



Scarcity-Atmosphere: FOMO and Experiential on Purchase Decision in the Coffe Shop

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Abstract. *This study investigates the impact of Fear of Missing Out (FOMO) and store ambiance on purchase decisions in cafés in Makassar City, with brand awareness as a mediating factor. Data were obtained through surveys administered to 223 cafe consumers and analyzed using an explanatory model within a quantitative methodology. Partial Least Squares – Structural Equation Modeling (PLS-SEM) was used in this investigation. The findings demonstrate that FOMO and store atmosphere both have a significant positive impact on brand awareness and directly influence consumers' purchasing decisions. Brand awareness, moreover, acts as an essential mediator between these factors and consumer behavior. According to the results, FOMO and the store environment together account for 50.7% of the variation in brand awareness, and the complete model explains 69.9% of the variation in buying decisions. This research highlights the value of creating immersive atmospheres and leveraging psychological urgency to boost brand visibility and encourage consumer purchase, offering real-world applications for café marketers in urban locations.*

Keywords: Brand Awareness, FOMO Tendency; Makassar City, Purchase Decision; Store Atmosphere

Abstrak. Penelitian ini bertujuan untuk menganalisis pengaruh Fear of Missing Out (FOMO) dan suasana toko terhadap keputusan pembelian pada kafe di Kota Makassar dengan kesadaran merek sebagai variabel mediasi. Data dikumpulkan melalui survei terhadap 223 konsumen kafe dan dianalisis menggunakan pendekatan kuantitatif. Metode analisis yang digunakan adalah Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa FOMO dan suasana toko memiliki pengaruh positif dan signifikan terhadap kesadaran merek serta secara langsung memengaruhi keputusan pembelian konsumen. Selain itu, kesadaran merek terbukti berperan sebagai variabel mediasi yang memperkuat hubungan antara FOMO dan suasana toko dengan keputusan pembelian. Berdasarkan hasil analisis, FOMO dan suasana toko secara bersama-sama mampu menjelaskan sebesar 50,7% variasi dalam kesadaran merek. Sementara itu, model penelitian secara keseluruhan mampu menjelaskan 69,9% variasi dalam keputusan pembelian konsumen. Temuan ini menegaskan pentingnya menciptakan suasana kafe yang imersif serta memanfaatkan aspek urgensi psikologis untuk meningkatkan kesadaran merek dan mendorong keputusan pembelian, khususnya pada konteks pemasaran kafe di wilayah perkotaan.

Kata kunci: Kesadaran Merek, Kecenderungan FOMO; Kota Makassar, Keputusan Pembelian; Suasana Toko

1. INTRODUCTION

The food and beverage sector in Indonesia has grown rapidly in recent years; it contributes 23.15% to the gross added value of the national manufacturing industry (Tamin et al., 2024). This significant contribution demonstrates that the food and beverage sector is the primary driver of Indonesia's economic growth. According to information from the Central Statistics Agency (BPS), in 2023, there will be 4.85 million food and beverage provider businesses, representing a 21.13% increase from 2016. The café, restaurant, and bar category accounted for around 57.21% of the total business with revenue reaching 998.37 trillion rupiah, up 48.04% from 2016. This increase reflects the development of the café subsector, driven by

lifestyle changes, the role of social media, government support for the creative economy, and class growth (Agustina et al., 2024; Antesty et al., 2024).

The trend of café growth is also reflected in Makassar City, the economic center of eastern Indonesia, which recorded 807 active cafes in 2023 (Lobubun, 2024). The increase in the number of cafes shows the public's strong interest in the lifestyle of hanging out as part of social activities. This development is also influenced by social media, which shapes perceptions of cafes as places to relax, work, and socialize (Cheung et al., 2020; Ibrahim et al., 2021). This condition makes Makassar the city with the fastest-growing cafe scene in eastern Indonesia. However, café competition is getting tighter as consumer behavior often moves to crowded places. (Ali et al., 2021). In this context, consumer representation of cafes is not only determined by functional needs but also by the emotional and social aspects that underpin Purchase Decisions. (Croitoru et al., 2024) Business people need to understand consumers' decisions to choose a café, driven by a desire for experience and by social trends in their environment. (Tran et al., 2020)

Purchase Decision which is the final stage of consumer behavior that reflects the act of choosing a particular product or service (Petcharat & Leelasantitham, 2021) This decision is formed through the process of recognizing needs, seeking information, and evaluating consumers in making choices (Testa et al., 2023) In this context, Purchase Decision shows a series of steps and activities taken by consumers to obtain goods that are believed to meet their needs and desires (Yeo et al., 2022). Consumers not only make product choices when buying, but also engage in thinking, understanding, and searching for information to inform decision-making (Rodgers & Nguyen, 2022). In the food and beverage business, purchases are not only based on rational factors such as taste and quality, but also on emotional and social impulses associated with FOMO. Consumers make purchases to follow social trends and memorable consumption experiences (Lavorato & Piedepalumbo, 2023; Megan C & Hyman, 2020; Paliwoda et al., 2024).

Nowadays, FOMO is becoming an increasingly prominent social phenomenon in modern consumer behavior. This phenomenon occurs when individuals become aware of various engaging activities or experiences that cannot be followed simultaneously (Megan C & Hyman, 2020). In the context of consumer behavior, FOMO drives purchases and decision-making under social pressure. Fomo shapes an individual's consensual behavior, driving them to act quickly, including the purchase of trending products or services. (Saavedra & Bautista, 2020). FOMO plays a role in engaging in consumption activities as a form of social attraction, in order to gain social recognition and respond to temporary promotions (Jabeen et al., 2023;

Uram & Skalski, 2020) This tendency arises from the individual's need to stay in touch with their environment. This condition prompts consumers to visit places by engaging in certain activities to avoid being left behind. socially (Tandon et al., 2022).

In line with FOMO, which drives purchasing behavior, another strategy that has emerged in recent years is Store Atmosphere, an internal approach that shapes shopping experiences and consumer decisions. Elements of the atmosphere that create an emotional response in terms of pleasure, arousal, and dominance that lead to consumer decisions (Daisy et al., 2022). The visual elements and product arrangement of the store create a positive perception and a convenient experience, enhancing consumer satisfaction. (Khan et al., 2023). The functional dimension of Store Atmosphere is related to the convenience of shopping through elements of the store layout. This aspect shapes perceptions of the store environment's efficiency, triggering cognitive responses that strengthen consumer engagement in purchases (Bist & Mehta, 2023). A well-designed Store Atmosphere builds a practical experience and strengthens the connection between sensory marketing cues, brand experience, and encourages consumer commitment to the brand (Calvo-Porral & Lévy-Mangin, 2021).

The emotional engagement generated from Store Atmosphere is the basis for forming a strong bond between consumers and brands. When customers feel a pleasant atmosphere, that sense of comfort tends to become ingrained in their view of the café brand. Brand Awareness is the basis for the formation of other aspects of brand value, such as perceived quality, brand associations, and brand loyalty (Utama et al., 2023). Brands with high recognition are easily recognized by consumers, making it easier for them to make decisions. Brand recognition through social media activities contributes to building brand image and encouraging consumer engagement (Tarabieh, 2022; Zhang, 2020). Brand Awareness allows consumers to easily recognize a known product and position it as the top option over other brands (Zhao et al., 2022). Understanding brands helps consumers form a view of product value and trust, reducing uncertainty and risk in purchases (Boonsiritomachai & Sud-on, 2021). Brand Awareness in F&B, as an intangible resource, helps consumers identify cafes that suit their preferences, making it easier for them to make consumer choices (Garzia et al., 2025).

Currently, in the food and beverage industry, especially in cafes in Indonesia, sentiment towards consumer lifestyles is influenced by FOMO when interacting on social media. Research by Septiana (2024) Shows a strong positive relationship between FOMO and trending food and beverages. This study was conducted among Gen Z and millennial respondents, totaling 470, with the majority being women. This study uses the SEM method, and the results show that FOMO is involved in consumers ' purchasing decisions. Research by Jabeen et al.

(2023) found that FOMO generally motivates consumers to make purchases, and that it strengthens consumer loyalty due to the desire not to miss trends. Findings by Horng et al (2020) Show that the atmosphere of the Store triggers consumers' implicit purchase intentions for drinks through sensory experiences, which, in turn, encourage spontaneous purchases in the store.

Although many studies on FOMO, Store Atmosphere, and Brand Awareness have been conducted, most still discuss these variables separately, for example, examining only the influence of FOMO on purchase decisions (Mahmud et al., 2023; Royani & Dewanti, 2025) or only showing unvaried or consistent results, some studies have found a significant influence of FOMO on Purchase decisions (Megan & Hyman, 2020). Rifkin et al. (2025) Their research shows that FOMO encourages consumptive actions through emotional attraction to gain trending social experiences. While other studies highlight store ambiance as an element that influences the shopping experience and consumer satisfaction in restaurants (Calvo-porrall & Jean-pierre, 2021; Chun, 2020). Studies on *Brand Awareness* generally discuss its contribution to improving brand reputation and consumer loyalty without taking into account the emotional and physical environmental factors that affect consumer perception (Luisa et al., 2023). In addition, studies on café customer behavior in Makassar City remain limited. However, this segment is characterized by changing consumption patterns and is influenced by trends and the atmosphere of the place. For this reason, this study examines the roles of FOMO and Store Atmosphere in Purchase Decision through Brand Awareness among café customers in Makassar City.

2. LITERATURE REVIEW

FOMO Tendency

FOMO is a tendency to fear missing out on experiences or opportunities others have. This condition can trigger an emotional urge to purchase directly (Jabeen et al., 2023; Megan C & Hyman, 2020). Based on *Self-Determination Theory*, FOMO arises from a lack of fulfillment of fundamental needs, including competence, freedom, and social relationships. (Soraci et al., 2025). FOMO is a powerful tool in marketing strategy, as it creates a sense of urgency to make a purchase immediately before the opportunity is lost.(Saavedra & Bautista, 2020) FOMO-driven consumers tend to form an emotional connection with brands perceived as popular. Marketers use this to increase consumer engagement and drive purchase decisions more quickly. In digital marketing strategies, FOMO is used to encourage consumers to buy trending

products or services that signal social status or make them feel "*Up to date.*" (Bihter & Ti, 2023; Cam et al., 2023).

To understand consumer behavior in the context of Purchase Decision, the academic literature has identified various indicators and factors that influence the decision-making process. This construct, which is often analyzed within the framework of Stimulus-Organism-Response (Bigne et al., 2020; Sultan et al., 2021) Include the dimensions of interaction between external stimuli, individual internal processes, and behavioral responses to the credibility and usefulness of information (Bigne et al., 2020). Another important indicator is social comparison, which focuses on comparing other people's experiences, pleasures, and activities on social media. (Jabeen et al., 2023; Tandon et al., 2021). The urgency aspect indicates urgency, an urgent need, and a desire to know what is trending (Soraci et al., 2025). While social influence measures the extent of social pressure from the environment, friends encourage individuals to follow trends that are currently popular (Saavedra & Bautista, 2020). In addition to these dimensions, FOMO is also measured through Anxiety of Missing Out, which is defined as a form of social anxiety that is the fear of missing out on opportunities, experiences, or social relationships enjoyed by others (Bihter & Ti, 2023; Cam et al., 2023). Furthermore, this study reveals a desire for belonging to the point of motivation to follow trends to avoid feeling left behind. (Cam et al., 2023) and Behavioral urgency that encourages consumer psychology to make purchases without planning, aiming to follow trends with time limits and exclusivity (Megan C & Hyman, 2020; Tandon et al., 2021).

Store Atmosphere

In the modern retail marketing ecosystem, the store atmosphere plays a key role in shaping the interaction between brands and consumers by building credibility perceptions through visual elements (Bist & Mehta, 2023; Khan et al., 2022). This role is increasingly crucial, where the store environment is designed to create an authentic experience that stimulates positive perceptions (Lazaris et al., 2022). In this context, Store Atmosphere can address the trust issues that often arise in store transactions by presenting a convenient and transparent shopping environment and, through visual and spatial arrangements, convincing customers through positive interactions (Florea et al., 2025; Joy et al., 2023). This mechanism plays a role in café businesses, where consumer purchasing decisions are highly dependent on aesthetic aspects of comfort and perceptions of the quality of the experience offered (Horng et al., 2020; Sagha et al., 2022).

The effectiveness of the store atmosphere in driving purchase decisions does not depend on a single element but rather on a series of multidimensional factors, based on consumer

psychology. The combination of atmospheric elements produces emotional and cognitive perceptions (Seok-Han, 2020; Lazaris et al., 2022)). Various literature emphasizes the need to analyze the store atmosphere. This indicator includes a visual display of the ability of product settings and interior design to attract consumer attention (Khan et al., 2022). Lighting, which describes the level of comfort of the appearance and atmosphere formed inside the café (Calvo-Porrall & Lévy-Mangin, 2021) ; and music, including aspects of rhythm, tempo, and genre, in accordance with the café's concept and visitors' preferences (Bist & Mehta, 2023). In addition, the store atmosphere is judged to go beyond scent, the extent to which the aroma presented is in accordance with the character of the café, which creates a distinctive atmosphere (Joy et al., 2023); cleanliness, measuring neatness and cleanliness that shows the manager's concern for consumer comfort and health (Horng et al., 2020); Convenience layout, shows the extent to which the arrangement of spaces in the café facilitates the movement and interaction of consumers in the service area. These indicators include ease of access between areas, table arrangement, and regular facilities (Calvo-Porrall & Lévy-Mangin, 2021; Florea et al., 2025)The combination of store atmosphere indicators shows how the café's physical and emotional environment serves as an intermediary that converts various stimuli into consumer behavior.

Brand Awareness

From a brand strategy perspective, brand awareness is an important foundation in building an image, trust, and perceptual relationship between brands and consumers (Gong et al., 2020). For consumers, brand awareness is the initial stage in getting to know a brand. When the message conveyed by the brand feels authentic and consistent, consumers find it easier to identify the brand (Freundt et al., 2024; Rindell & Pinto, 2021). This mechanism is crucial for brand awareness builders, especially in markets that place importance on visual elements and quality perception, to minimize uncertainty and risk when making purchasing decisions. (Bazi et al., 2023). In a competitive market, brand awareness serves as an important verification tool, helping consumers understand and trust a brand. A high level of awareness increases brand reputation and consistency, which encourages consumers to make more confident purchasing decisions (Tarabieh, 2022; Zhang, 2020). At the long-term level, strong brand awareness leads to consumer attachment and brand choice. This condition provides a competitive advantage for cafes through increased loyalty and repeat purchases (Zhao et al., 2022).

The process of building an awareness brand involves various aspects that shape consumers' perceptions and recognition. Which ultimately supports efforts to build a stable image, as well as expand the market sustainably (Gündüzyeli, 2021; Utama et al., 2023). The extent to which

the audience can recognize and remember a brand is reflected in brand recognition as a benchmark of consumers' ability to specifically identify a brand when faced with other brands in the context of a product or service. Zhao et al., (2022) Brand recall is the effectiveness of knowing how strong a brand's position is in the minds of consumers, spontaneously (Gong et al., 2020); Top-of-mind indicates the extent to which a brand is the first choice by the audience in a particular product category (Freundt et al., 2024). In addition, brand familiarity functions as a mechanism to assess that consumer knowledge already recognizes, understands, and feels close to a brand (Tarabieh, 2022); Brand dominance is a high level in the brand hierarchy, where a brand completely dominates the minds and awareness of consumers (Utama et al., 2023). Brand knowledge refers to the extent to which consumers understand and possess information about a brand, including its characteristics, values, and attributes (Gündüzyeli, 2021).

Purchase Decision

A purchase Decision is a step taken by consumers in determining the purchase of a product or service after receiving a marketing stimulus, based on value considerations, trust in the brand, and internal and external factors (Testa et al., 2023). This decision reflects the results of a common assessment of the extent to which the product can meet the needs and provide satisfaction with the service experience. (Petcharat & Leelasantitham, 2021). In the café business, this idea becomes relevant because the quality of service determines purchasing decisions, the atmosphere of the location, and the consumption experience provided (Apriliani, 2024; Maziriri et al., 2021). Purchase decisions also reflect how far a person intends to consider and accept suggestions from others in the process of buying products (Handarkho, 2020). This shows that the purchase decision depends not only on a personal assessment of the product but also on the extent to which a person pays attention to the perspectives and social experiences around them during the buying process.

Measurement of purchase decisions is a process encompassing various dimensions that aims to describe consumers' actual actions when purchasing a product or service (Petcharat & Leelasantitham, 2021; Wang et al., 2021). With indicators including product choice, frequency, and loyalty, evaluated through consumer behavior or reports (Bukhari et al., 2023). In particular, at least six key indicators have been identified, including product choice reflecting consumers' decision to choose a particular product from a shared of available choices (Bukhari et al., 2023; Paliwoda et al., 2024); Information search refers to the consumer's efforts in searching, assessing product information to support informed purchasing decisions (Li et al., 2021); evaluation of alternatives shows consumers in assessing and considering the advantages

and disadvantages of various products before making a decision (Maziriri et al., 2021); actual intention is the realization of consumer decisions driven by a view of superior product value (Handarkho, 2020); post-purchase behavior is the consumer's response and assessment of products after making a purchase (Petcharat & Leelasantitham, 2021); casual buying is a purchase behavior that occurs spontaneously, in response to situational factors or impulses without considering (Apriliani, 2024; Wang et al., 2021).

Research Model

Figure 1 below shows the research model developed according to the objectives to be solved in this study:

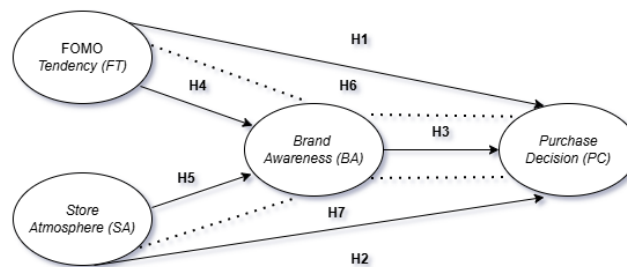


Figure 1. Research Model

Hypothesis

The Influence of Fomo Tendency on Purchase Decision

In modern consumer behavior, Fear of Missing Out (FOMO) has emerged as one of the psychological factors that affect the way individuals make purchasing decisions (Saavedra & Bautista, 2020; Cam et al., 2023). FOMO describes anxiety when individuals feel that they are not getting the opportunities or experiences that others are getting feel (Bigne et al., 2020; Tandon et al., 2021). This tendency encourages individuals to make a purchase immediately (Megan C & Hyman, 2020; Bihter & Ti, 2023). This manifestation often accelerates decision-making and reduces rational evaluation of product choices (Soraci et al., 2025; Saavedra & Bautista, 2020). Therefore, FOMO serves to encourage consumers to make purchasing decisions faster to avoid missing out on opportunities (Megan C & Hyman, 2020; Jabeen et al., 2023).

H1: There is a positive and significant influence of FOMO Tendency on Purchase Decision

The Influence of Store Atmosphere on Purchase Decision

Store atmosphere is one of the crucial elements that affects the way consumers make purchase decisions (Khan et al., 2022; Joy et al., 2023). In Makassar City, the nuances of the shopping environment that convey authenticity and social harmony play an important role in providing consumers with a sense of comfort (Roggeveen et al., 2020; Lazaris et al., 2022). The atmospheric components of design, lighting, and employee interactions affect willingness

to purchase (Bist & Mehta, 2023; Florea et al., 2025). A well-designed store atmosphere has been proven to increase consumer confidence in the products and services available (Horng et al., 2020; Seok-Han, 2020). As well as directly improving purchasing decisions (Sagha et al., 2022; Khan et al., 2022), a comfortable and attractive Store Atmosphere can enhance the effectiveness of purchases for consumers (Seok-Han, 2020; Sagha et al., 2022).

H2: There is a positive and significant influence of Store Atmosphere on Purchase Decision.

The Influence of Brand Awareness on Purchase Decision

Increasing brand awareness opens up opportunities for consumers to get to know products better and build positive perceptions (Gong et al., 2020; Bazi et al., 2023). This significantly strengthens brand reputation and influences purchasing decisions (Tarabieh, 2022; Freundt et al., 2024; Zhao et al., 2022). The closeness between brands and consumers encourages the formation of brand reference, which affects consumers' final product choices (Rindell & Pinto, 2021; Zhang, 2020).

H3: There is a positive and significant influence of Brand Awareness on Purchase Decision.

The Influence of Fomo Tendency on Brand Awareness

The tendency of FOMO encourages consumers to be more familiar with brands, which leads to increased brand awareness (Cam et al., 2023.; Saavedra & Bautista, 2020). This, in turn, contributes to brand awareness, where the drive always to follow trends makes consumers more sensitive to the brand's existence (Bihter & Ti, 2023., 2024; Cam et al., 2023). Overall, FOMO strengthens brand awareness by making consumers more responsive to brand trends and activities in the market.

H4: There is a positive influence of FOMO on Brand Awareness

The Influence of Store Atmosphere on Brand Awareness

An attractive store atmosphere provides a pleasant shopping experience, which ultimately increases consumer awareness of the brand (Paula et al., 2020). Consumers become more confident and encouraged to choose the products offered (Ling & Zheng, 2023; Pizzi et al., 2020). Store design that aligns with the brand image reinforces consumers' perception of quality and brand identity (Kim & Heo, 2021).

H5: Store Atmosphere has a positive influence on Brand Awareness

Brand Awareness Mediation Relationship

This study fills a research gap by using brand awareness as an intermediary between the independent variables and purchase decisions. The FOMO drive triggers a psychological condition that prompts consumers to be more active in their purchasing decisions (Jabeen et al., 2023; Saavedra & Bautista, 2020). A well-designed store atmosphere creates ideal

environmental conditions for consumer comfort and engagement (Lazaris et al., 2022; Joy et al., 2023). Brands then take advantage of the situation to increase consumer awareness of their market extensions (Bihter & Ti, 2023; Freundt et al., 2024). Which then becomes the variable that triggers purchase decisions (Testa et al., 2023; Petcharat & Leelasantitham, 2021; Maziriri et al., 2021). Without credible mediation from brand awareness, the effectiveness of the FOMO tendency, and the intensive store atmosphere of purchases can decrease.

H6: Brand Awareness mediates the influence of FOMO Tendency on Purchase Decision.

H7: Brand Awareness mediates the influence of Store Atmosphere on Purchase Decision.

3. RESEARCH METHODS

Respondents

Respondents in this study were explicitly defined as café consumers living in Makassar City, South Sulawesi. The selection of respondents was carried out using a non-probability sampling method, namely a purposive sampling approach, based on the inclusion criterion that participants are individuals who have visited a café and shopped directly. This experiential sample determination is critical to ensure the validity of construct testing involving Fear of Missing Out (FOMO), Store Atmosphere, brand awareness, and Purchase Decision variables. Primary data collection was conducted through a survey questionnaire distributed via a digital platform (Google Forms) in November 2025. After a screening process assessed the feasibility of the response and the suitability of the inclusion criteria, this study collected data from 223 valid respondents. This figure is considered statistically sufficient to support the application of multivariate analysis techniques in testing the causality model in this study. The demographic characteristics and behavioral profiles of respondents are described in detail in the Table below:

Tabel 1. Characteristics of Respondents

Respondent's Location	Number	%
Mariso	23	10.31%
Mamajang	63	28.25%

Panakukang	61	27.35%
Bontoala	32	14.35%
Rappocini	20	8.97%
Other	24	10.76%
Total	223	100.00%
Gender	Number	%
Male	75	33.63%
Female	148	66.37%
Total	223	100.00%
Frequency visit	Number	%
1-3 Times	65	29.15%
3-4 Times	52	23.32%
4-6 Times	75	33.63%
5-7 Times	28	12.56%
Other	3	1.35%
Total	223	100.00%
Respondent's Age	Number	%
18-22 Years Old	85	38.12%
23-27 Years Old	49	21.97%
28-32 Years Old	28	12.56%
33-37 Years Old	22	9.87%
38-42 Years Old	24	10.76%
<43 Years Old	15	6.90%
Total	223	100.17%
Current Activities	Number	%
Student (College/University)	88	39.46%
Student	2	0.86%
Employees	96	43.05%
Business Owners/Entrepreneurs	34	15.25%
Others	3	1.35%
Total	223	99.96%
Respondent's Income	Number	%
< Rp 2000.000	76	34.08%
Rp 2000.0000 - Rp 4.000.000	89	39.91%
Rp 4.000.000 - Rp.6.000.000	32	14.35%
Rp 6.000.000 - Rp 9.000.000	12	5.38%
> Rp 9.000.000	14	6.28%
Total	223	100.00%

Measurement

To test the causal hypothesis, primary data were collected through a structured questionnaire given to café consumers in Makassar City. All latent variables were assessed using a 5-point Likert scale, which ranged from 1 (Strongly Disagree) to 5 (Strongly Agree).

The design of the measuring instrument is systematic, with each item of the statement drawn from validated indicators from previous relevant studies. The use of indicators with proven validity and realism is an important methodological framework for maintaining the instrument's content validity. This study specifically measured four main variables: two independent variables (FOMO Tendency and Store Atmosphere), one mediating variable (Brand Awareness), and one dependent variable (Purchase Decision). Details of the indicators for each variable can be seen in Table 2.

Table 2. Indicators of Variable

Variables	Indicators	Source
FOMO Tendency (FT)	Social Comparison (FT1)	Jabeen et al., 2023;
	Urgency (FT2)	Tandon et al., 2021; Soraci et al., 2025; Saavedra & Bautista, 2020; Bihter & Ti, 2023; Cam et al., 2023; Megan C & Hyman, 2020
	Social Influence (FT3)	
	Anxiety of Missing Out (FT4)	
	Desire For Belonging (FT5)	
Store Atmosphere (SA)	Behavioral Urgency (FT5)	
	Visual Display (SA1)	Khan et al., 2022;
	Lighting (SA2)	Calvo-Porrall & Lévy-Mangin, 2021; Bist & Mehta, 2023; Joy et al., 2023; Horng et al., 2020; Florea et al., 2025
	Music (SA3)	
	Scent (SA4)	
	Cleanliness (SA5)	
Brand Awareness (BA)	Layout Convenience (SA6)	
	Brand Recognition (BA1)	Zhao et al., 2022; Gong et al., 2020; Freundt et al., 2024; Tarabieh, 2022; Utama et al., 2023; Gündüzyeli, 2021
	Brand Recall (BA2)	
	Top-of Mind (BA3)	
	Brand Familiarty (BA4)	
	Brand Dominance (BA5)	
Purchase Decision (PD)	Brand Knowledge (BA6)	
	Product Choice	Bukhari et al., 2023;Paliwoda et al.,2024; Li et al., 2021; Maziriri et al., 2021;Handarkho, 2020;Petcharat & Leelasantitham, 2021;Apriliani, 2024; Wang et al., 2021
	Information Search	
	Evaluation of Alternative	
	Actual Intention	
	Post Purchase Behavior	
	Casual Buying	

Analysis

Data analysis for this was carried out using the Partial Least Squares – Structural Equation Modelling (PLS-SEM) method. The choice of this method is based on two main reasons: statistical considerations and the study's prediction objectives. PLS – SEM is

considered appropriate because it can handle data that is not normally distributed and its ability to test complex structural models without requiring strict parametric distribution assumptions (Hair, Jr et al., 2022; Stol & Russo, 2021). Functionally, PLS – SEM is chosen because it emphasizes on prediction and can maximize the explained variation (R^2) in dependent and mediated variables. This approach aligns with the study's primary goal: to validate and predict consumer Purchase decisions across independent contexts (FOMO Tendency and Store Atmosphere), with Brand Awareness as a mediating variable. The entire estimation process, for both the measurement model (outer model) and the structural model (inner model), is carried out using SmartPLS statistical software.

4. RESULT AND DISCUSSION

Validity Test

The validity tests applied include convergent and discriminant validity. Convergent validity is an essential element in assessing measurement models (external models) using Partial Least Squares – Structural Equation Modelling (PLS-SEM). The assessment of a structure's convergent validity depends on a strict set of criteria. The main criterion to consider is the achievement of an external load value, 0.4 - 0.70, which can still be used in social research, to show that each indicator significantly reflects the latent construction in question (Hair, Jr et al., 2022). This criterion is strengthened by the provision regarding statistical significance, where the path coefficient must have a significant value ($p \leq 0.05$) (Hair, Jr et al., 2022). Based on the results of the analysis conducted on research tools including FOMO Tendency (FT), Store Atmosphere (SA), Brand Awareness (BA), and Purchase Decision (PD), all indicators have successfully met these criteria, as evidenced by the loading value of each element that exceeds the minimum limit of 0.4 - 0.70 with a static significance level (Table 3).

Convergent validity testing is further supported by an analysis of Average Variance Extracted (AVE) values. The AVE value indicates the portion of variance captured by a construct compared to the variance resulting from measurement errors. The generally agreed limit is ≥ 0.50 (Hair, Jr et al., 2022). The results of the data management indicated that the AVE for all latent variables in the model exceeded 0.50, thus overall confirming the high convergent validity of the measurement model. The consistency of the results indicates that the applied measuring tool adequately describes the latent construct, providing a solid methodological basis for proceeding with the structural analysis.

Discriminant validity is an important empirical test that ensures each latent construct in a model is unique and distinct from other constructs (Hair, Jr et al., 2022). The standard procedure for determining this criterion is to analyze the contribution of each indicator to its original latent construct and evaluate the cross-loads that arise on different constructs in the model (Cheung et al., 2024). The main condition for achieving discriminant validity is that the charge value of the indicator in the construct in question must be clearly higher than all the cross-charge values generated in the construct of the other variables. Based on the analysis of the information, all indicators indicate a greater influence on the latent construct of each than on the other construct. Therefore, the results of this test clearly show that the conditions of discriminant validity are already met for all constructs in the research model.

Variables and Indicators	Loading Factor	P-values	Cross Loading				AVE
			FT	SA	BA	PD	
FOMO Tendency (FT)							0,741
FT1	0,912	0.000	0	0,091	0,501	0,495	
FT2	0,916	0.000	0	0,143	0,535	0,494	
FT3	0,821	0.000	0	0,252	0,566	0,610	
FT4	0,847	0.000	0	0,041	0,498	0,410	
FT5	0,817	0.000	0	0,129	0,484	0,498	
FT6	0,846	0.000	0	0,120	0,502	0,505	
Store Atmosphere (SA)							0,666
SA1	0,800	0.000	0,093	0	0,387	0,490	
SA2	0,832	0.000	0,183	0	0,419	0,595	
SA3	0,850	0.000	0,161	0	0,436	0,595	
SA4	0,790	0.000	0,112	0	0,367	0,474	
SA5	0,815	0.000	0,055	0	0,300	0,460	
SA6	0,809	0.000	0,137	0	0,376	0,533	
Brand Awareness (BA)							0,711
BA1	0,888	0.000	0,501	0,387	0	0,601	
BA2	0,785	0.000	0,535	0,419	0	0,644	
BA3	0,885	0.000	0,566	0,436	0	0,626	
BA4	0,830	0.000	0,498	0,367	0	0,522	
BA5	0,844	0.000	0,484	0,300	0	0,602	
BA6	0,821	0.000	0,502	0,376	0	0,539	
Purchase Decision (PD)							0,639
PD1	0,804	0.000	0,495	0,490	0,538	0	
PD2	0,815	0.000	0,494	0,595	0,536	0	
PD3	0,850	0.000	0,610	0,595	0,584	0	
PD4	0,838	0.000	0,410	0,474	0,610	0	
PD5	0,833	0.000	0,498	0,460	0,609	0	
PD6	0,634	0.000	0,505	0,533	0,471	0	

Figure 2. Indicator

Reliability Test

The reliability gauges in the study were thoroughly assessed to ensure the internal consistency of the measurements, utilising two important metrics: Cronbach's Alpha (CA) and Composite Reliability (CR). In accordance with the guidelines specified in the methodology of

multivariate research, there is a strict standard that stipulates that the minimum acceptable value for both indicators is ≥ 0.7 (Cheung et al., 2024) Empirical analysis consistently shows that each latent variable in this study model meets high reliability standards. The CA and CR values obtained from each construct separately exceed the minimum limit of 0.70. This achievement demonstrates that the measurement tools used have strong internal consistency and are reliable for assessing the phenomenon under study. Complete information on Cronbach's Alpha and Composite Reality values for each variable is provided in Table 4.

Table 4. Reliability Test

Variables	Cronbach's Alpha/CA	Composite Reliability/CR
FOMO Tendency (FT)	0.930	0.945
Store Atmosphere (SA)	0.900	0.923
Brand Awareness (BA)	0.918	0.936
Purchase Decision (PD)	0.884	0.913

Uji R Square

This test was conducted to find out how many changes in dependent variables can be deciphered by changes in their independent variables (Cheung et al., 2024; Hair, Jr et al., 2022) In this study, it was found that Brand Awareness contributed 50.7% to the FOMO Tendency and Store Atmosphere variables. Meanwhile, Purchase Decision accounts for 69.9% of Brand Awareness, FOMO Tendency, and Store Atmosphere.

Table 5. Uji R Square

	R Square	R Square Adjusted
Brand Awareness	0.507	0.503
Purchase Decision	0.699	0.695

Uji Hypothesis

Hypothesis testing in this study was carried out through structural equation modeling using SmartPLS, with special attention to three main diagnostic criteria to assess the validity of cause-and-effect relationships. First, the direction of influence was analyzed using the path coefficient (β); A positive value of the coefficient indicates a unidirectional relationship, while a negative coefficient indicates an inverse relationship. Second, the statistical importance of the relationship is determined by the significance value (p-value); an effect is considered statistically significant if the p-value is below the critical limit of 0.05, and not the other way around (Cheung et al., 2024). Third, significance testing is strengthened by ensuring that the statistical T-value for each impact exceeds the minimum limit of 1,960 (Cheung et al., 2024; Hair, Jr et al., 2022). These three factors collectively provide a solid empirical foundation for assessing and understanding the interconnectedness between the elements in the study model.

All the results of the hypothesis testing in this study are presented in Table 6. The findings of this test indicate that all existing hypotheses (H1, H2, H3, H4, H5, H6, H7) are accepted. Wherever this situation arises, either directly or through brand awareness mediation, FOMO Tendency can have a significant positive impact on purchase decisions. Fomo Tendency has an important positive impact on purchase decisions (H1: FT→PD; $\beta = 0,357$; P-value = 0.000; Statistics-T = 5,223) store atmosphere has a more significant impact on Purchase decisions (H2: SA→ PD; $\beta = 0,467$; P-value = 0.000; T-statistic = 11.396) to H2 supported, brand awareness had a positive impact on purchase decisions (H3: BA→PD; $\beta = 0,226$; P-value = 0.000; Statistics-T = 3.938), which supports H3. FOMO Tendency has a significant positive influence on Brand Awareness (H4: FT→BA; $\beta = 0.557$; P-value = 0.000; Statistics T= 6,851) in favor of H4. Store Atmosphere provides a significant positive boost to Brand Awareness (H5: SA→BA; $\beta = 0.387$; P-value = 0.000; T-statistics = 6,851), supporting H5. The mediation hypothesis in this study is also supported, with Brand Awareness mediating the influence of FOMO Tendency on Purchase Decision (H6: FT→BA→PD; $\beta = 0.144$; P-value = 0.000; Statistics-T = 3,456), in favor of H6. Brand awareness mediation is also supported, on the influence of Store Atmosphere on Purchase Decision (H7: SA→BA→PD; $\beta = 0.103$; P-value = 0.000; Statistics-T = 3.607). The result of Brand Awareness mediation is a partial, mutually supportive mediation.

Table 6. Hypothesis Test

Hypothesis	Coefficient (β)	P-Value	T-Statistic	Result
H1: FT → PD	0.357	0.000	5.223	H1 Supported
H2: SA → PD	0.467	0.000	11.396	H2 Supported
H3: BA → PD	0.266	0.000	3.938	H3 Supported
H4: FT → BA	0.541	0.000	6.851	H4 Supported
H5: SA → BA	0.387	0.000	6.851	H5 Supported
H6: FT → BA → PD	0.144	0.001	3.456	H6 Supported
H7: SA → BA → PD	0.103	0.000	3.607	H7 Supported

DISCUSSION

The Influence of FOMO Tendency on Purchase Decisions

The path coefficient, which shows a positive direction and statistical significance, strongly supports the hypothesis that FOMO Tendency is an important factor influencing purchase decisions among people in Makassar City. These results clearly show the dynamics of modern consumer behavior in Indonesia's digital ecosystem, where FOMO has surpassed the effectiveness of conventional online marketing strategies (Cam et al., 2023). Consumers in

Indonesia show high participation in shopping activities at cafes (Apriliani, 2024). This confirms that this method is a new standard in the purchase decision-making process (Wang et al., 2021). The power of FOMO, derived from its ability to increase purchase conversions through increased urgency and emotional attachment of consumers (Bihter & Ti, 2023), is rooted in the psychological drive not to be left behind by others, FOMO Tendency can increase spontaneous purchases and speed up the decision-making process (Megan C & Hyman, 2020; Savedra & Bautista, 2020; Tandon et al., 2021). The context of this study sample consists of Gen Z and Millennial individuals who belong to a group called the digital generation, FOMO Tendency which prioritizes speed in making putties and responses to social stimuli empirically confirms the validity of these findings, indicating that the urge not to miss opportunities plays a role in accelerating the decision to shop (Soraci et al., 2025; Jabeen et al., 2023; Cam et al., 2023).

These findings are consistent with the findings of previous studies, which showed that the characteristics of FOMO Tendency are significant external elements leading to internal conditions of consumers, such as the condition of fear of missing out on something that is trending Septiana, (2024) In particular, FOMO Tendency strengthens Purchase Decisions because the desire not to fall behind prompts quick reactions to offers. This situation encourages consumers to buy immediately, making FOMO an internal factor that shapes Purchase Decisions (Jabeen et al., 2023; Bihter & Ti, 2023; Saavedra & Bautista, 2020). The findings of this study also indicate that FOMO arising from social involvement and peer pressure can strengthen consumers' desire to take immediate action. This situation plays a role in increasing Purchase Decisions (Soraci et al., 2025; Megan C & Hyman, 2020; Testa et al., 2023). Thus, these results indicate that FOMO Tendency functions as a psychological condition that encourages consumer thinking, as the desire not to fall behind makes consumers more sensitive to available information and opportunities.

The Influence of Store Atmosphere on Purchase Decisions

The positive path coefficients and the static significance identified, which also show the most significant influence among causal paths, fundamentally justify the assumption that the store atmosphere is a crucial element that directly triggers the purchase decision. The logic behind this dominance of influence is rooted in the way consumers behave when shopping at a cafe (Khan et al., 2022). Strong support comes from the female segment, who are generally more sensitive to the visual and physical aspects of the café atmosphere, such as interior design, cleanliness, and aesthetics of product presentation (Motoki et al., 2021), showing that the store atmosphere can overcome the sensory deficits that often occur in the less attractive or

monotonous café shopping experience. Furthermore, in urban areas such as Makassar City, even though society has a modern, digital lifestyle, consumers still value the store atmosphere for creating comfort in cafes (Joy et al., 2023). Store atmosphere functions as a credible element that creates a perception of authenticity and builds consumer comfort in cafes. People in Makassar City appreciate a safe, attractive, and clean store atmosphere to reduce the risk of dissatisfaction at the café (Joy et al., 2023; Daisy et al., 2022). A professional and trusted atmosphere in a store creates a positive perception of the café among consumers, which ultimately drives purchase decisions (Lazaris et al., 2022; Horng et al., 2020).

Previous research has consistently shown that factors in the Store Atmosphere, such as the comfort of the space, layout arrangements, and visual appearance, have a favorable impact on consumers' desire to buy (Florea et al., 2025; Horng et al., 2020; Sagha et al., 2022). In modern marketing, the function of Store Atmosphere is increasingly crucial, because Store Atmosphere that is designed to be attractive and provides information can increase consumer trust and influence product perception (Khan et al., 2022; Calvo-Porral & Lévy-Mangin, 2021). A phenomenon indicating that a good atmosphere is the primary catalyst for forming consumer trust, with neatly arranged environmental elements that support comfort and give a professional impression, thereby fostering a positive image of the store and its products (Lazaris et al., 2022; Joy et al., 2023). This consistency is supported by research showing that store attributes such as lighting quality and visual display can create a more convincing shopping experience (Bist & Mehta, 2023; Florea et al., 2025). Therefore, the findings of this study strengthen the belief that Store Atmosphere is a basic mechanism for building consumer trust, thereby converting café visitors into consumers who make purchases.

The Influence of Brand Awareness on Purchase Decision

Positive path coefficients and statistical significance strongly support the hypothesis that brand awareness substantially improves purchase decisions. These results are very logical in the empirical context of the research sample, which is dominated by women, the Gen Z group, and millennials. This demographic group is known to be a consumer who is strongly influenced by the visual aspect, and consistency of the brand message in building brand awareness, before finally trusting and choosing a product (Saavedra & Bautista, 2020; Utama et al., 2023). Brand awareness meets this need by providing consistent and memorable brand recognition through various media and consumer interactions (Zhao et al., 2022; Gong et al., 2020). Through brand awareness, consumers can better understand brand identity and quality, thereby increasing trust and the tendency to make purchase decisions (Gong et al., 2020; Freundt et al., 2024; Bazi et al., 2023). In other words, brand awareness is a link between brand perception (Rindell & Pinto,

2021) and purchase actions (Tarabieh, 2022). Brand, according to the attention to detail of the Gen Z and millennial audience (Saavedra & Bautista, 2020), is thus the primary reference for consumers to build trust in the brand.

The findings in this study align with previous studies showing that Brand Awareness influences Purchase Decisions. Research has shown that strong Brand Awareness can improve the cognitive foundation, making it easier for consumers to receive information and influence related to the product (Rindell & Pinto, 2021; Tarabieh, 2022). In addition, other studies show that consistent advertising exposure increases Brand Awareness by strengthening consumers' memories and experiences of the brand. Adequate communication support and strong relationships with consumers strengthen brand reputation (Freundt et al., 2024; Zhao et al., 2022). This increase in brand awareness is an important factor in shaping consumer perception, thereby encouraging consumers to be more confident in making Purchase Decisions (Testa et al., 2023; Zhang, 2020). Therefore, Brand Awareness helps consumers recognize a brand's quality and increase trust in its products. Strong brand recognition reduces doubts and encourages consumers to make Purchase Decisions with more confidence (Bazi et al., 2023; Tarabieh, 2022; Gong et al., 2020).

The Influence of FOMO Tendency on Brand Awareness

The positive path coefficient and significance strongly support the assumption that FOMO Tendency is an important factor that increases brand awareness among consumers. The basis of this dominance stems from consumer behavior driven by FOMO, which makes it easier to build brand awareness (Cam et al., 2023; Saavedra & Bautista, 2020). Strong support comes from consumers who are easily driven, so it is faster to understand the identity and existence of a brand (Jabeen et al., 2023), Showing that FOMO encourages consumers to know the brand faster and reduce doubts amidst the rapid flow of information, consumers seek to reduce risk by focusing on the most commonly seen brands (Bazi et al., 2023; Bihter & Ti, 2023). Fomo drives consumers to be more interested in a brand faster. They depend on heightened information about emerging brands (Bihter & Ti, 2023).

Previous research has consistently shown that FOMO Tendency can increase Brand Awareness, because the desire not to be left behind encourages consumers to more actively search, pay attention, and recognize brand information (Cam et al., 2023; Osemeahon, 2020). In the context of the current consumer behavior context, FOMO plays a role in strengthening Brand Awareness, through consumers who are worried about missing out on opportunities to be more sensitive to the existence of a brand, so that it is faster to identify and remember (Bihter & Ti, 2023; Cam et al., 2024). A phenomenon shows that the high urgency aspect, consumers

more easily receive and trust information that appears quickly (Soraci et al., 2025; Megan C & Hyman, 2020). FOMO Tendency makes consumers more sensitive to the existence of brands, and encourages consumers to be aware of their existence (Saavedra & Bautista, 2020; Megan C & Hyman, 2020). The results of this study show that FOMO Tendency has a crucial role in shaping Brand Awareness, encouraging consumers to quickly recognize brands so as not to be left behind in the trend.

The Influence of Store Atmosphere on Brand Awareness

The positive path coefficient and the statistical significance of the numbers indicate a considerable influence between the causal paths and fundamentally support the store atmosphere hypothesis, which posits that it is a crucial factor that directly increases brand awareness. These findings show that store atmosphere is a dominant factor in creating brand awareness (Kim & Heo, 2021). Consumers pay more attention to the store atmosphere as a factor that strengthens the brand (Khan et al., 2022), which shows that the quality of the store atmosphere contributes to consumers' initial perception of the brand (Lazaris et al., 2022; Rindell & Pinto, 2021). The strength of store atmosphere lies in its ability to provide a more attractive and memorable space experience for consumers (Horng et al., 2020), derived from the function of store atmosphere in creating a comfortable and consistent atmosphere, thus efficiently creating a positive perception of the brand and reducing consumer uncertainty while in a café (Florea et al., 2025; Lazaris et al., 2022; Sagha et al., 2022). The characteristics of consumers accustomed to quick information and in-depth visual experiences further confirm the relevance of these findings, as they tend to be responsive to an attractive store atmosphere in fostering brand awareness (Joy et al., 2023; Horng et al., 2020; Rindell & Pinto, 2021).

The results of this study are consistent with previous research on the relationship between Store Atmosphere and consumer perception. Studies have shown that good store engagement, supported by visual aspects, sound settings, and a sense of comfort, significantly improves consumer flow conditions, i.e., optimal cognitive ability to pay attention to brands (Bist & Mehta, 2023; Florea et al., 2025; Bazi et al., 2023). In addition, in line with the structure of the shopping experience, other studies have shown that interactions based on product structuring and the sensory experiences provided increase awareness and positive perceptions (Joy et al., 2023; Paula et al., 2020). This increase in consumer awareness is an important element that shapes brand views and strengthens Brand Awareness (Zhao et al., 2022). Thus, Store Atmosphere acts as a strategic tool that helps brands stand out to consumers, strengthen brand reputation and appeal, and support Purchase Decisions with more confidence (Khan et al., 2022; 2020; Zhang, 2020).

Brand Awareness Mediation against FOMO Tendency

The mediation coefficient shows that brand awareness is the primary mechanism through which FOMO Tendency influences purchase decisions. The characteristics of respondents influence the dominance of this mediation effect, with the majority being women, Gen Z millennials, and located in urban areas such as Makassar City (Saavedra & Bautista, 2020; Utama et al., 2023). This group is an active user in the digital environment and tends to feel FOMO, so they pay close attention to brands that often appear (Bazi et al., 2023; Bihter & Ti, 2023). FOMO creates a desire for consumers to stay on top of information, while brand awareness acts as an internal system that reinforces that attention by providing a clear and memorable brand identity; without an adequate level of brand awareness, high FOMO drives tend to be less effective in driving purchase decisions (Jabeen et al., 2023; Freundt et al., 2024; Bazi et al., 2023). Thus, brand awareness is the main requirement that transforms exposure to information into a positive perception of the brand, thereby encouraging consumers to make purchases (Zhang, 2020; Zhao et al., 2022; Gündüzyeli, 2021).

These partial mediation findings make a significant theoretical contribution by demonstrating Brand Awareness as a psychological link between FOMO and Purchase Decision. Previous literature indicates that psychological factors, such as urgency and sensitivity to trends, can influence consumer responses to a brand and drive purchasing behavior (Saavedra & Bautista, 2020; Jabeen et al., 2023). This study refines the theoretical framework by isolating the trust and recognition of Brand Awareness. The significance of mediation indicates that Brand Awareness is a cognitive process triggered by the FOMO Tendency to facilitate Purchase Decision (Tarabieh, 2022; Testa et al., 2023). Previous research has also shown that increased Brand Awareness can amplify the emergence of FOMO in consumers, and FOMO impulses formed from brand identifiers are as effective as they are in encouraging consumers to make Purchase Decisions (Zhao et al., 2022; Freundt et al., 2024; Petcharat & Leelasantitham, 2021). Thus, Brand Awareness serves as a link that bridges the influence of FOMO on Purchase Decision, by strengthening attention and attachment to the brand, thereby encouraging FOMO to take a purchase action more effectively.

Brand Awareness Mediation on Store Atmosphere

The coefficients in the mediation pathway indicate that brand awareness plays a significant role in transforming the influence of store atmosphere into consumers' purchase encouragement. The mediation effect shows that brand awareness plays a central role in strengthening the influence of the store atmosphere (Zhao et al., 2022; Khan et al., 2022). In this context, brand awareness not only shapes consumers' perceptions of the brand but also

increases their confidence and reduces doubts before making a purchase (Bazi et al., 2023; Tarabieh, 2022). Store atmosphere acts as a stimulus that creates a comfortable space experience, while brand awareness acts as a mediator that processes the experience into a brand image. In the absence of brand awareness, the influence of store atmosphere is less effective in driving purchase decisions (Bist & Mehta, 2023; Gong et al., 2020). Thus, brand awareness transforms the store atmosphere experience into a strong brand perception, thereby driving purchases (Zhao et al., 2022; Bazi et al., 2023).

The results of this mediation showed that Brand Awareness significantly mediated the relationship between Store Atmosphere and Purchase Decision. Meanwhile, previous research identified social interaction and value perception as mediators between Store Atmosphere and Purchase Decision (Tran et al., 2020; Lazaris et al., 2022). These findings suggest that Brand Awareness not only emerges from Store Atmosphere but also plays a cognitive role, activated by the café atmosphere experience, to facilitate Purchase Decision making (Freundt et al., 2024; Maziriri et al., 2021). Previous research has also emphasized that consumer behavior, influenced by brand recognition and brand recall, results in a level of trust that effectively increases the formation of Purchase Decisions (Gong et al., 2020; Gündüzyeli, 2021; Zhang, 2020). Thus, Brand Awareness serves as a perception enhancer and cognitive catalyst, connecting the quality of Store Atmosphere with consumers' need for a clear brand identity. This role establishes an efficient causal relationship that encourages the formation of Purchase Decisions.

5. CONCLUSION

This research reveals that FOMO Tendency, Store Atmosphere, and Brand Awareness play important roles in shaping Purchase Decisions among café consumers. FOMO encourages consumers to make decisions faster, while Store Atmosphere is a strong environmental factor in influencing the convenience of buying interest. In addition to direct influence, Brand Awareness has also proven to be an important mediator. FOMO and Store Atmosphere can help increase Brand Awareness, which ultimately strengthens Purchase Decisions. This shows that consumers are more confident to transact when they recognize and trust a café. Overall, this study confirms that Brand Awareness is a cognitive link between psychological factors and environmental atmosphere with Purchase Decision. Strengthening the café atmosphere and implementing strategies to increase Brand Awareness should be done simultaneously to maximize consumer Purchase Decisions.

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