

The Effect Of Fomo And *Perceived Value* On Adidas Running Shoes Purchase Decisions: Brand Image As A Mediation Variable A Study On Gen Z And Millennials In Indonesia

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ABSTRACT

The increasing competition in the sports footwear industry has encouraged companies to gain a deeper understanding of the factors influencing consumers' purchase decisions. Changes in consumer behavior among Generation Z and Millennials indicate that purchase decisions are influenced by the functional aspects of products and social dynamics, digital technological developments, and consumers' perceptions of a brand. This study aims to examine the influence of FOMO and perceived value on purchase decision, with Brand image as a mediating variable among consumers of Adidas Running Shoes in Indonesia. This research used a quantitative approach by collecting data through questionnaires distributed to Generation Z and Millennial consumers who had purchased or used Adidas Running Shoes. The data were analyzed using multiple linear regression and mediation analysis. The findings indicate that FOMO and perceived value have a positive effect on purchase decision for Adidas Running Shoes. Brand image significantly mediated the relationship between FOMO, perceived value, and purchase decision, its important role in strengthening consumers' purchase decisions. The findings also suggest that companies should enhance the perceived value of their products while maintaining a positive Brand image in order to encourage consumers' purchase decisions and strengthen their competitiveness in the sports footwear industry.

INTRODUCTION

Running has recently seen a significant surge in popularity in Indonesia, and even globally. What was once synonymous with individual sports has now evolved into an active lifestyle for urban communities. Running is no longer simply a fitness activity, but also a means of self-expression, social fulfillment, and community interaction. Various running communities have sprung up in major cities like Jakarta, Bandung, Surabaya, and Yogyakarta, regularly holding events ranging from fun runs to charity runs. This phenomenon is fueled by increased exposure on social media, where running is often associated with a healthy lifestyle and social prestige.

A report from Garmin Indonesia (2024) shows that users of running products in Indonesia completed more than 5.5 million running sessions throughout 2024, an increase compared to the previous year. This increase in data indicates that Indonesians are increasingly adopting a healthy lifestyle based on physical activity. Garmin Connect data also noted that the number of active runners in Indonesia in mid-2024 reached more than 80,000 runners, more than double the number in 2023 (Jawapos, 2024). The surge in runners was driven by the increasing number of mass running events, wearable fitness technology, and increasing public awareness of the importance of mental and physical health.

The 2024 Pocari Sweat Run event recorded a record 42,008 participants, a 53% increase compared to 2023 (Kompas, 2024). This event served as a sporting event and a meeting place for running communities from various regions in Indonesia, with participants dominated by Generation Z and millennials. Both generations consider running part of their social identity and modern lifestyle, in line with the global trend of social running. Exercise is seen as a means of social networking and strengthening self-image.

The growing trend of running is driving growth in the sportswear industry, particularly running shoes. According to Ken Research (2024), the sportswear and footwear market in Indonesia recorded positive growth, with the running shoe segment contributing the largest share of sales. The growth of running apparel is reflected in e-commerce, with running shoes becoming the best-selling sports shoe category on Shopee Indonesia in May 2025 (Databoks Katadata, 2025). Adidas is the top-selling global brand, experiencing significant demand due to its sporty and trendy designs.

Based on Graph 1.1, it is known that the Adidas brand has consistently dominated the Indonesian sports shoe market over the past five years, indicating that Adidas remains the top choice for Indonesian consumers in the running shoe category. Nike ranks second with a stable market share of 18-22%. Ardiles and Airwalk show small but stable fluctuations. Reebok is at the bottom with a share below 10%. Overall, the Adidas and Nike brands still dominate the Indonesian sports shoe market.

Adidas has become one of the global brands that has successfully adapted to the needs of today's runners. Through the "Move for the Planet" and "Run for the Oceans" campaigns, Adidas strives to link sports with environmental sustainability issues, while building a progressive and caring brand image. The "Move for the Planet 2023" campaign was attended by more than one million participants, demonstrating strong local consumer engagement with the brand (Antara News, 2023). Adidas recorded a global increase in revenue from €21.4 billion in 2023 to €23.6 billion in 2024 (Kompas.id, 2024), indicating a growing demand for sports products, including its running shoe line. Adidas has its flagship running shoe products, namely the Adidas Ultraboost and Adizero, which have even become icons for young runners seeking comfort, performance, and a modern sporty lifestyle.

Modern lifestyle trends go hand in hand with changes in the behavior of young consumers who are increasingly digitally oriented. Generation Z and Millennials are productive age groups that dominate social media users. This group is known for being tech-savvy and quickly adopting the latest digital innovations (Ganbold et al. 2025). They grew up in an era where smart devices like mobile phones and social media have become an essential part of daily life, thus forming consumer behavior influenced by digital exposure and social pressure to follow trends. Adidas running shoes serve as both a sporting necessity and a symbol of modern life.

This combination of comfort and brand image attracts consumers worldwide, thus increasing purchasing decisions (Ganbold, et al., 2024). Adidas has values reflected in a strong brand image, creating the perception that wearing Adidas running shoes demonstrates athletic performance, self-actualization, and is a symbol of social status. The drive to stay relevant with trends, get involved in running community activities, and not want to be left behind by friends strengthens the influence of FOMO (fear of missing out) on purchasing decisions of young consumers. Consumers view Adidas running shoes from the perspective of utilitarian value and hedonic value.

The fear of missing out (FOMO) phenomenon has become part of popular culture and a psychological characteristic inherent in the younger generation (Ganbold et al. 2025). FOMO describes feelings of anxiety or fear of being left behind by trends, activities, and opportunities that are popular in their social environment. According to research from Psychology at UMSIDA (2023), FOMO has a significant influence on impulsive buying behavior among Gen Z in Indonesia. This condition encourages individuals to purchase products that are widely used by the communities or influencers they follow. Previous research by Blase et al. (2023), Bok et al. (2025), and Oktavia (2024) found that FOMO has a positive effect on purchasing decisions, where consumers are encouraged to follow trends and gain social satisfaction.

However, a study by Koprivova & Bauerova (2023) showed different results, stating that individuals with high levels of FOMO make less rational purchases. The concept of consumer-centric FOMO was introduced in the context of marketing and consumption to describe the anxiety associated with not having a product or experience approved of or shared by others (Morsi et al., 2025).

Consumer purchasing decisions are influenced by *perceived value*, which is the consumer's evaluation of the functional benefits, quality, price, and symbolic value inherent in a product. For the younger generation, especially runners from Generation Z and Millennials, running shoes are seen as a tool to support sports activities, part of a healthy lifestyle, a means of self-actualization, and a productivity booster. When a brand is able to deliver both functional and emotional value, consumers' tendency to make a purchasing decision increases. Previous research by Reynaldy & Nuvriasari (2024), Kuncoro & Kusumawati (2021), and Cao et al. (2025) shows that *perceived value* has a positive effect on consumer purchasing decisions and purchase intentions.

However, Simamora et al. (2023) found that although *perceived value* influences purchasing decisions, the role of *brand image* is not always able to strengthen this relationship, thus indicating an inconsistency in empirical findings regarding the mediating role of brand image.

A strong brand image can increase consumer trust in a product's value proposition and create an emotional bond between the brand and its users. Previous research by Herminyenti & Wardi (2019) and Iskanto & Rahmalia (2023) demonstrated that *brand image* plays a significant role in enhancing purchase decisions and intentions, even serving as a mediating variable in the relationship between psychological factors and consumer behavior. Most previous research still positions *brand image* as an independent variable, rather than as a mediating variable that strengthens the influence of FOMO and *perceived value* on purchasing decisions.

Most previous research has focused on technology, fashion, and digital consumption products, while research examining purchasing behavior within the context of active lifestyles and running is still relatively limited. Yet, running shoes possess unique characteristics as products that simultaneously contain both utilitarian and hedonic values. Therefore, this empirical study is crucial to address the research gap regarding the inconsistencies in findings on the influence of FOMO and *perceived value* on purchasing decisions, as well as to examine the role of *brand image* as a mediating variable in Adidas running shoes among Generation Z and Millennials in Indonesia.

The results of research conducted by Bok, *et al.* (2025), I Blase, *et al.* (2023), Morsi, *et al.* (2025), Oktavia (2024), stated that FOMO has a positive and significant effect on purchasing decisions. purchases . Based on the results of this study, it can be formulated:

H1: FOMO has a positive influence on purchasing decisions for Adidas Running Shoes.

Research conducted by Rizal *et al.* (2023), Wang, *et al.* (2023), Yu & Jang (2024), and Kaya (2024) found that *perceived value* influential positive and significant to decision purchases. Based on the results of this study, it can be formulated:

H2: *Perceived value* has a positive influence on purchasing decisions for Adidas Running Shoes.

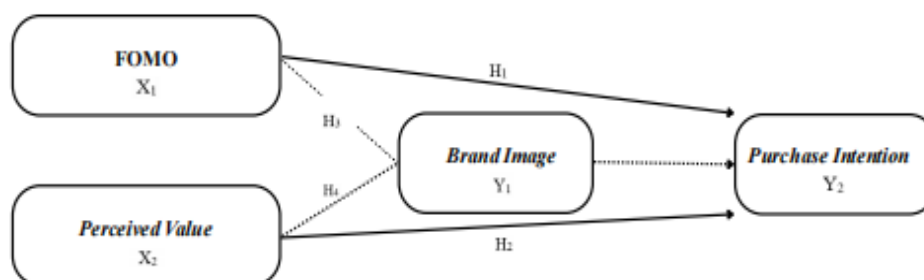
Research conducted by Hwang & Choi (2021) , Kim *et al.* (2022) and Al-Muani, *et al.* (2023) added that image positive brand increase beliefs and tendencies consumer For quick buy current products trend . Based on the results of this study, it can be formulated:

H3: *Brand image* mediates the influence of FOMO on purchasing decisions for Adidas Running Shoes.

Research conducted by Wang, *et al.* (2023), Amalia & Alimuddin (2022), Ismawati & Rizal (2023), and Yu & Jang (2024) shows that *Brand image* plays a role important in strengthen influence *perceived value* to decision purchases in the e-commerce sector. Research by Kaya (2024) and Kung, *et al.* (2021), added that consumers who view something brand own image positive tend evaluate product the more valuable and more believe self in take decision purchases. Based on the results of this study, it can be formulated:

H4: *Brand image* mediates the influence of *perceived value* on purchasing decisions for Adidas Running Shoes.

Figure 1
Framework Conceptual



RESEARCH METHODS

Research design This use approach quantitative explanatory through survey based digital questionnaire (Google Form) on the population consumer Generation Z and Millennials (aged 13–44 years) in Indonesia who have ever buy product *Adidas Running*

Shoes. Taking technique samples used is *purposive sampling* with criteria aged 13–44 years , ever buy / use product at least once , and fill in questionnaire in a way complete, where the size sample counted use formula Lemeshow For population No known and successful obtained 304 valid samples. Measurement variables done using a 5- Point Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree) which includes variables Fear of Missing Out/FOMO, *Perceived value*, Brand Image, and *Purchase decision*. Data analysis is processed using IBM SPSS through testing validity (*Factor Loading* via *Component Matrix*) and reliability (*Cronbach's Alpha*), assumption test classical (multicollinearity and heteroscedasticity), analysis multiple linear regression with two structure equation, F test, coefficient determination (*Adjusted R²*), t-test, and *Sobel Test* For evaluate role mediation variables *Brand Image*.

DATA ANALYSIS AND DISCUSSION

Respondent Description

Table 1 Respondent Description

Criteria	Category	Amount	Percentage
Gender	Man	177	58.2%
	Woman	127	41.8%
Age	13 – 20 Years	16	5.3%
	21 – 30 Years	131	43.1%
	31 – 40 Years	109	35.9%
	41 – 44 Years	44	14.5%
	≥ 45 Years	4	1.3%
Education	High School/Vocational School	7	2.3%
	Diploma (D1/D2/D3)	52	17.1%
	S1	219	71.0%
	Masters/Doctoral Degree	26	8.6%
Years of service	< 2 Years	8	2.6%
	25 years	90	29.6%
	6 – 10 Years	171	56.3%
	>10 Years	35	11.5%
Income	< Rp. 3,000,000	5	1.6%
	Rp. 3,000,001 - Rp. 5,000,000	16	5.3%
	Rp. 5,000,001 - Rp. 10,000,000	216	71.1%
	Rp. 10,000,001 - Rp. 15,000,000	65	21.4%
	> Rp. 15,000,000	2	0.7%
Expenditure	< Rp. 3,000,000	33	10.9%
	Rp. 3,000,001 - Rp. 5,000,000	187	61.5%
	Rp. 5,000,001 - Rp. 10,000,000	84	27.6%
	Rp. 10,000,001 - Rp. 15,000,000	0	0%
	> Rp. 15,000,000	0	0%
Ownership of Adidas Running Shoes	Once Purchase 1 Time	133	43.8%
	Have Shoes >1	171	56.3%

Source: data processed in 2026

Based on the data in Table 1, it is known that the majority of respondents were male, namely 177 people (58.2%). Most were in the age range of 21–30 years (43.1%), followed by

31–40 years (35.9%). In terms of education, the majority of respondents were Bachelor (S1) graduates as many as 219 people (71.0%), and Diploma (D1/D2/D3) as many as 52 people (17.1%). The length of service of respondents was dominated by groups with 6–10 years of experience (56.3%) and 2–5 years (29.6%). From the financial side, the income of most respondents was in the range of Rp 5,000,001 – Rp 10,000,000 per month (71.1%) with the highest expenditure ranging from Rp 3,000,001 – Rp 5,000,000 per month (61.5%). Meanwhile, in terms of product ownership, the majority of respondents own more than 1 pair of *Adidas Running Shoes*, namely 171 people (56.3%).

Variable Description

Variables *Fear of Missing Out* (X₁) has mark mean of 3.78, which shows that respondents own trend high (agree) to the 6 existing indicators. Variable *Perceived value* (X₂) has mark mean of 4.03, which shows that respondents own trend high (agree) to the 6 existing indicators. Variable *Brand image* (Z) has mark mean of 4.07, which shows that respondents own trend high (agree) to the 7 existing indicators. Variable *Purchase decision* (Y) has mark mean of 4.02, which shows that respondents own trend high (agree) to the 7 existing indicators.

Validity Test Results

Overall, none of the indicators for the *Perceived Value*, *FOMO*, *Brand Image*, or *Purchase Decision* variables had a factor loading value below 0.50. Thus, all indicators were declared valid and suitable for use in further measurement model testing (*reliability testing* and *inner model*).

Reliability Test Results

Table 2 Reliability Test Results

Variables	Reliability Test	
	<i>Cronbach's Alpha</i>	Criteria
FOMO	0.810	>0.7
<i>Perceived value</i>	0.805	>0.7
<i>Brand Image</i>	0.776	>0.7
<i>Purchase decision</i>	0.795	>0.7

Based on table 2, *Cronbach's alpha* can be shown. The variables *Perceived value*, *FOMO*, *Brand Image*, and *Purchase decision* are said to be reliable or consistent with a *Cronbach's alpha* value > 0.7.

Multicollinearity Test Results

Table 3 Multicollinearity Test Results

	Tolerance	VIF
FOMO	0.635	1,576
<i>Perceived value</i>	0.480	2,083
<i>Brand Image</i>	0.583	1,716

Source: processed data, 2026

Based on Table 3, it is known that the VIF value for the FOMO variable is 1.576, *perceived value* is 2.083, and *brand image* is 1.716. All VIF values are less than 10. The tolerance value of each variable is 0.635 for FOMO, 0.480 for *perceived value*, and 0.583 for

brand image, all of which are greater than 0.10. There are no symptoms of multicollinearity among the independent variables in the regression model, so the model is suitable for further analysis.

Heteroscedasticity Test Results

Table 4 Heteroscedasticity Test Results

	Significance
FOMO	0 . 528
<i>Perceived value</i>	0.074
<i>Brand Image</i>	0 . 075

Source: data processed in 2026

Based on Table 4, it is known that that all over variables independent own mark significance above 0.05 . This show that No there is symptom heteroscedasticity in the regression model . The residual variance is constant For all over observations , so that the regression model fulfil assumptions homoscedasticity and can used For testing hypothesis .

Results of Multiple Linear Regression Analysis

Table 5 Results of Multiple Linear Regression Analysis

	B	Beta	Significance
FOMO	0.109	0.157	0.004
<i>Perceived value</i>	0.286	0.303	0,000
<i>Brand Image</i>	0.306	0.310	0,000

Source: data processed in 2026

Based on table 5 it is known that:

1. Constant (α)

Constant values are obtained is 1.215 (Table 6) and is positive. If the FOMO, *perceived value* , and *brand image variables* are considered zero, the *purchase decision value* remains at 1.215. The constant reflects the baseline *purchase decision level* beyond the influence of the three independent variables in the model.

2. FOMO Regression Coefficient (FM)

The FOMO variable has a regression coefficient of 0.109 with a significance value of 0.004 (<0.05). FOMO has a positive effect on *purchase decisions* . The greater the fear of missing out felt by respondents, the greater their desire to purchase Adidas running shoes, assuming other variables remain constant.

3. *Perceived value* (PV) Regression Coefficient

perceived value variable has a regression coefficient of 0.286 with a significance value of 0.000 (<0.05). *Perceived value* has a positive effect on *purchase decisions* . The higher the perceived value, the greater their desire to buy shoes.

4. *Brand image* (BI) regression coefficient

Brand image has a regression coefficient of 0.306 with a significance value of 0.000 (<0.05). Brand has a positive effect on *purchase decisions* . The BI coefficient is the largest among the other independent variables, so *brand image* is the most dominant variable in influencing product purchasing decisions.

t-Test Results

Table 6 t-Test Results

	Mark	Significance
Constant	1,215	0,000
FOMO	0.109	0.004
<i>Perceived value</i>	0.286	0,000
<i>Brand Image</i>	0.306	0,000

Source: data processed in 2026

Based on Table 6, it is known that that:

1. Test the FOMO variable (H1)

The FOMO variable has a significance value of 0.004, which is less than 0.05 ($0.004 < 0.05$), so H1 is accepted. FOMO has a significant effect on purchasing decisions.

1. Test the *perceived value* variable (H2)

perceived value variable has a significance value of 0.000, which means it is less than 0.05 ($0.000 < 0.05$), so H2 is accepted. *Perceived value* has a positive and significant effect on purchasing decisions.

2. Test the *Brand image* variable (H3)

The *Brand image* variable has a significance value of 0.000, which means it is less than 0.05 ($0.000 < 0.05$), so H3 is accepted. *Brand image* has a positive and significant effect on purchasing decisions.

Sobel Test Results

Table 7 Sobel Results

	B	Sign.
<i>FOMO – Brand image – Purchase decision</i>	0.109	0.003
<i>Perceived value – Brand image – Purchase decision</i>	0.286	0,000

Source: data processed in 2026

Based on Table 7, it is known that that known that *Brand image* as variables mediation capable mediate the influence of FOMO on decision purchase of 0.109 and the value significance 0.000 (< 0.050), and mediate influence *perceived value* to decision purchase of 0.286 and the value significance 0.000.

F Test Results

Table 8 F Result

	F value	Significance
Model	76,576	0,000

Source: data processed in 2026

Based on Table 8, it is known that that known that the probability value of each variable is below 0.05, so it can be concluded that the independent variables simultaneously have a significant effect on the dependent variable.

Analysis Results Coefficient Determination

Table 9 Analysis Results Coefficient Determination

Model	R	R Square	Adjusted R Square
1	0.659 ^a	0.434	0.428

Source: data processed in 2026

Based on Table 8, it is known that that known that that mark *Adjusted R Square* of 0.428. Variable independent consisting of from FOMO, *perceived value*, and *brand image* in general together capable explain variations in variables dependent that is decision purchase by 42.8%. The rest 57.2 % is explained by other variables outside the research model this is not entered in analysis, such as factor price, quality services, promotions, factors economy personal, and variables behavior consumer other.

Discussion

The results of the simultaneous test show that the research model has a significant influence on the purchasing decision of Adidas Running Shoes, which is indicated by the calculated F value of 76.576 with a significance level of 0.000. Partially, *perceived value* has a greater direct influence on purchasing decisions ($\beta = 0.286$; $p = 0.000$) compared to FOMO ($\beta = 0.109$; $p = 0.004$). The results of the mediation test show that *Brand image* is able to mediate the influence of FOMO and *perceived value* on *purchase decisions*, so that brand image formation is an important mechanism in increasing consumer purchasing decisions for Adidas Running Shoes.

FOMO has a positive and significant effect on *purchase decisions*, thus the first hypothesis is accepted. The higher the level of FOMO a consumer has, the more likely they are to purchase Adidas Running Shoes. FOMO is a psychological factor that can drive consumers in the decision-making process, especially when the product being offered is trending and widely used by their social circle. Adidas products are one of the running shoe brands that have high popularity, so the existence of these products is seen as a sports necessity, part of a lifestyle, and social identity. Consumers with higher levels of FOMO are encouraged to make purchases immediately so as not to feel left behind by the trends of the social groups with which they interact.

The regression coefficient of the FOMO variable is positive at 0.109, indicating that each increase in FOMO levels is followed by an increase in purchasing decisions for Adidas Running Shoes. Although the magnitude of the influence of FOMO is smaller than that of *perceived value*, these results still indicate that psychological drives contribute to shaping consumer purchasing behavior. Purchasing decisions are based on rational considerations, such as product quality and benefits, and are influenced by emotional factors arising from the desire to stay abreast of developing trends. The characteristics of respondents who are predominantly of productive age, have a college education, and have a relatively stable income strengthen these decisions. This consumer group has high access to social media and digital information, making it easier to be exposed to reviews, other user experiences, and usage trends for Adidas Running Shoes. This exposure creates a drive to immediately own the product to remain relevant to their social environment.

The results of this study support the findings of previous studies by Kopřivová & Bauerová (2023), Morsi et al. (2025), Bok et al. (2025), and Oktavia (2024) which stated that FOMO has a positive and significant effect on purchasing decisions. FOMO is a psychological factor that consistently influences consumer behavior across various research

objects. However, this study found that the magnitude of FOMO's influence is still below *perceived value*. Therefore, although the urge to follow trends can encourage consumers to make purchases, the final decision is still more influenced by consumers' assessment of the benefits and value provided by Adidas Running Shoes. FOMO acts as an initial trigger that increases consumer interest in the product, while purchasing decisions are still influenced by consumers' evaluation of the product they will buy.

Consumers' decisions to purchase Adidas Running Shoes are heavily influenced by their assessment of the product's benefits. The greater the perceived benefits, whether in terms of quality, comfort, design, or the appropriateness of the price compared to the perceived benefits, the greater the consumer's desire to make a purchase. *Perceived value* is the variable with the greatest direct influence on purchasing decisions compared to FOMO. Therefore, even though consumers are interested in following trends, purchasing decisions are still based on considerations of the product's value.

perceived value regression coefficient of 0.286 indicates that an increase in perceived value will be followed by an increase in the purchase decision for Adidas Running Shoes. Consumers prioritize the tangible benefits obtained after using the product rather than merely an emotional impulse to follow trends. The results of the descriptive analysis show that the comfort indicator when using Adidas running shoes obtained the highest average value, thus it can be interpreted that the experience of using the product is one of the main considerations in forming consumer value perceptions. The majority of respondents were individuals with a bachelor's degree, relatively long work experience, and a stable income. Respondents evaluate the quality, function, and benefits of the product before making a purchase decision. Therefore, consumers consider the price and compare the benefits obtained with the sacrifices made to own Adidas Running Shoes.

The results of this study support the findings of Rizal et al. (2023), Reynaldi & Nuvriasari (2024), Kung et al. (2021), Kuncoro & Kusumawati (2021), and Cao et al. (2025), which state that *perceived value* has a positive and significant influence on purchasing decisions. Perceived value is one of the main determinants in shaping consumer purchasing behavior. Consumers assess Adidas Running Shoes as a sports product, as well as a product capable of providing functional benefits, comfort, quality, and emotional value according to their expectations.

The mediation test results obtained a z-value of 2.954 with a significance level of 0.003, indicating that FOMO directly influences purchasing decisions and the formation of brand image in consumers' minds. The urge to follow trends and avoid being left behind in the social environment does not necessarily directly drive consumers to make purchases. Instead, this drive first forms a positive perception of Adidas as a brand with reputation, quality, and prestige, which then drives consumers to make purchasing decisions.

The role of brand image as a mediating variable indicates that brand image is an important mechanism in explaining how psychological factors influence consumer behavior. Consumers experiencing FOMO are attracted to the product because it is currently popular and Adidas is perceived as a brand with high quality, attractive designs, and able to represent an active lifestyle. This condition is supported by the results of descriptive analysis which shows that respondents gave high ratings to the brand image variable, especially on indicators that indicate a positive impression of the Adidas brand. FOMO will be more effective in driving purchasing decisions when consumers already have a positive brand image of Adidas

Running Shoes. Brand image can transform emotional impulses into stronger convictions to make a purchase.

The results of this study support previous studies by Hwang & Choi (2021), Kim et al. (2022), Wang, et al. (2023), Amalia & Alimuddin (2022), Ismawati & Rizal (2023), and Yu & Jang (2024), and Al-Muani et al. (2023) which state that brand image acts as a mechanism that strengthens the relationship between consumer psychological factors and purchasing decisions. A positive brand image can increase the effectiveness of the influence of FOMO on purchasing decisions. Adidas is seen as a trendy product and as a brand with a strong reputation and is able to provide symbolic value to its users. Brand image is an important factor explaining why consumers with high levels of FOMO ultimately decide to purchase Adidas Running Shoes.

The mediation test results obtained a z-value of 2.591 with a significance level of 0.000, indicating that the influence of *perceived value* on purchasing decisions occurs directly and indirectly through brand image. Consumer perceptions of the benefits, quality, comfort, and appropriateness of the product price will first form a positive image of the Adidas brand. The higher the perceived value of consumers, the more positive the brand image formed, thus increasing the consumer's desire to decide to buy Adidas Running Shoes.

The role of *brand image* as a mediating variable indicates that consumers' perceived value is not fully capable of generating purchasing decisions without a strong brand image. Consumers assess Adidas Running Shoes based on their functional benefits and the brand's reputation for quality, innovation, and credibility in the sports shoe market. *The brand image variable* scored high on the indicator, indicating that respondents had a positive impression of the Adidas brand. This condition indicates that positive experiences with the product can shape a stronger brand image, thereby increasing consumer confidence in making purchasing decisions.

The results of this study support previous findings by Fadilah & Salim (2025) who stated that brand image can mediate the influence of *perceived value* on purchasing decisions. Kaya (2024) and Yu & Jang (2024) explained that a positive brand image strengthens consumer confidence in the value provided by a product, thereby encouraging purchasing decisions. Consumers who have experienced the benefits and quality of Adidas Running Shoes form a positive brand image, which ultimately increases their trust and confidence in choosing Adidas over other running shoe brands. *Brand image* is a mechanism that can bridge consumer value perceptions into stronger purchasing decisions.

CONCLUSION

Based on the research results, it can be concluded that FOMO has a positive and significant influence on purchasing decisions for Adidas Running Shoes. Consumers who tend to follow trends and avoid being left behind in their social circles demonstrate a higher level of intention in making purchasing decisions. Psychological motivation is one factor influencing consumer purchasing behavior towards Adidas shoes.

Perceived value has a positive and significant influence on purchasing decisions for Adidas Running Shoes. The greater the perceived benefits consumers experience, including quality, comfort, and the appropriateness of the price compared to the benefits received, the greater their confidence in making a purchase. Perceived value is a key consideration for consumers in making purchasing decisions.

Brand image has been shown to mediate the influence of FOMO and *perceived value* on purchasing decisions for Adidas Running Shoes. Brand image serves as a mechanism that strengthens the influence of psychological factors and perceived value on purchasing decisions. The more positive the Adidas brand image in consumers' minds, the greater the likelihood that consumers will decide to purchase Adidas Running Shoes.

The results of the study indicate that FOMO, *perceived value*, and *brand image* are interrelated factors in shaping consumer purchasing decisions for Adidas Running Shoes. *Perceived value* has a greater direct influence than FOMO, while *brand image* acts as a mediating mechanism that strengthens the relationship between the two variables on purchasing decisions. The decision to purchase Adidas Running Shoes is influenced by the urge to follow trends and consumer assessment of product benefits supported by a positive brand image.

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