

The Effect of Fear of Missing Out (FoMO) on Intention to Use Strava: The Moderating Role of Social Media

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Abstract

This study aims to analyze the effect of Fear of Missing Out (FoMO) on users' intention to use the Strava application, with social media serving as a moderating variable. The increasing popularity of Strava, accompanied by the growing practice of sharing sports and fitness activities through social media platforms, suggests that users' intention to use the application is influenced not only by health-related motivations but also by psychological and social factors. Individuals may be motivated to remain active and engaged within digital communities to avoid feeling excluded or left by their peers. A quantitative research approach was employed through a survey method involving 100 Strava users in Bandung City. Respondents were selected using purposive sampling techniques. The analysis of data was performed through basic linear regression and Moderated Regression Analysis (MRA) utilizing SPSS software. The results indicate that FoMO has a notably positive influence on the likelihood of utilizing the Strava application, as shown by a significance value of 0.001 (1.984). Additionally, social media was identified as a significant moderator in the connection between FoMO and the intention to use, evidenced by a significance value of 0.016 (< 0.05) and a positive interaction coefficient of 0.041. These findings suggest that increased levels of FoMO correlate with heightened intentions to engage with the Strava application and that social media enhances this connection. This research adds to the expanding literature on digital consumer habits, especially regarding the impact of psychological aspects on the use of fitness applications that are based on social media.

Keywords:

Fear of Missing Out (FoMO); Intention to Use; Social Media; Strava Application.

1. INTRODUCTION

The rapid advancement of digital technology has transformed the way individuals maintain their health, particularly through the use and utilization of fitness applications. Staying active through regular exercise is essential for maintaining physical health, as explained by (Dhuli et al., 2022) who stated that consistent exercise and physical activity can maintain and improve physical condition. Along with technological advancements, fitness applications have emerged as tools for monitoring physical activity and increasing users' motivation to achieve fitness goals (Atikur Rahaman, M., et al., 2023). In addition, the intention to use fitness applications is influenced by several factors, such as ease of access, fitness goals, social influence, and user motivation (Kurniawan Bratama, 2023; Vinnikova et al., 2020). This aligns with the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which explains that intention to use reflects an individual's tendency to engage with and use technology based on perceived usefulness, ease of use, social influence, habits, and hedonic motivation (Venkatesh et al., 2012). In this study, intention to use refers to users' tendency and willingness to engage with the application in their daily activities. In the context of fitness applications, the use of such applications has been proven effective in increasing physical activity and generating positive health outcomes (Haworth et al., 2024).

The use of fitness applications offers various benefits and is supported by the presence of popular applications such as Strava, MyFitnessPal, Fitbit, and Nike Training Club, which provide activity tracking features, performance analysis, and online communities that support exercise consistency (Apptunix, 2025). Among these applications, Strava has become one of the most widely used platforms because it integrates sports tracking with social interaction. According to Couture (2021) and Røsten & Rogstad (2025), Strava is recognized as a “social network for athletes” that allows users to record, share, and interact through sports activities. Based on the latest data from Strava (2025), the platform has experienced significant growth, reaching 150 million global users, with more than 10 billion activities shared throughout 2024. Nevertheless, the increasing use of Strava is not always driven by health motivation. Social influences, such as the culture of sharing sports activities on social media, have created new social pressures in which users feel the need to display their physical activities in order not to be left behind by others. In addition, another factor that strengthens such behavior is social media usage, which fulfills the need for social interaction and forms habitual behavior, including the urge to continuously follow others’ activities (Alabri, 2022). This phenomenon is in line with Self-Determination Theory (SDT), which explains that behavior is influenced by the need to feel competent and connected to others (Deci & Ryan, 2000). Exposure to activity-related posts on social media may stimulate these needs and encourage users to appear actively engaged.

The growing culture of sharing sports activities on social media has further strengthened the use of the Strava application. Users are encouraged to share their physical activities as a form of social existence within the digital environment. In this context, social media functions as a platform for distributing engaging and easily understood content, thereby increasing awareness and influencing user behavior (Adialita & Septiarini, 2023; Septiarini & Karamang, 2023). Many users now share their Strava activity results on Instagram Stories and TikTok due to the emergence of the #StravaFridgeTrend phenomenon, which originated in Indonesia and later gained global popularity as a creative way to display running statistics (Medcom.id, 2025). In the digital context, this condition gives rise to social phenomena such as Fear of Missing Out (FOMO), defined as anxiety arising when individuals feel that others are having rewarding experiences without their involvement, thereby encouraging individuals to continuously follow trends or other people’s activities through social media (Przybylski et al., 2013). Exposure to such activities encourages individuals to compare themselves with others in various situations, which may lead to psychological effects (Naeem et al., 2025).

In the context of fitness applications, FoMO encourages individuals to remain active in using applications and to follow sports trends shared by other users. The intensity of social media use also increases the tendency toward FoMO, motivating individuals to continuously engage in trending activities (Jabeen et al., 2023). This situation promotes greater individual involvement in monitoring other people’s activities, reflecting repeated and intensive digital social engagement (Tandon et al., 2022). Consequently, individuals are encouraged to continuously follow others’ activities in order to avoid feeling left behind. This mechanism subsequently becomes a driving factor behind the intention to use fitness applications, particularly when displayed activities are publicly shared. This argument is supported by the findings reported by Gartner et al., (2022) and Pandawa (2025), which revealed that FoMO positively and notably affects the desire to use. Additionally, a different element that crucially enhances the connection between FoMO and online behavior is social media. The extensive engagement with social media shows that people are driven to satisfy their social requirements. (Maciel-Saldierna et al., 2024).

Nevertheless, most previous studies have primarily focused on functional aspects, such as application features influencing exercise intention and health benefits (Haworth et al., 2024; Yang & Koenigstorfer, 2021), as well as exercise motivation that encourages active behavior (Heidianto et al., 2025; Sutendi & Solihin, 2025). Empirical studies examining psychological aspects, such as how the culture of sharing activities on social media creates social pressure that influences the intention to use applications, remain limited. In particular, the roles of FoMO and social media in influencing intention to use are still underexplored. This study is therefore relevant, as previous research by Franken et al., (2023) demonstrated that Strava has grown rapidly and shaped new patterns of social interaction in digital sports activities. Such growth indicates the influence of social factors on user behavior; however, psychological aspects such as FoMO have not been adequately explained in previous studies. Thus, this condition reveals a research gap that needs to be addressed.

Based on the explanation above, the increasing use of fitness applications in Indonesia has coincided with the emergence of social pressure triggered by the intensity of sharing activities on social media. Although the number of users continues to grow, many activity posts are no longer driven solely by health motivation, but also by psychological urges to remain visible and avoid being left behind by others. This condition highlights the need for research examining how FoMO influences the intention to use the Strava application and how social media moderates this relationship, both to enrich the digital behavior literature and to provide practical implications for application development. Therefore, this research aims to determine whether the intention to use the Strava application is influenced by FoMO and whether social media plays a role in strengthening or weakening this relationship.

In this study, FoMO refers to the concept of Self-Determination Theory, which explains that behavior is influenced by the need to feel competent and connected to others (Deci & Ryan, 2000). When the need for social connectedness is not met, individuals become more susceptible to FoMO. According to Przybylski et al., (2013), FoMO is a form of social anxiety when individuals feel that others are having meaningful

experiences without their presence. In the digital context, FoMO arises from exposure to other people's activities on social media, which creates a drive to stay connected and follow social trends (Gioia et al., 2021). In the context of fitness apps, social influence in exposure to other people's activity posts on social media can trigger the urge to get involved so as not to appear left behind. This causes FOMO to emerge due to the unmet need for social connectedness, which may affect users' intention to use the application. In this study, intention to use is conceptualized based on Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which explains individuals' behavioral intentions toward the adoption and use technology. According to Venkatesh et al., (2012), intention to use is defined as an individual's tendency to adopt and utilize a technology based on perceived benefits, ease of use, social influence, price value, habits, and hedonic motivations derived from interactions with the technology. In the context of digital fitness applications, intention to use an application is an individual's tendency to choose and decide to use a technology because it is considered useful and able to assist their activities (Almasri et al., 2022). In addition, social influence has been shown to influence behavior in adopting technology (Vlachy et al., 2018). Research conducted by Pandawa (2025) the findings indicate that FoMO has a positive and significant influence on individuals' intention to use digital banking applications. Another research carried out by Gartner et al., (2022) found that FoMO has a positive and significant effect on intention to use manufacturing technology. The statement above is used as the basis for determining the first hypothesis, which is as follows: H1: Fear of Missing Out (FoMO) has a positive and significant effect on intention to Use the Strava application.

Furthermore, according to Kotler et al., (2022), social media is an online networking platform that facilitates interaction between users to communicate, build social relationships, and exchange various forms of information ranging from messages to visual content. Functionally, social media is an internet-based platform that allows users to represent their identity, interact, collaborate, share content, communicate, and form virtual social networks (Widada, 2018). In this study, social media is positioned as a moderating variable that represents the intensity and quality of exposure to fitness activity content received by users, thereby strengthening or weakening the influence of FoMO on interest in using applications. Although FoMO has a positive effect on interest in using digital applications, the strength of this influence is not always the same for each individual. One factor that can strengthen or weaken this relationship is the level of social media usage. Research by Saldierna et al., (2024) found that the intensity of social media use is related to increased FoMO. Research conducted by Amlaiya et al., (2025) shows that social media positions itself as a moderating variable that has a positive effect in strengthening the relationship between price and purchasing decisions. Furthermore, other research shows that social media significantly moderates the relationship between service quality and customer loyalty (Malik et al., 2022). The statement above serves as the basis for determining the second hypothesis, which is as follows: H2: Social media moderates the influence of Fear of Missing Out on Intention to Use the Strava application.

2. RESEARCH METHOD

This study employed a quantitative research approach using a survei method. Data were collected 100 Strava users in Bandung City through a Google Form questionnaire distributed via Instagram and TikTok. Respondents were selected using a purposive sampling technique based on predetermined criteria. To be eligible for participation, respondents had to be at least 17 years old, actively use social media, and have either viewed or shared content related to sports or fitness activities. All measurement items were assessed using a five-point Likert scale. Prior to hypothesis testing, the research instrument underwent validity testing to ensure that each indikator accurately represented and measured the intended construct. Subsequently, classical assumption test, were conducted to verify the suitability of the data for regression analysis. The data were analyzed using SPSS version 27. Descriptive statistical analysis was employed to provide an overview of respondent characteristics and response distributions. In addition, simple linear regression and Moderated Regression Analysis (MRA) were utilized to examine both the direct relationship among variables and the moderating effect of social media. Specifically, this study sought to analyze the influence of Fear of Missing Out (FoMO) on users' intention to use the Strava application and to determine whether social media strengthens or weakens the relationship between FoMO and intention to use the application.

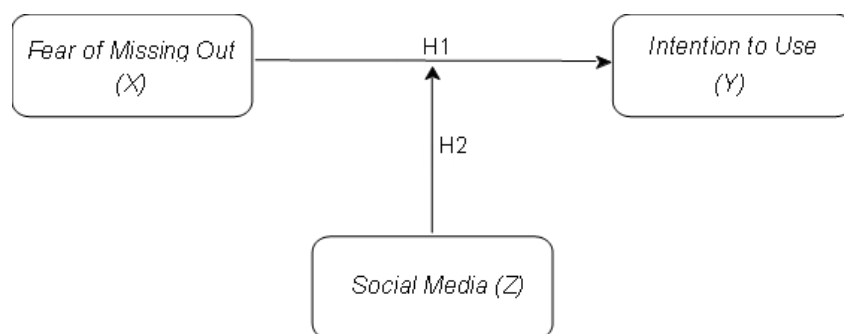


Figure 1. Conceptual Research Model

3. RESULTS AND DISCUSSION

3.1. Results

The result indicates that out of 100 responden, the majority were in the 21-26 age, comprising 73 respondents (73%). Next, there were 14 respondents (14%) aged 27-35 years, 10 respondents (10%) aged 17-20 years. And 3 respondents (3%) over 35 years of age. By gender, the majority of respondents were male, totaling 54 respondents (54%), while female respondents numbered 46 (46%). Looking at the types of physical activities performed, running was the most commonly chosen activity by respondents, with 61 respondents (61%), followed by walking with 31 respondents (31%) and cycling with 8 respondents (8%). Meanwhile, based on the use the Strava application, the research result show that the most dominant category of use is 1-2 times per week, namely 54 respondents (54%). These findings indicate that Strava app user in this study are predominantly young adults who care activities in sports, particularly running, and have a fairly high level of engagement with digital fitness apps.

3.1.1. Validity and Reliability

Table 1. Validity and Reliability Test

Item	Indicator	Test (Pearson correlation)	Reliability test (Cronbach Alpha)
FoMO	X1	0.563 > 0.196	0.652 – Valid and Reliable
	X2	0.591 > 0.196	
	X3	0.451 > 0.196	
	X4	0.565 > 0.196	
	X5	0.551 > 0.196	
	X6	0.554 > 0.196	
	X7	0.733 > 0.196	
Social Media	Z1	0.665 > 0.196	0.658 – Valid and Reliable
	Z2	0.750 > 0.196	
	Z3	0.676 > 0.196	
	Z4	0.720 > 0.196	
Intention to Use	Y1	0.786 > 0.196	0.742 – Valid and Reliable
	Y2	0.866 > 0.196	
	Y3	0.783 > 0.196	

Source: SPSS Processed Data, 2026

According to the result of the validity and reliability test, every item in the questionnaire was found to be valid since the calculated r value for each item was higher than 0.196. This shows that the tool used in this study successfully measured what it was supposed to measure. Additionally, the reliability test results showed that the Cronbach's Alpha values were 0.652 for the FoMO variable, 0.658 for social media, and 0.742 for intention to use. These values indicate that the research instrument had an acceptable level of reliability, although the internal consistency of the FoMO and social media variables remained in the moderate category. Meanwhile, the intention to use variable demonstrated a higher level of reliability compared to the other variables. According to (Bougie, U. S. and R., 2016), a Cronbach's Alpha value above 0.60 is still considered acceptable in exploratory research, although higher values indicate better internal consistency of the instrument.

3.1.2. Descriptive Analysis

Table 2. Descriptive Analysis

No	Hasil Descriptive Analysis	Mean Statistik	Mean Value	Criteria
1	Fear of missing out (FOMO)		4.03	Good
2	Social Media		4.26	Very Good
3	Intention to Use		4.25	Very Good

The results of the descriptive analysis indicate that the Fear of Missing Out (FoMO) variable achieved an average score of 4.03 per item, which falls within the good category. The intention to Use variable obtained an average score of 4.26 per item, indicating a very good category. Similarly, the Social Media variable recorded an average score of 4.25 per item, which is also classified as very good. These findings suggest that respondents exhibit a relatively high level of FoMO, accompanied by very high levels of social media engagement and intention to use the Strava application.

3.1.3. Classical Assumption Tests

3.1.3.1. Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Asymp Sig	Criteria	Description
0.200	0.05	Normal Distribution

Based on the result presented in table 3, the normality test conducted using the One-Sample Kolmogorov-Smirnov method produced an Asymp. Sig. Value of 0.200. since this value exceeds the significance threshold of 0.05, the data can be considered normally distributed. Therefore, the normality assumption has been satisfied, indicating that the dataset is appropriate for subsequent statistical analysis.

3.1.3.2. Multicollinearity Test

Table 4. Multicollinearity Test

Model	Tolerance	VIF
(constant)		
Fear of Missing Out	0.581	1.721
Social Media	0.581	1.721
Dependent variable: Intention to Use		

The findings from the multicollinearity assessment reveal that the variables for Fear of Missing Out (FoMO) and social media each possess a tolerance rate of 0.581 and a Variance Inflation Factor (VIF) of 1.721. given that the tolerance figures are greater than 0.10 and the VIF numbers are under the limit of 10, there is no sign of multicollinearity within the independent variables present in the study model. Consequently, the condition related to multicollinearity has been met, verifying that the regression model is appropriate for additional examination.

3.1.3.3. Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.227	0.866		3.725	0.000
FoMO	-.043	0.037	-.148	-1.142	0.256
Social Media	-.047	0.059	-.103	-.795	0.428

a. Dependent Variable: ABS_RES

Heteroscedasticity was assessed using the Glejser test. The significance values obtained for the FoMO variable (0.256) and the social media variable (0.428) were both above 0.05, indicating the absence of heteroscedasticity in the regression model. Thus, the homoscedasticity assumption was satisfied, confirming the suitability of the model for subsequent analysis.

3.1.4. Simple Regression Test

Table 6. Simple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.658	1.451		5.278	0.000
FoMO	0.182	0.051	0.338	3.558	0.001

Dependent Variable: Intention to Use

The results of the simple linear regression analysis indicate that the Fear of Missing Out (FoMO) variable has a regression coefficient of 0.182, a t-statistic of 3.558, and a significance value of 0.001. Since the significance value is below the 0.05 threshold, FoMO is found to have a positive and statistically significant effect on users' intention to use the Strava application. This finding suggests that an increase in user's intention to use the Strava application. This finding suggests that an increase in users' FoMO levels is associated with a stronger intention to use the application.

3.1.5. Moderated Regression Analysis (MRA)

Table 7. Moderated Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	23.381	7.516		3.111	0.002
FoMO	-0.682	0.281	-1.271	-2.427	0.017
Social Media	-0.666	0.465	-.789	-1.431	0.156
FoMO*Socia Media	0.041	0.017	2.359	2.460	0.016

a. Dependent Variable: Intention to Use

According to the outcomes shown in the table, the interaction variable involving Fear of Missing Out (FoMO) and social media yielded a significance level of 0.016, which falls below the 0.05 limit, along with a positive regression coefficient of 0.041. These results signify that social media plays a considerable role in moderating the connection between FoMO and the likelihood of users opting to utilize the Strava application. The positive coefficient of the interaction implies that greater engagement with social media amplifies the beneficial impact of FoMO on the intention to use. To put it another way, as social media activity rises, the effect of FoMO on users' willingness to engage with the application intensifies.

3.1.6. Hypothesis Test

Table 8. Hypothesis Test

Hypothesis	Relationship between Variables	t-Test	Sig	Interprtation of Test Result
H1	FoMO > Intention to Use	3.558 > 1.984	0.001 < 0.05	Ha Accepted
H2	Social Media Moderates FoMO > Intention to Use	2.460 > 1.984	0.016 < 0.05	Ha Accepted

The hypothesis testing results revealed that H1 was accepted, as the t-value (3.558) was higher than the critical t-table value (1.984), with a significance level of 0.001, which is less than 0.05. This indicates that FOMO significantly influences intention to use. Similarly, H2 was accepted because the t-value (2.460) exceeded the t-table value (1.984) and the significance level (0.016) was below 0.05. These findings demonstrate that social media plays a significant moderating role in the relationship between Fear of Missing Out (FOMO) and users' intention to use the application.

3.1.7. Determination Test

Table 9. Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.571 ^a	0.326	0.305	1.57881

Predictors: (Constant), FOMO*Socia Media, FOMO, Social Media

The R-Square value was 0.326, which shows that the FoMO variable contributed 32.6% to the intention to use when the moderating variable social media was included. Therefore, social media strengthened the effect of FoMO on intention to use.

3.2. Discussion

3.2.1. The Effect of FoMO on Intention to Use the Strava App

The hypothesis testing results revealed that Fear of Missing Out (FoMO) has a positive and significant effect on users' intention to use the Strava application. This finding is supported by the t-value of 3.558, which exceeds the t-table value of 1.984, as well as a significance level below 0.05 ($p < 0.001$). These results suggest that individuals with higher levels of FoMO tend to exhibit a stronger intention to use Strava. This phenomenon may occur because exposure to exercise-related activities shared by others on social media creates a desire to remain connected and involved, thereby reducing the feeling of being left behind. The findings are consistent with previous studies conducted by Pandawa (2025) and Gartner et al., (2022), which reported that FoMO positively and significantly influences individuals' intention to adopt technology and digital applications. Accordingly, FoMO can be regarded as an important psychological factor that contributes to the growing intention to use digital-based applications.

3.2.2. Social Media Moderates the Effect of FoMO on Intention to Use

The findings from the hypothesis testing showed that social media plays a crucial role in influencing the connection between Fear of Missing Out (FoMO) and the desire to utilize the Strava application. These findings are supported by the t-value of 2.460, which is greater than the t-table value of 1.984, and a significance level of 0.016, which is below the 0.05 threshold. These results suggest that higher levels of social media engagement strengthen the influence of FoMO on users' intention to use Strava. Through social media, individuals are increasingly exposed to content related to others' exercise activities, achievements, and experiences, which may intensify feelings of FoMO and encourage greater intention to use the application. The findings are consistent with previous studies conducted by Amlaiya et al., (2025) and Malik et al., (2022), which demonstrated that social media can function as a moderating variable that strengthens the relationship between research variables. Although the variables examined in those studies differed from the present research, their findings provide empirical support for the argument that social media reinforces the influence of FoMO on users' intention to use the Strava application.

4. CONCLUSION

Based on the findings and discussion, this study concludes that Fear of Missing Out (FoMO) significantly influences users' intention to use the Strava application. Furthermore, social media was found to play a significant moderating role in strengthening the relationship between FoMO and intention to use.

The findings indicate that FoMO significantly and positively influences individuals' intention to use the Strava application. This finding is supported by a calculated t-value of 3.558, which exceeds the critical t-table value of 1.984, and a significant value of 0.001, which is below 0.05. These findings indicate that when people feel more FoMO, they are more likely to use the app. FoMO encourages individuals to participate in other people's activities to keep up with. This increases their intention to use the application.

It was shown that social media can affect how FoMO influence people's intention to use the Strava app. This was shown by the t-count value of 2.460, which was higher than the t-table value of 1.984. Additionally, the significance value was 0.016, which is less than 0.05. In this study, social media acted as a reinforcing factor, meaning that the more intense people use social media, the greater the influence of FoMO on users' intention to use the Strava application. Exposure to workout activity posts on social media increased individuals' motivation to participate and maintain social connectedness.

These findings contribute to the literature on digital consumer behavior and the use of community-based fitness apps. Future research is encouraged to extend the proposed model by incorporating additional variables that may influence users' intention to use such as motivation, social influence, social validation, user satisfaction, and digital lifestyle. Future research is also recommended to involve a larger sample and broader geographical coverage to improve the generalizability of the findings. Additionally, future research could also be conducted on other types of digital fitness apps to gain a broader and deeper understanding of user behavior.

From a managerial perspective, the research findings indicate that high levels of FoMO and the intensity of social media interactions can increase users' intention to use the Strava app. Therefore, app developers are advised to continue improving the quality of social interactions within the application by developing features for sharing activities, facilitating communication among users, and strengthening the digital community. Additionally, the delivery of engaging, informative, and consistent sports content on social media must be improved to capture users' attention regarding others' activities. Developers should also maintain consistency in the application's visual design and brand identity across various social media platforms to reinforce the app's image in users' minds. As social interaction and exposure to sports activities increase, users will be encouraged to participate more actively.

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