

CHAPTER V

CONCLUSION AND SUGGESTIONS

This concluding chapter summarizes the conclusions derived from the research findings and data analysis presented in Chapter IV. It will also discuss the study's theoretical and practical implications, its limitations, and provide suggestions for future research.

5.1 Conclusion

From the analysis and hypothesis testing conducted in this study, the following conclusions emerged:

- Social Engagement was found to have no significant direct effect on the decision to purchase smartphones with innovative features. The research found that general interactions on social media, such as liking or commenting on brand posts, are not sufficient on their own to directly drive a consumer to make a purchase.
- Influencer Marketing has a significant positive direct influence on the Purchase Decision. This finding confirms that influencers are an effective marketing channel. Their perceived credibility and expertise directly persuade consumers, making them more likely to purchase a smartphone with the innovative features they promote.
- Fear of Missing Out (FOMO) has a strong and significant positive direct influence on the Purchase Decision. This is one of the most critical findings of the study. The anxiety and urgency associated with FOMO

act as a powerful psychological trigger, compelling consumers to purchase new smartphones to stay current and socially included.

- Fear of Missing Out (FOMO) significantly mediates the relationship between Social Engagement and Purchase Decision. Although Social Engagement does not directly impact the purchase decision, it has a strong indirect effect. The primary way social engagement influences consumer behavior is by generating FOMO. This means that seeing peers and online communities discuss new smartphone technologies creates a sense of missing out, which in turn drives the purchase decision.
- The finding that FOMO is also a significant mediator in the link between Influencer Marketing and Purchase Decision indicates that influencer marketing operates through two pathways. It has a direct persuasive effect, but it also indirectly influences consumers by amplifying their FOMO. The aspirational lifestyles and exclusive access showcased by influencers make their followers experience a sense of missing out, which in turn drives them to purchase the endorsed product.

In short, the central conclusion of this research is the pivotal role of FOMO as the primary psychological mechanism that translates social media activities into tangible purchase decisions for innovative smartphones in the Indonesian market.

5. 2 Suggestions for Future Research

Arising from this study's findings and limitations, the following recommendations are made for future research:

- Conduct research with a more diverse sample to explore whether the mediating role of FOMO is as pronounced among different age groups, income levels, and cultural backgrounds.
- Employ a longitudinal study design to track consumer perceptions and FOMO levels over time, particularly before and after a major product launch, to better understand the evolving nature of these effects.
- Incorporate by employing qualitative approaches for instance, in-depth interviews or focus groups to obtain a richer, more detailed understanding of the subjective experience of FOMO and how specific marketing messages trigger this emotional response.
- Investigate other high-involvement product categories to test whether FOMO plays a similarly powerful mediating role in consumer decisions for products like gaming consoles, laptops, or electric vehicles.