Nevertheless, FoMO plays a crucial role as a mediator in the relationship between connection parasocial and online purchasing decisions. As an individual's level of FoMO, their favorable connection to parasocial influences on online purchasing decisions becomes stronger. Secondly, self-congruity, which refers to how a product or brand aligns with an individual's identity and values, significantly influences online purchasing decisions. Furthermore, FoMO is an intermediary link between self-concordance and online purchasing decisions. It demonstrates that a strong alignment between an individual's self-image and a particular product or brand might elicit higher FoMO levels, subsequently impacting their inclination to make positive decisions regarding online purchases.

The findings present that FoMO's function in influencing online purchasing decisions. FoMO plays a vital role as a mediating element in the relationship between psychological characteristics such as parasocial connection and conformity with consumer behavior in online purchases. Gaining insight into the interplay of many aspects can assist e-commerce enterprises and marketers in establishing more effective tactics in influencing consumer purchasing behavior. Furthermore, research has emphasized raising consumer

knowledge about rising sustainability challenges. They comprehend the relationship between continuity, proven influence, pattern consumption, and customer behavior. Hence, sustainability and pandemic aspects influence customers' decision-making process regarding online purchases.

This study offers a valuable understanding of the determinants that impact online buying choices in the constantly changing digital age. As such, findings from this study can serve as a foundation for developing a more effective marketing strategy, especially in changing customer behavior. By gaining deeper insights into the factors influencing consumers' online purchasing decisions, e-commerce enterprises may enhance the customer experience and maintain a solid competitive position in the increasingly intense market. Engage in academic pursuits or engage in the process of acquiring knowledge and understanding through reading, researching, and attending educational institutions. This study has the potential to significantly contribute to the literature on consumer behavior and online marketing in Indonesia and globally.

This study has limitations as it utilized cross-sectional data, meaning the temporal impacts were not investigated. Thus, future research endeavors should consider the possibility of conducting longitudinal investigations. Furthermore, future studies should consider the moderating influence by examining Indonesian consumers' demographic attributes, such as age, gender, educational background, and income level. Furthermore, this study exclusively presents research findings obtained using quantitative methodology. The current study can be enhanced by integrating it with a qualitative research design in future research.

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