

Determinant of Muslim women to visit "viral" places: Understanding the influence of social media, distance, and Fear of Missing Out (FoMo)

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Abstract

The study explores the relationships between social media intensity, FoMO, visit intention, and potential mediation and moderation effects of perceived distance. 186 Muslim women were involved in the study, and the data were analyzed using moderation-mediation procedures. The results reveal a substantial positive correlation between the intensity of social media use and FoMO, indicating that an increased investment of time in social media corresponds to increased FoMO levels among respondents. Moreover, a robust positive correlation was identified between the intensity of social media use and respondents' intention to visit a place and FoMO's intention to visit. The results of this research study also reveal the mediating role of FoMO and moderating perceived distance on the relationship between social media intensity and visit intention.

Public interest statement

The study uncovers that FoMO significantly motivates the intention to visit the place. Further scrutiny indicates that social media intensity indirectly influences the intention to visit through FoMO, revealing mediation effects. The research sets the stage for subsequent investigations aimed at a deeper understanding of the roles played by social media and FoMO in shaping tourism intentions.

Keywords: Social media intensity, FoMO, perceived distance, visit intention.

Paper type: Research paper

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Abstrak

Studi ini mengeksplorasi hubungan antara intensitas media sosial, FoMO, niat berkunjung, dan potensi efek mediasi dan moderasi dari jarak yang dirasakan. 186 wanita Muslim terlibat dalam penelitian ini, dan data dianalisis menggunakan prosedur mediasi moderasi. Hasilnya menunjukkan adanya korelasi positif yang substansial antara intensitas penggunaan media sosial dan FoMO, yang menunjukkan bahwa peningkatan investasi waktu di media sosial berhubungan dengan peningkatan tingkat FoMO di kalangan responden. Selain itu, terdapat korelasi positif yang kuat antara intensitas penggunaan media sosial dan niat responden untuk mengunjungi suatu tempat dan niat FoMO untuk berkunjung. Hasil penelitian ini juga mengungkap peran mediasi FoMO dan moderasi jarak persepsi terhadap hubungan intensitas media sosial dengan niat berkunjung.

Pernyataan kepentingan public

Studi ini mengungkap bahwa FoMO secara signifikan memotivasi niat mengunjungi tempat tersebut. Penelitian lebih lanjut menunjukkan bahwa intensitas media sosial secara tidak langsung mempengaruhi niat berkunjung melalui FoMO, sehingga mengungkap efek mediasi. Penelitian ini menyiapkan panggung untuk penyelidikan selanjutnya yang bertujuan untuk memahami lebih dalam peran yang dimainkan oleh media sosial dan FoMO dalam membentuk niat wisata.

Kata kunci: Social media intensity, FoMO, perceived distance, visit intention.

Introduction

In the current era of globalization and rapid advancements in information technology, the concept of "viral places" has taken the world by storm. These are the places that gain immense popularity on social media and attract a large number of visitors. Such places are often discovered through their stunning photos, videos, and reviews on social platforms, which can capture people's attention and lure them to visit. These places could be anything from coffee shops with unique and artistic decor to tourist attractions that are Instagram-worthy or restaurants that feature innovative menus. These viral places have become an integral part of today's consumer lifestyle and have the potential to create an intense desire among people to visit them and experience their charm in person.

Viral places that are popular on social media can strongly influence people's desire to visit them. The captivating photos and videos of these places widely shared on social media create a strong visual appeal among people. A beautiful view, unique design, or an interesting experience can tempt people to see it in person. When people see their friends or other people on social media visiting these places, it can create a sense of community and a fear of missing out. This curiosity to experience what their friends are experiencing or to avoid the feeling of missing out on trending experiences may encourage someone to make plans to visit these places. Viral places are often associated with certain trends and lifestyles, so visiting them can shape a person's self-image as an updated, trendy, or high-taste individual. This can motivate people to visit these places as a form of self-expression.

Social media has become an increasingly popular marketing tool in recent times. While it offers many benefits, studies have also shown that excessive use of social media has led to increased "attachment" among people. With the rapid advancements in technology, the "Fear of Missing Out" (FoMO) phenomenon has become integral to people's social and consumer experiences. FoMO reflects an individual's anxiety or concern about missing out on

experiences or trends enjoyed by others. This phenomenon is closely related to the digital environment, especially through social media, where people are constantly exposed to the activities and achievements of their peers. In a consumer context, FoMO has significant implications for purchasing decisions. People who experience FoMO tend to be driven to buy products or services in response to the need to maintain or improve their social status, keep up with trends, and experience experiences considered vital by their social community (Good & Hyman, 2020, 2021; Przybylski et al., 2013).

Despite the extensive research on online shopping, there is still a lack of understanding regarding how social media use intensity and FoMo lifestyle influence visit intention, particularly for Muslim women. First, social media has a significant impact on purchasing behavior, including the buying behavior of Muslim females. It influences their decision-making process and affects their purchase outcomes, repurchase intentions, and information-sharing intentions in the post-purchase stage (Palalic et al., 2021; Thoumrungrroje, 2018). Social media features such as connectedness, openness, speed, accessibility, and participation are crucial in driving purchasing behavior (Hadoussa et al., 2023). Although there has been significant research on the visit behavior of consumers, there is still a lack of literature that specifically explores the factors that influence Muslim women in this context. Therefore, there is a knowledge gap that needs to be filled to provide a more comprehensive picture of Muslim women's visit intention behavior on viral place in social media.

Second, the present research examines the relationship between social media intensity, FoMO, and visit intention, focusing on the role of distance/location as a moderator. While previous studies have explored the impact of distance on tourism, they have not explicitly examined its influence on visit intention. For instance, Tasci et al. (2022) investigated customer loyalty, while Jackman et al. (2020) examined tourists' length of stay. In contrast, this research examines how social media and FoMO affect visitation decisions under different distance measures. Relative distance and attractiveness of a location are crucial factors that moderate this relationship (Jackman et al., 2020; Tasci et al., 2022). Specifically, we hypothesize that individuals are more likely to visit a destination perceived as attractive and closer in the distance, even if they experience high levels of FoMO. By contrast, individuals who experience low levels of FoMO may be more likely to visit a further away destination, as they are less concerned about missing out on social experiences. The results of this study contribute to a better understanding of the role of distance in tourism and provide insights for destination marketers and managers on how to use social media to promote their locations effectively. Moreover, the research results will significantly contribute to developing more targeted and effective marketing strategies to reach and understand this particular market, as well as provide valuable information for further research in this area.

Theoretical background and hypotheses

The theory of planned behavior (Ajzen, 2005; Ajzen & Fishbein, 1975) is a widely accepted psychological framework that posits that a person's behavior is primarily influenced by their intention to carry out that behavior. Intentions, in turn, are shaped by three key factors: the individual's attitude toward the behavior in question, the subjective norms that they perceive to be associated with the behavior, and their perceived behavioral control over their actions.

In planning a visit to a particular place, social media intensity and the fear of missing out (FoMO) can significantly influence a person's intention to follow through with this behavior. This is because these two factors have the potential to shape a person's attitudes toward the behavior (i.e., their overall perception of whether it is desirable or not), the social norms that they perceive to be associated with this behavior (i.e., what they believe others expect them to do), and their sense of control over the situation (i.e., whether they feel capable

of carrying out the behavior despite any obstacles that may arise). By understanding the complex interplay between these factors, researchers and practitioners can develop more effective strategies for motivating people to take specific actions, including visiting particular places.

Social media intensity and FoMO

Fear of Missing Out (FoMO), a term explained by Przybylski et al. (2013), refers to the pervasive apprehension that someone else might enjoy a rewarding experience we miss out on. People with a high FoMO tend to seek constant connection with others and remain updated with their activities. Przybylski et al. (2013) found that individuals with a deficit in the psychological need for relatedness are more susceptible to experiencing FoMO. Consequently, social media has become the go-to platform for people to stay connected with their peers and alleviate their fear of missing out. Therefore, it is important to understand the underlying causes of FoMO and its impact on individuals' emotional well-being. The study by Przybylski et al. in 2013 examine the impact of FOMO (Fear of Missing Out) on young adults' emotional and behavioral well-being. They study revealed that although FoMO is positively associated with higher use of Facebook, it is also linked with poorer mood states and lower levels of life satisfaction. In other words, individuals who experience FoMO tend to engage more in social media activities but are likely to feel more anxious and dissatisfied with their lives.

Social media has become an integral part of our daily lives, and people often engage in various activities on social media platforms. Social media intensity is a term that describes how much a person engages in social media use, such as how often they post, interact with content, or participate in social platforms. Increased social media use can lead to the fear of missing out (FOMO). When someone spends too much time viewing their friends' activities on social media, they may feel like they are missing out on experiences or events happening in the real world. This feeling of FOMO can be stressful and cause anxiety in some people. Moreover, social media intensity can increase individuals' exposure to social activities and the lives of their friends through posts and updates on social media. This exposure can amplify feelings of FOMO, as social media users may feel pressured to participate in activities they see on those platforms to avoid missing out. Excessive opportunities for engagement and the unique form of peer pressure that comes with "quantifiable social endorsement" can lead to various issues that negatively impact our well-being. These issues include, but are not limited to, excessive social comparison and feedback-seeking, high levels of Fear of Missing Out (FoMO), and heightened levels of anxiety and depression. These concerns have been documented in various research studies (Eitan & Gazit, 2023; Li et al., 2022; Opsenica Kostić et al., 2022; Roberts & David, 2020; Tandon et al., 2022).

H1: Social media intensity is positively related to FoMO

H2: Social media intensity is positively related to visit intention

FoMO and visit intention

According to the Theory of Planned Behavior, an individual's intentions are crucial in determining behavior. The intentions are shaped by three key factors: attitudes towards the behavior, subjective norms (the perception of social norms regarding the behavior), and perceived behavioral control (an individual's belief in their ability to control the behavior). In the context of FOMO and visit intention, an individual may intend to visit a place or participate in an activity due to the influence of FOMO on their attitudes towards the experience, subjective norms, and perceived control over the decision to visit. Several studies have

attempted to explain the relationship between FoMO and the intention to visit a particular place. For instance, a study by Przybylski et al. (2013) investigated the relationship between FoMO and social media usage. Several researchs results show that FoMO positively correlates with purchase decision (Bekman, 2022; Bläse et al., 2023; Good & Hyman, 2020) and visit intention (Lau et al., 2023; Lim et al., 2023; Uslu & Tosun, 2023).

H3: FoMO is positively related to visit intention

H4: FoMO mediates the link between social media intensity and visit intention

The of distance

When choosing a tourist destination, the impact of distance is a complex and dynamic system that includes both frictional and catalytic effects. On the one hand, tourists often have to put in significant effort, both in terms of time and money, to overcome the obstacle of distance, referred to as the "frictional effects of distance." On the other hand, distance can also satisfy tourists' desire to physically distance themselves from home, known as the "catalytic effects of distance." The interaction of these two effects creates a paradox regarding distance's impact on tourist destination choice, a phenomenon that various empirical studies have supported. Distance, coupled with the cumulative influence of many factors that encourage tourists to choose destinations far from their normal environment, may also encourage some people to select more distant destinations (Cao et al., 2020).

According to the research conducted by Cao et al. (2019), several factors positively influence tourists' intention to travel. These factors include distance desire, tourist attitudes, subjective norms, and perceived behavioral control. The study also confirmed that distance desire is crucial in linking tourist attitudes and subjective norms to travel intention. Hence, by including distance desire in the tourist destination decision model, the interpretation and forecasting capabilities of the model can be improved and enhanced. When a person's residence is located near tourist attractions, it makes it easier for them to access those attractions. This increased accessibility can make them more likely to visit. Distance also affects travel costs and time. Short trips are cheaper and take less time, which makes them more appealing. Conversely, long distances may require higher travel costs and take longer, which can be limiting.

H5: Perceived distance moderates the link between social media intensity and visit intention

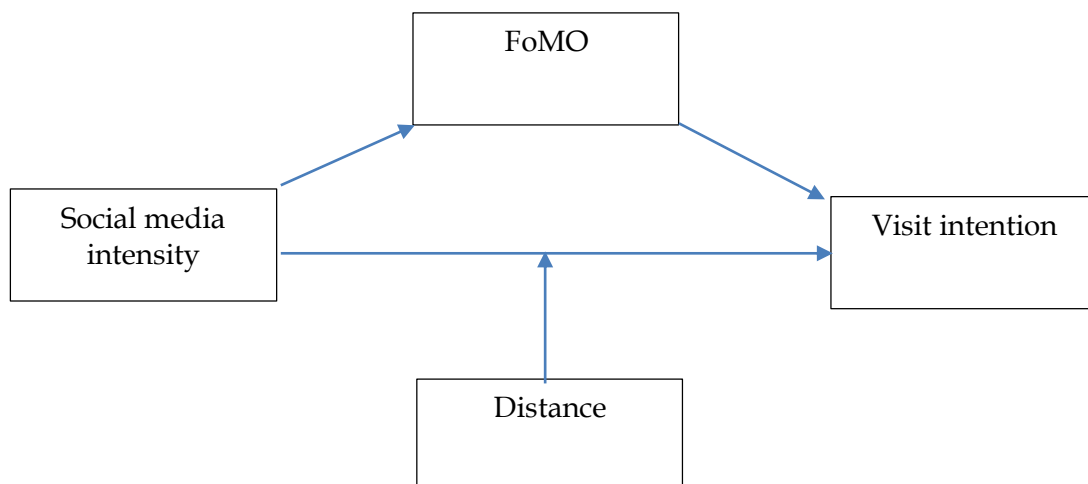


Figure 1.
Research model

Methods

Sample and procedure

This research study explored the relationship between social media usage and the Fear of Missing Out (FoMO) among 182 Muslim women who were undergraduate students at a university in Jakarta. A time-lag approach was used in two phases for data collection to minimize bias (Achmadi et al., 2022; Suryani et al., 2021). In the first phase, the respondents provided their personal information. They answered questions related to their social media usage and FoMO. The questionnaire was designed anonymously, so the data stored was the respondent's email as an ID for phase 2 data retrieval. After two weeks, the respondents who participated in Phase 1 were invited back via email to answer questions about their perceived distance and visit intention. The research aimed to provide an in-depth understanding of how social media and FoMO affect the behavior of Muslim women in Jakarta, Indonesia.

Based on the descriptions provided by the respondents in Table 1, it can be observed that most of them were from the Accounting department (53.3%), while 47.3% were from the Management department. This indicates a relatively even distribution between the two departments in the organization. Regarding monthly expenses, 68.1% of the respondents reported having expenses ranging between 1 and 2 million IDR. The remaining respondents had expenses of less than 1 million IDR (20.9%) or more than 2 million IDR (13.2%). Furthermore, most respondents (92.3%) were single, while 9.9% were married.

Measurement

The study used scales that were adapted from previous researchs (An et al., 2021; Cao et al., 2020; Roberts & David, 2020). Social media intensity and FoMO were two variables adapted from Cao et al. (2020), while perceived distance was adapted from Roberts and David (2020). Visit intention was adapted from An et al. (2021). All items on the scale were measured using a 7-point Likert scale, where 1 = 'strongly disagree' and 7 = 'strongly agree.' Cronbach alpha ranges between .78 - .86 for social media intensity, FoMO, perceived distance, and visit intention, indicating that it meets the cut-off value of 0.70 (Hendryadi et al., 2019; Nunnally & Bernstein, 1994).

Table 1.

Respondent characteristics

Characteristics	Frequency	Percent
Department		
Accounting	97	53.3
Management	86	47.3
Monthly expenses		
< IDR 1 million	38	20.9
IDR 1-2 million	124	68.1
> IDR 2 million	24	13.2
Marital status		
Single	168	92.3
Married	18	9.9

Analysis procedure

The Process Model 5 (Hayes, 2017) was used to test the conceptual model, which included predictions involving moderation and mediation (MODMED). The model first tested the relationship between social media intensity and FoMO (H1), then the relationship between FoMO and visit intention (H2). Finally, we evaluated mediation and moderation tests using bootstrapping (H3 and H4). All analyses were conducted using Macro Process version 4, run with SPSS version 22.

Results and discussion

Descriptive statistics

Based on the descriptive results (Table 2), respondents generally use social media moderately, have a moderate FOMO (fear of missing out), and have a fairly strong intention to visit different places or participate in activities. The average score for intensity of social media use, intention to visit, and FOMO were in the middle range of the scale. However, the results showed that respondents have varying perceptions of distance. On average, distance was not a significant factor influencing their intention to visit a place. These initial interpretations provide insight into the attitudes and characteristics of the respondents about the variables studied. Further analysis can be conducted to study the impact of social media, intention to visit, and other factors that may influence tourism behavior.

Hypothesis test

The regression analysis results shed light on the relationship between variables, along with possible mediation and moderation effects. Firstly, the analysis revealed a significant positive correlation between the intensity of social media use (SMI) and the fear of missing out (FOMO). The regression coefficient is 0.33 ($p < 0.001$), indicating that as the intensity of social media use increases, so does the level of FoMO experienced by respondents. Secondly, the analysis also showed a strong positive correlation between the intensity of social media use and the respondents' intention to visit a place (VIS). The regression coefficient is 0.38 ($p < 0.001$), suggesting that social media use is crucial in increasing respondents' visit intentions. Thirdly, the analysis revealed that FoMO significantly positively influences visit intention, with a coefficient of 0.15 ($p = 0.03$). This indicates that the fear of missing out can motivate respondents to visit a place (See Table 3).

Table 2.

Descriptive statistics and correlation matrix

	Mean	Std. Deviation	SMI	VIS	FOMO	DIS
Social media intensity	3.23	0.74	1			
Visit intention	3.34	0.88	.352**	1		
FOMO	3.36	0.70	.346**	.259**	1	
Distance	3.14	1.34	-0.10	-.297**	-0.09	1

Notes: **. Correlation is significant at the 0.01 level (2-tailed).

Table 3.
 MODMED Model 5 results

		coeff	SE	t	p	LLCI	ULCI
H1	Social media intensity on FoMO	0.33	0.05	6.38	0.00	0.23	0.43
H2	Social media intensity on visit intention	0.38	0.07	5.72	0.00	0.25	0.50
H3	FOMO on visit intention	0.15	0.07	2.19	0.03	0.02	0.28
H4	Mediation SMI -> FoMO -> VIS	0.05	0.03	-	-	0.04	0.11
H5	Moderation	-0.16	0.05	-3.46	0.00	-0.25	-0.07
Conditional effect of the moderator							
	Low distance	0.59	0.10	5.99	0.00	0.40	0.78
	Mean distance	0.38	0.07	5.72	0.00	0.25	0.50
	High distance	0.16	0.08	2.01	0.05	0.00	0.32

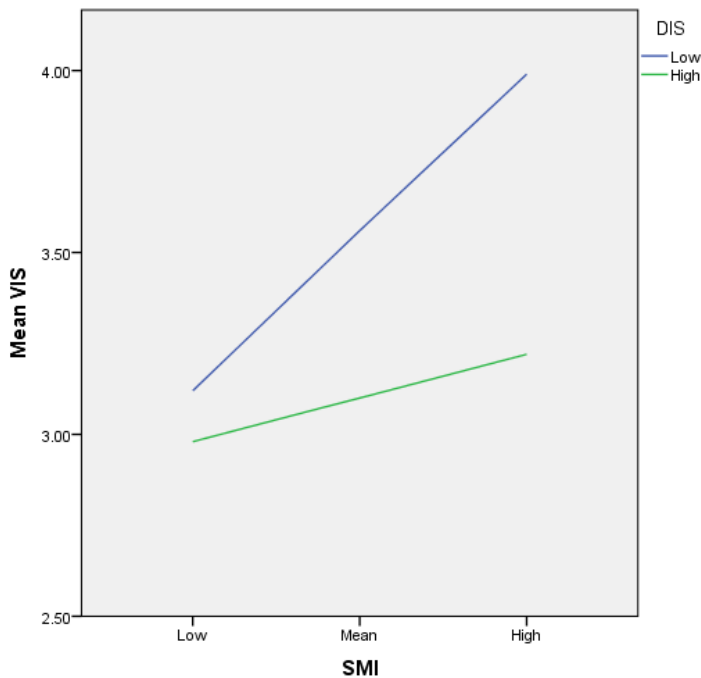


Figure 2.
 Moderating effect of perceived distance

Moreover, the analysis indicated that social media intensity influences visit intention indirectly through FoMO, with a mediation effect of 0.05 (LLCI = 0.04; ULCI = 0.11). Moreover, the study revealed a significant moderating effect with a coefficient of -0.16 ($p < 0.001$), suggesting that the moderator variable reduces the strength of the relationship between social media intensity and visit intention (See Figure 2). These results provide valuable insights into the complex interplay between different variables, particularly in the context of social media use intensity, fear of missing out, and the intention to visit a place.

Discussion

The results of this regression analysis have significant implications for understanding how different variables are interrelated and how they can affect each other. The findings suggest

that people who use social media extensively may experience a greater sense of missing out on important information or social experiences, which is consistent with the popular concept of FOMO (Eitan & Gazit, 2023; Li et al., 2022; Opsenica Kostić et al., 2022; Roberts & David, 2020; Tandon et al., 2022). This finding also supports the notion that social media significantly shapes individual intentions and behavior, which aligns with previous research and the theory of planned behavior.

Furthermore, FOMO's positive and significant effect on the intention to visit a place suggests that emotions and motivations can play a crucial role in the decision-making process regarding tourism activities (Bekman, 2022; Bläse et al., 2023; Good & Hyman, 2020) and visit intention (Lau et al., 2023; Lim et al., 2023; Uslu & Tosun, 2023). This finding highlights the importance of integrating emotional and motivational theories into tourism behavior frameworks to understand tourism intentions and actions better.

The study found that social media use indirectly affects the intention to visit a place through the mediating effect of FoMO. The mediation effect was found to be 0.05, providing theoretical support for the idea that FoMO is mediating between the intensity of social media use and the intention to visit a place. This suggests that integrating the mediation concept in the theory of planned behavior and emotion-based motivation can help fully understand the influence of social media use on tourism intentions.

Moreover, the study found a significant moderating effect with a coefficient of -0.16, indicating that the moderator variable reduces the strength of the relationship between the intensity of social media use and the intention to visit a place. This finding suggests that moderation theory can be strengthened by considering certain factors that can change the strength or direction of the relationship between the independent and dependent variables. Further integration of moderation theory may help better understand the contexts in which the influence of social media use may be more or less significant on the intention to visit a place. Overall, these implications provide valuable insights into the complex and dynamic relationships between different variables and the potential effects that they can have on each other. Understanding these relationships can help researchers and practitioners develop more effective strategies for promoting tourism activities and enhancing the overall tourism experience for travelers.

In Islam, it is believed that good intentions play a crucial role in every action, even when it comes to shopping. Before making any purchase, Muslims are encouraged to ensure their intentions are pure, such as fulfilling their needs or providing benefits to themselves or others. The Qur'an explicitly states that waste (*israf*) is discouraged and should be avoided at all costs (QS. Al-A'raf [7]: 31). Therefore, it is important for Muslims to be mindful of their actions while shopping and to avoid excessive and wasteful spending. Furthermore, shopping responsibly and avoiding waste is not only a moral obligation but also a practical one. By avoiding waste, Muslims can demonstrate a responsible attitude towards their assets and prioritize their needs before spending. For example, the Qur'an emphasizes that waste (*israf*) is not recommended (QS. Al-A'raf [7]: 31). Muslims are advised against squandering their wealth and resources and to be mindful of their spending habits. In sum, Islam encourages Muslims to be responsible and mindful shoppers, prioritizing their needs and avoiding wasteful spending. Doing so can fulfill their obligations as Muslims and demonstrate a responsible attitude towards their assets.

Practical implications

The findings of this study have important implications for managing social media and developing marketing strategies for tourist destinations. Firstly, it was found that social media usage intensity (SMI) is positively related to fear of missing out (FOMO). This suggests that

social media campaigns or content can be designed using exclusivity or uniqueness elements to arouse user curiosity and participation.

Secondly, the study showed a strong positive relationship between the intensity of social media use and the intention to visit a place (VIS). This highlights the importance of active social media management to build user interest and involvement in a destination. Marketing practitioners and destination managers can use social media platforms to communicate effectively, share interesting content, and engage audiences to build intent to visit. Thirdly, the study found that fear of missing out (FOMO) positively influences the intention to visit a place. This provides an opportunity to integrate exclusive or limited experiences in destination promotion. Marketing strategies can create unique experiences and invite participation to stimulate tourists' intention to visit a place. By understanding the role of intensity of social media use, fear of missing out, and traveler intent, practitioners can design more effective marketing campaigns, optimize social media utilization, and create engaging travel experiences for users. Implementing this strategy can increase the attractiveness of destinations, help increase tourist visits, and positively impact the tourism industry as a whole.

The results in the present study also confirmed that the moderating effect on the relationship between the intensity of social media usage and the intention to visit a place has notable practical implications for marketing practitioners and destination managers. By considering these moderating factors, practitioners can adjust their marketing strategies, efficiently segment audiences, and optimize social media use according to the characteristics of specific groups influenced by moderator variables. Moreover, a comprehensive understanding of this moderating effect can encourage further research to understand the role of moderator variables. By applying these findings in practice, practitioners can enhance the effectiveness of their marketing campaigns, reach target audiences better, and optimize the use of social media to increase tourist intent and participation in visiting a place.

In the Islamic faith, shopping is more than just acquiring goods and services. It is a reflection of one's adherence to religious principles. Muslims are urged to begin every shopping endeavor with good intentions, meaning they should be mindful of the purpose behind each purchase and ensure their intentions align with Islamic teachings. This approach helps prevent impulsive or excessive spending and promotes purchasing only what is necessary.

The Quran emphasizes that waste (*israf*) is discouraged, so Muslims should always consider their purchases' financial and environmental impact. This may encourage them to avoid unnecessary or luxury items that do not offer real benefits. Additionally, Muslims are encouraged to think carefully before making purchases, considering their daily needs and choosing products or services that align with them. By avoiding impulse purchases, Muslims can ensure that every expense is beneficial. In essence, the principles of Islam promote responsible and thoughtful shopping. Muslims can shop responsibly and by faith by starting with good intentions, following Quranic guidance on waste, and being mindful of their purchasing decisions.

Limitations

There are a few limitations that should be taken into consideration for future research. Firstly, the research sample is restricted to female Muslim groups, so generalizing the findings to a larger population may not be appropriate. The results obtained from a limited sample may not directly apply to a wider population. Secondly, in questionnaires or interviews, there is a possibility of self-rating bias, where respondents may likely provide responses that are considered more socially desirable. Additionally, external factors may not be controlled in the

research, such as changes in market trends, news events, or other factors that influence respondent behavior.

Conclusion

The results of the analysis indicated that there is a significant positive correlation between the intensity of social media use and FoMO. This means that the more time spent on social media, the higher the level of FoMO felt by the respondents. Furthermore, a strong positive correlation was found between the intensity of social media use and respondents' intention to visit a place, confirming the crucial role of social media in increasing the intention to visit. The research also revealed that FoMO significantly motivates the intention to visit the place. Further analysis showed that social media intensity indirectly influences the intention to visit through FoMO, with mediation effects identified. Additionally, a significant moderation effect was found, where the moderator variable reduced the strength of the relationship between the intensity of social media use and the intention to visit the place. These findings provide a deep understanding of the complex dynamics between social media, FoMO, and visit intent, providing a foundation for developing more effective marketing strategies and focused destination management. This research paves the way for further research that can deepen understanding of the role of social media and FoMO in the context of tourism intentions.

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