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**Submission date:** 20-Jan-2026 11:05AM (UTC+0700)

**Submission ID:** 2859902029

**File name:** The\_influence\_of\_social\_comparison\_on\_purchase\_int.pdf (681.94K)

**Word count:** 7318

**Character count:** 39711



**TECHNIUM**  
SOCIAL SCIENCES JOURNAL



**Vol. 60/2024**  
A New Decade for Social Changes

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Communication & PR

## The influence of social comparison on purchase intention through fear of missing out and envy in Korean food in Langowan, North Sulawesi Indonesia

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**Abstract.** This research aims to explore an in-depth understanding of the impact of social comparison on the intention to buy Korean food through fear of missing out (FOMO) and feelings of envy in the people of Langowan, North Sulawesi. The main aim of this research is to analyze the relationship between social comparison and purchase intention, paying attention to the role of two mediating variables, namely Fear of Missing Out (FOMO) and envy. Research data was obtained using a questionnaire. The final sample consisted of 200 respondents and the data analysis technique used in this research was SEM (Structural Equation Model) using LISREL as a data processing tool to test six hypotheses. The results of direct influence research prove that social comparison has a positive and significant effect on FOMO, FOMO has a positive and significant effect on buying intention, social comparison has a positive and significant effect on envy, envy has a positive and significant effect on buying intention. Meanwhile, the indirect effect is that social comparison has a significant effect on buying intention through FOMO and envy. The results of these findings provide practical guidance recommendations for marketers and food producers to develop effective marketing strategies to take advantage of social comparison, FOMO and envy which can trigger consumer purchasing intentions. These findings can also be used as a reference for micro, small and medium enterprises (MSMEs) in Langowan, North Sulawesi to sell Korean food products.

**Keywords.** Social Comparison, FOMO, Envy, Buying Intention

### 1. Introduction

#### 1.1 Background of the Problem

When people compare what they have with what other people have, they experience FOMO, namely the fear of missing out because they don't have something like what someone else already has. When you compare yourself with other people, feelings of envy will arise, as an unpleasant feeling experienced by someone who is characterized by a mixture of negative emotions, a feeling of inferiority because they don't have things like other people have. The impact of comparing what one has with other people makes a person feel FOMO. FOMO is a motivation for someone to improve their social status by consuming products owned by other people. Based on this, it will encourage the behavior of buying the same goods as other people

(Dinh & Lee, 2021). The impact of comparing oneself with others will give rise to feelings of envy and the desire to have the same things as other people, this will also encourage the behavior of buying the same things as other people have (Lin, 2018).

Envy is an unpleasant feeling experienced by a person characterized by a mixture of negative emotions, including pain, hatred, and inferiority, due to comparisons with others among their social media groups whose social media posts or updates indicate that they have something that the individual wants but does not yet have (Lin, et al., 2018). Envy is a negative emotion that a person feels because they see that someone else has something that they themselves don't have and the feeling of wanting to have the same thing as someone else.

Assael (1998) defines purchasing interest as a consumer's tendency to buy a brand or take action related to purchasing as measured by the level of consumer likelihood of making a purchase. Purchase intention is when someone receives a stimulus to act in order to fulfill their need or desire for something that will bring satisfaction to them.

This research was conducted because social comparison, FOMO or fear of missing out, and envy which influence purchasing intentions are still rarely researched. Specifically, the object of this research is Korean food. Quoted from the industry data site, the annual growth of the food and beverage industry sector (year on year) until the second quarter of 2023 grew positively. Trend data on the growth of the food and beverage industry is certainly useful for business people, professionals, investors and academics in making business analysis, marketing strategies and investment strategies. So research on consumer purchasing intentions towards food by utilizing the influence of social comparison, FOMO and envy.

### 1.2 Formulation of The Problem

Based on the problem formulation, the research questions are as follows:

1. Does social comparison influence FOMO on Korean food in Langowan, North Sulawesi?
2. Does FOMO influence purchasing intention for Korean food in Langowan, North Sulawesi?
3. Does social comparison influence envy towards Korean food in Langowan, North Sulawesi?
4. Does envy influence purchasing intention for Korean food in Langowan, North Sulawesi?
5. Does social comparison through FOMO influence purchasing intention for Korean food in Langowan, North Sulawesi?
6. Does social comparison through envy influence purchasing intention for Korean food in Langowan, North Sulawesi?

### 1.3 Research Purposes

This research aims to analyze the influence of:

1. Social comparison of FOMO on Korean food in Langowan, North Sulawesi
2. FOMO on buying intention for Korean food in Langowan, North Sulawesi
3. Social comparison of envy towards Korean food in Langowan, North Sulawesi
4. Envy towards buying intention for Korean food in Langowan, North Sulawesi
5. Social comparison via FOMO on buying intention for Korean food in Langowan, North Sulawesi

6. Social comparison through envy on buying intention for Korean food in Langowan, North Sulawesi

#### 1.4 Benefits of Research

##### 1.4.1 Academic Benefits

The academic benefits of this research are as follows:

1. This research provides a theoretical contribution by exploring and expanding understanding of the impact of social comparison, FOMO (Fear of missing out) or fear of missing out and envy on consumer purchasing intentions. This helps enrich the academic literature on the concepts of social comparison, FOMO (fear of missing out), and envy influencing purchase intentions.
2. The results of this research can help develop new theories or strengthen existing theories about the impact of social comparison, FOMO, and envy on consumer decision making.

##### 1.4.2 Practical Benefits

There are two practical benefits of this research which are described as follows:

1. This research can provide practical guidance for marketers and food manufacturers to develop effective marketing strategies by better understanding the impact of social comparison, FOMO (fear of missing out) and envy on consumer purchasing intentions. This research can also be a reference for MSME players specifically in the food and beverage sector.
2. This research can help consumers understand how social comparison, FOMO (fear of missing out) and envy can influence consumer preferences towards purchasing intentions. When consumers better understand the factors that influence their decisions, consumers can make smarter and more informed decisions when choosing food.

## 2. Review of theory

### 2.1 Social Comparison

Festinger (1954) said that social comparison is measuring things that are the same and different from other people to find out whether they have met the standards of life determined by social circumstances or not. Social comparison can be divided into upward and downward comparison. Individuals can compare themselves with better or superior targets, which is called upward social comparison, or make downward comparisons with those who are worse or inferior. Social comparison involves considering others as sources of comparison to know who we are, how we perform, and to understand our abilities, social status, and performance. It influences thinking, emotions, and behavior in social contexts. Festinger (1954), individuals are more likely to engage in upward comparisons than downward comparisons. In a social context, individuals tend to compare themselves with others to determine their relative position. Competitiveness is one manifestation of the social comparison process (Garcia, 2013). Feldman (1981) states that the relative preferences for comparison are upward comparison, upper middle, middle, and lower middle comparison.

Wood (1996) explains that social comparison is specifically defined as the process of thinking about information about a person or several people in relation to oneself. The social comparison process is explained as occurring in five major processes, namely obtaining information (seeking information, dealing with social information and building social

information), thinking about social information related to oneself and finally reacting to social comparison. Social comparisons in online contexts are more salient than offline (Appel, et al., 2016).

One of the main motives for social comparison seems to be the need for accurate self-evaluation. To obtain self-evaluation, people get information and guidance from others and seek primary comparisons with higher standards from others than themselves (Corcoran, et al., 2011). Research on social comparison highlights comparisons with other people who perform better with people who perform worse, both of which experience ups and downs (Lam, et al., 2011).

When individuals compare themselves to others, they tend to experience FOMO, which is described as FOMO on experiences that others enjoy (Dinh & Lee, 2021). FOMO motivates people to increase their social status by consuming products that other people like (Taylor, 2019).

Social comparison and negative emotions are related and will increase when envious people perceive others as being similar to themselves (Feng, et al., 2020). Social comparison on social media often gives rise to negative emotions, especially envy (Lin, 2018).

## 2.2 FOMO (Fear Of Missing Out)

Dinh & Lee (2021) define FOMO as a widespread worry that other people may have valuable experiences that one may not have. Any definition of FOMO always consists of emotional anxiety, pervasive fear, or a desire to stay connected to peer activities. In psychology, FOMO is consistently related to feelings of loneliness and jealousy, self-concepts that motivate individuals to browse social media as a way to gain satisfaction.

FOMO involves feelings of being left behind and missing out on something (Zhang, et al., 2020). FOMO is activated by psychological threats to self-concept (Zhang, et al., 2020). FOMO is the feeling of being left behind. In the popular press, FOMO is used to describe social conditions in economic markets, namely conditions where consumers live in a state of FOMO over experiences enjoyed by other people (Hedges, 2014). quoted from (Zhang, et al., 2020) according to media reports, FOMO is related to the increasing trend of consumers based on experience and increased use of social media so FOMO research has developed rapidly in the context of social media where consumers constantly compare themselves with others. An anxiety that you will be left behind if you don't react (Salem, 2015). FOMO consists of irritability, anxiety, and feelings of inadequacy, with these feelings tending to worsen when a person logs onto social media sites (Abel, 2016). Most existing research mainly focuses on the negative impacts caused by FOMO (Tandon, et al., 2021b), such as life dissatisfaction with excessive use of online social networks and smartphones (Dihn & Lee, 2021).

People often describe ideal features of the future, dream of unrealized accomplishments, and list desired experiences (Sirgy, 1982). When comparing yourself with others and experiencing FOMO, in this case FOMO can be a strong consumer motivation (Hermenda, et al., 2019). In the academic field, FOMO is considered as a consumer motivation to purchase or consume products, especially under the influence of scarcity (Dinh & Lee, 2021). FOMO also develops when people fail to follow trends, so they are excluded from their communities and left behind (Kang, et al., 2019). Therefore, when consumers repeatedly compare themselves with others in the context of social media, FOMO on things that can provide them with social inclusion is strengthened (Buglass, et al., 2017).



FOMO has been seen as a situational motivator for individuals (Dinh & Lee, 2021). It motivates people to do something to stay up to date and not feel left out, because they might regret it.

### 2.3 Envy (Jealousy)

Envy or jealousy is a combination of unpleasant and often painful feelings characterized by feelings of inferiority, hostility, and hatred resulting from being compared with someone or a group of people who have something we want (Smith & Kim, 2007). Envy can be directed at an object, achievement, social position or attribute. Envy is a natural and reflexive emotional response to unpleasant social comparisons (Takahashi, 2009). so envy arises when someone feels similar to other people and social comparison is important, comparisons are made with people who are relevant or successful in a particular field (Parrott & Smith, 1993).

Recent research reconceptualizes envy as an emotion that takes two forms, namely malicious envy which is a motivation to bring down a superior comparison target, while benign envy creates good motivation to improve oneself and become similar to the superior comparison target (Ven, et al., 2009a). Malicious jealousy represents an increase in the intensity of the contrast comparison by. In other words, malicious envy evaluates whether the concern of the comparison lies in the shortcomings it represents compared to the target or not. In contrast, harmless envy shows the intensity of upward comparison, assessing whether the initial goal lies in the way of being similar to another goal (Mussweiler, et al., 2004).

Various studies have found that upward social comparison on social media can lead to feelings of envy (Feng, et al., 2020). Envy is a situational emotion that is triggered by upward social comparison (Cohen-Charas, 2009), jealousy also occurs when someone does not have qualities, achievements or possessions that are superior to others and also the desire that others do not have them (Broks, et al., 2019).

There are two types of envy, namely harmless envy and malicious envy. Malicious envy and harmless envy are unpleasant emotions resulting from self-relevant upward social comparisons (Ven, et al., 2009a). Harmless envy can increase consumers' purchase intentions towards a product owned by someone else, while malicious envy tends to motivate consumers to buy competing products (Lin, 2018; Ven, et al., 2011b).

### 2.4 Buying Intention (Purchase Intention)

Assael (1998) defines purchasing interest as a consumer's tendency to buy a brand or take action related to purchasing as measured by the level of consumer likelihood of making a purchase. People's intention to buy focuses on purchases made to gain life experience (Lin, 2018).

Krasnova, et al., (2015) in their research proved that posts on social media trigger feelings of envy. Envy on social media tends to be benign envy (Lin & Uts, 2015). The purchase intention of social media users is strengthened by the emotion of envy, thereby increasing the purchase intention (Lin, 2018). consumers with harmless envy tend to have a strong preference for products associated with status (Crusius, 2012) or products obtained through personal effort (Salem, et al., 2019).

When people have a desire, the emotion of envy arises which allows the jealous person to take action to buy the desired object. So the emotion of envy is what marketers want to encourage consumption (Cohen, 2016). This is supported by research results which prove that benign envy on social media increases the intention to buy objects that are the same as those shared by other people, while malicious envy increases the intention to buy relevant objects,

even objects others are superior (Ven, et al., 2011b). Psychological research shows that whether social comparisons trigger good or bad feelings of envy depends on the consumer's perception of the worthiness of the target of the comparison (Ven, et al., 2009a).

Lim & An's (2019) research on Korean people's purchasing intentions towards healthy Korean food (Yak-sun) found that consumers' perceived behavioral control showed the strongest influence on purchasing intentions. Positive attitudes towards healthy Korean food will influence purchasing intentions. Rana & Paul (2017) in their research on purchasing intentions for organic food, attitude is the most important predictor of purchasing intentions. Factors that influence purchasing intentions towards organic food are health and a better quality of life. In a geographical context, consumers in Central and Eastern European countries demand safe and nutritious food due to increasing globalization, education and income levels. Consumers are even willing to pay premium prices for risk-free foods.

## 2.5 Previous Research

Dinh & Lee (2021) conducted research in America which examined the relationship between social comparison, FOMO, and buying intention. This research was conducted in America using an online survey of 243 respondents conducted via Amazon's Mechanical Turk platform. respondents consisted of 130 female respondents (53.5%) and 113 male respondents (46.5%). Respondents' ages ranged from 18 to 50 years, with respondents in their 30s making up the highest proportion (48.6%). The research results show that social comparison has a positive effect on FOMO and FOMO has a positive effect on buying intention. The research recommends that marketing practitioners consider selecting social media influencers for advertising campaigns for successful marketing communications. This research proves that FOMO plays an important role in customer purchasing intentions, so marketers, advertisers, and even social media influencers must be able to encourage FOMO to build customer engagement. By capturing new trends and satisfying customer needs, social media influencers and advertisers can encourage social comparisons with influencers in their posts, which in turn increases materialism and inspires FOMO in customers.

Latif, et al., (2020) conducted research in Pakistan on 469 respondents who were postgraduate and doctoral students. The aim of the research is to explore the outcomes of social comparison behavior through the mechanisms underlying good and evil envy on Facebook. The study used survey procedures to examine social comparison processes in the context of social media. The participants studied were postgraduate and doctoral program students from several departments. Participants are active users of social media. The questionnaires distributed were in English and no incentives were given to avoid bias. In this research it was found that social comparisons of Facebook users trigger (envy) feelings of good and evil envy; harmless envy, in turn, fuels self-improvement intentions, and malicious envy fuels negative gossip.

Lin (2018) explains the relationship between (envy) jealousy and (buying intention) purchase intention. This research was conducted in America on MacBook users. Participants were recruited via an online recruitment panel called Prolific. This research method is divided into three studies. The first study was through an online survey, studies two and three were through experiments between subjects. Data analysis uses linear regression. This research shows that envy influences purchase intentions.

## 2.6 Hypothesis

The hypothesis proposed in this research are:

1. Social comparison influences FOMO on Korean food in Langowan, North Sulawesi.



2. FOMO influences buying intention for Korean food in Langowan, North Sulawesi.
3. Social comparison influences envy towards Korean food in Langowan, North Sulawesi.
4. Envy influences buying intention for Korean food in Langowan, North Sulawesi.
5. Social comparison through FOMO influences buying intention for Korean food in Langowan, North Sulawesi.
6. Social comparison through envy influences buying intention for Korean food in Langowan, North Sulawesi

## 2.7 Research Model

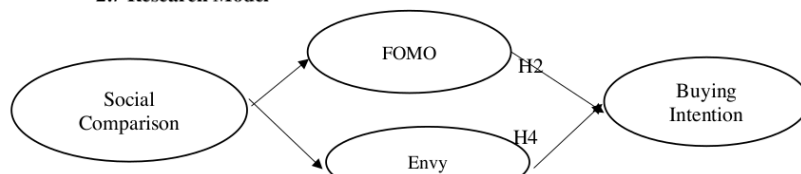


Figure 1. Research Model

## 3. Research methods

### 3.1 Research Design

The research design uses quantitative research. Quantitative research is described as an instrument for measuring and researching certain populations which is generally carried out in a random manner, as well as statistical data analysis based on research instruments (Sugiyono, 2018).

### 3.2 Population, Sample, and Sampling Techniques

The population in this research is a group of consumers aged teenagers and early adults and active users of social media. The sampling technique is non-probability sampling, which is a sampling technique without providing an opportunity for each member of the population to be selected. Researchers determine certain criteria from the population as follows:

1. Potential respondents are individuals who know about Korean food. The selected respondents must know about Korean food to represent the population and suit the needs of the research.
2. Potential respondents are individuals who intend to buy Korean food in the near future. These criteria were chosen because they were in accordance with research needs.
3. Potential respondents are individuals aged 17 - 50 years and over. This age range was chosen starting from 17-25 years old because teenagers aged 17 years generally know and like the Korean wave and have the potential to become loyal Korean food consumers. Furthermore, the age range of 26-50 years and above was chosen because on average at this age they already have a steady income and can become loyal consumers.

### 3.3 Data Analysis

The analysis technique uses SEM. The data analysis technique used is SEM (Structural Equation Model). Lisrel (Linear structure relationship) was chosen to analyze structural models of relationships between variables. So in this research data analysis uses SEM Lisrel.

### 4. Analysis and discussion

To test the hypothesis in this research, the SEM structural equation model was used. This hypothesis testing is carried out by paying attention to the p-value, that is, if the p-value is smaller than 0.05 then the influence between the variables is significant, and vice versa. The t-table value is 1.97. The test results also explain the direct effect, indirect effect and total effect between the variables analyzed. The results of hypothesis testing are attached in table 4.1.

Table 4.1  
Hypothesis Test Results

Hypothesis	Relationship Between Variables	Loading Factor	t-Value	Cut Of Value	Description
1	Social Comparison → FOMO	1,01	25,19	> 1,97	Accepted
2	FOMO → Buying Intention	1,02	8,15	> 1,97	Accepted
3	Social Comparison → Envy	0,99	21,20	> 1,97	Accepted
4	Envy → Buying Intention	0,70	15,43	> 1,97	Accepted
5	Social Comparison → FOMO → Buying Intention	0,98	16,26	> 1,97	Accepted
6	Social Comparison → Envy → Buying Intention	0,98	16,26	> 1,97	Accepted

Source: Data processed

### 4.1 Discussion

#### 4.1.1 The Effect of Social Comparison on FOMO

The results of this research prove that the social comparison variable regarding FOMO has been proven to be accepted. Testing the research hypothesis shows that the social comparison variable has a significant effect on FOMO.

The social comparison variable in this research is described in indicator questions which include: Often compare the conditions of people I care about (men and family members, etc.) with the conditions of other people. Always paying a lot of attention to how I do things

compared to how other people do things. Comparing what I do with others. Often compares my social performance (e.g. social skills and popularity) with others. Often compares achievements with others. Often likes to talk to others about shared opinions and experiences. Often try to find out the opinions of other people who face similar problems to me. Always curious what others in a similar situation would do. Find out other people's opinions about something. Never compare life with others.

The results of the hypothesis test explain that social comparison can trigger FOMO. This condition supports research from Dihn & Lee (2021) that social comparison has a positive effect on FOMO. Respondents tend to follow what other people do. Individuals who make social comparisons tend to experience fear and anxiety about missing out on Korean food products that are viral or have already been consumed by other people.

The results of this study are in line with Buglass et al. (2017) namely that when individuals compare themselves with others, they tend to experience FOMO, which is described as FOMO on experiences that other people enjoy. Research by Reer et al. (2019), and Putta (2022) also show results that social comparison has a positive effect on FOMO.

#### 4.1.2 The Effect of FOMO on Buying Intention

The results of this research prove that the FOMO variable on buying intention has been proven to be accepted. Testing the research hypothesis shows that the FOMO variable has a significant effect on buying intention. The FOMO variable is described in eight indicator statements, namely feeling worried that you will regret it if you don't buy Korean food products. Feeling worried if you don't get Korean food products. Feeling worried if other people try Korean food that is going viral first. I feel worried if other people first feel happy eating Korean food. I feel like I'm missing out on the trend if I don't consume Korean food. Feeling sorry for not being able to enjoy Korean food. Feeling anxious if you don't eat Korean food. Feeling annoyed because I missed the opportunity to consume Korean food.

The results of the hypothesis test found that FOMO had a significant effect on buying intention. This condition supports research from Dihn & Lee (2021) that FOMO has a positive effect on purchase intentions. FOMO is a predictor of someone's purchasing intentions. This is also the same as research from Taylor (2019) which states that FOMO motivates people to increase their social status by consuming products that other people like.

The results of this research also support Dihn & Lee's (2022) statement, namely that FOMO is considered a consumer motivation to buy or consume products, especially fast products. The findings of this study also support the statement of Good et al. (2020a), Mahmud et al. (2023), Kang et al. (2019) and Maysitoh et al. (2020) that FOMO is a situational motivator for individuals. This motivates people to always be up to date so they don't regret it and make purchases faster.

#### 4.1.3 The Effect of Social Comparison on Envy (Feeling of Jealousy)

The results of this research prove that the social comparison variable towards envy has been proven to be accepted. Testing the research hypothesis shows that the social comparison variable has a significant effect on envy. The envy variable is described in four indicators, namely feeling unhappy with people who can buy Korean food. Feeling jealous of people who eat Korean food. Feeling very jealous of people who can buy Korean food. Wish I was the one who could buy Korean food.

The results of the hypothesis test found that social comparison had a significant effect on envy with a t-value of 21.20. This condition supports research from Latif et al. (2020) that social comparison has a positive effect on envy.

The results of this study are also in line with the statement of Zheng et al. (2017) competition to consume something is caused by feelings of envy, namely good envy (benign envy) and evil envy (malicious envy). The results of this research also show the same results as research by Kang & Noor (2020) that social comparison has a significant effect on envy.

#### 4.1.4 The Effect of Envy on Buying Intention

The results of this research prove that the envy variable on buying intention is proven to be acceptable. Testing the research hypothesis shows that the envy variable has a significant effect on buying intention. The buying intention variable is described in four indicators, namely the intention to buy and eat Korean food in the future. Would recommend Korean food to family or friends. Will Say positive things about Korean food to others. Will buy and eat Korean food even if prices increase

The results of the hypothesis test show that envy has a significant positive effect on buying intention with a t-value of 15.43. This value shows that the envy variable is a more dominant factor that influences purchase intention. This finding is in line with research from Lin (2018) which states that envy has a positive effect on buying intention. Purchase intention is influenced by the desire to move up a level rather than down a level.

The results of this research also support Jin's (2018) research which states that choices to consume food are shaped by social and interpersonal influences. Jealousy towards culinary lovers will have a mediating effect on the relationship between characteristics and psychological responses in the form of the intention to buy the same food as the food bought by other people. The results of this research are also in line with research by Purwanto (2021), Salem (2018), and Wang, et al., (2023) that feelings of envy have a positive effect on purchase intentions.

#### 4.1.5 The Influence of Social Comparison on Buying Intention Through FOMO Mediation

The discussion regarding the influence of social comparison on buying intention through the mediation of FOMO and envy is to answer the problem formulation and research hypothesis regarding the role of FOMO and envy which can mediate between social comparison and buying intention.

The social comparison variable is described in ten indicators, the FOMO variable is explained in eight indicators and the buying intention variable is explained in four indicators. Furthermore, field facts show that respondents make social comparisons with other people and trigger FOMO. After experiencing FOMO, respondents are motivated to have purchase intentions. This finding is in line with the research results of Dihn and Lee (2021), namely that social comparison has a positive effect on FOMO and FOMO has a significant positive effect on purchase intention. This is also in line with the results of research from Tandon et al., (2021a) who in their research found that FOMO was positively related to online social comparison. Good (2021) found that FOMO influences consumer purchase intentions.

#### 4.1.6 The Influence of Social Comparison on Buying Intention Through Envy Mediation

The discussion regarding the influence of social comparison on buying intention through envy mediation is to answer the problem formulation and research hypothesis regarding the role of envy which can mediate between social comparison and buying intention. The envy variable is described in four indicators, and the buying intention variable is described in four indicators.

The results of data processing also show that the t-value of the envy variable is 15.43, so the envy variable has the most dominant influence on purchase intention. Ven et al., (2011b) show that benign envy increases purchase intentions for the same object, while malicious envy increases purchase intentions towards relevant objects, even other superior objects. Lim and Ann (2019), positive attitudes towards purchasing intentions for healthy Korean food influence purchasing intentions.

Milovic (2014) also shows the influence of envy on buying intention, namely that envy enables the intention to buy. This research is also in line with the results of research by Ven, et al., (2011) which states that people who compare themselves with others tend to feel jealous and are willing to pay more for the product they want.

### 5. Conclusions and suggestions

This research aims to test the mediating effect of FOMO and Envy on the influence of social comparison on buying intention. The research sample was 200 people who knew about Korean food and intended to buy Korean food in the near future. Hypothesis testing is based on SEM analysis.

#### 5.1 Conclusion

From the results of the analysis and discussion, the conclusions obtained are as follows: Social comparison has an effect on FOMO and Envy is proven to have an effect, and the results are positive and significant. FOMO and Envy partially mediate the influence of social comparison on buying intention. This finding confirms the importance of FOMO and Envy as reinforcing the influence of social comparison on buying intention.

#### 5.2 Suggestions

##### 5.2.1 Academic Advice

Based on the results of the analysis, discussion and research limitations, suggestions that can be put forward are as follows:

1. This research can be considered as a reference for anyone who wants to conduct similar research regarding the influence of social comparison on buying intention through the mediation of FOMO and envy. Suggestions for further research are to change the research object to another object to conduct research on consumer behavior that triggers purchasing intentions for a particular brand to increase sales.
2. Conduct research to test the relationship between variables that have not been examined in this research, namely the relationship between the social comparison variable and buying intention and the FOMO variable and envy.
3. Future researchers can also develop the research model by adding other variables so that the research becomes broader and deeper.



## 5.2.2 Practical Advice

Based on the results of the analysis and discussion as well as conclusions, suggestions that can be put forward are as follows:

1. The results of this research show that there is a significant influence between variables, namely social comparison, FOMO (fear of missing out) and envy (envy) on consumer buying intention so that it can be a practical guide for marketers and food producers to develop marketing strategies effective.
2. This research can also be a reference for MSMEs specifically in the research location, namely Langowan, North Sulawesi, to sell Korean food products because the results of this research show that there is an intention to buy Korean food products which of course can expand the market share of Korean food products. Not only focusing on Korean food products, but also interesting experiences that can make potential consumers more interested in buying, namely providing fast and easy service by using social media for promotions and sales.
3. Suggestions for Korean food products that can be sold at higher prices are healthy Korean food products. Using fresh and organic food raw materials and processed with attention to food nutrition. Fresh food ingredients are also easy to obtain in the Langowan area because the majority of the population are horticultural crop farmers.
4. This research also helps consumers understand how social comparison, FOMO (fear of missing out) and envy can influence consumer preferences towards purchasing intentions. When consumers better understand the factors that influence their decisions, consumers can make smarter and more informed decisions when choosing food

## 5.2.3 Limitation

This study has limitations that need to be acknowledged to provide proper context for the results obtained and guide future research. Several limitations in the research, namely:

1. Limited sample size from the Langowan District area. The small sample size is a limitation in generalizing the research results to a wider population.
2. Geographical limitations mean that the results of this research may not be fully applicable to other regions in Indonesia.
3. The number of respondents was greater from the West Langowan area so that the questionnaire results were dominated by respondents from the West Langowan area.
4. In the process of filling out the questionnaire, respondents did not understand the meaning of the questions so that the answers given did not show the respondents' true opinions.

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