

Analysis of Influencer's Imitation Behavior Phenomenon, Fear of Missing Out About the Impact on Purchase Intention on Local Cosmetic Products Endorsed by Social Media Influencers

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Abstract

This study intends to analyze the Influencer Imitation Behaviour and Fear of Missing Out about the impact on Purchase Intention on local cosmetic products which is endorsed by social media influencers. This study is a multivariate causality study. The researcher took the female population in Jakarta, namely quoting from Co-founder of Local Cosmetic Brand SYCA. The number of samples obtained were 200 respondents by the use of purposive sampling because all participating respondents had to meet the specified criteria. The data collected by questionnaires which taken using an online questionnaire method. The analysis using the PLS Structural Equation Modeling (SEM). The findings reveal that Influencer credibility has a positive effect on Influencer imitation behavior, Influencer credibility has a positive effect on fear of missing out the trend (FOMO) behavior, the imitation behavior of influencers has a positive effect on consumers' purchase intentions, and the phenomenon of fear of missing out has a positive effect on consumer purchase intentions.

Keywords

influencer imitation behaviour; FOMO phenomenon; purchase intention; social media influencer; local cosmetic Product



I. Introduction

Women's need to be attractive has risen to the level of a fundamental requirement. As a consequence, Indonesia is considered a potential market for the cosmetics business.

In 2021, the female population in Indonesia is predicted to reach 135.24 million people, making it the world's fifth-largest cosmetics market in the next 10-15 years. As a consequence, it was not just the global industry that should be interested in this potential (BPS, 2021).

The government is committed to enhancing the competitiveness of domestic industries, one of which is through the development of indigenous industries capable of substituting for imported items. Furthermore, it intends to lessen reliance on capital goods and raw materials and to complete the country's industrial structure (Ministry of Industry, 2020b).

Initially, the local cosmetic brand business was still in its infancy, but with the passage of time and the campaign of Mr. President Jokowi to promote domestically produced goods, the number of local cosmetic brands has grown to an unprecedented level.

As of 2019, the Indonesian government reported that there were 797 large cosmetic industries and small and medium-sized enterprises (IKM) throughout the country. This represents an increase over the previous year's figure of 760 firms. There are 294 industries registered with the Investment Coordinating Board (also referred to as BPKM), out of a total of 797 in the national cosmetic sector (Ministry of Industry, 2020).

With plenty of raw resources, John Marco Rasjid, Chief Executive Officer (CEO) of Social Bella, is enthusiastic about the beauty product industry's growth potential. The Indonesian beauty and personal care market is expected to reach US\$ 6.03 billion by 2019. According to him, this sum will increase to US\$ 8.46 billion by 2022. Thus, according to John, there are at least three key factors that will fuel the beauty industry's growth. To begin, Indonesia has a sizable youth population. According to John, the average age of today's Indonesian society is 28 years (Apdillah et al., 2022; Wulandari & Anwar, 2021). Second, Indonesia's economic growth is reasonably robust, which benefits the industry. At last, social media has made a significant contribution (Ministry of Industry, 2020).

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The Minister of Industry revealed that the utilization of the industrial sector before the Covid-19 outbreak reached 75%. Currently, with the pressure due to the pandemic, utilization has dropped drastically by up to 40%. Thanks to various efforts made to reduce the impact of Covid-19 on industry, currently the average utilization of the manufacturing industry sector is slowly starting to rise to the point of 50% (Sugianti & Anwar, 2021). Furthermore, to develop the small and medium industry (also referred to as IKM) sector, the Ministry of Industry has taken several efforts, including facilitating the absorption of raw materials for IKM players, optimizing People's Business Credit (also referred to as KUR) for all sectors, running the Proud of Indonesian Product (hereinafter referred to as P3DN) campaign, and continuing to encourage the implementation P3DN Program (Ministry of Industry, 2020)

Cosmetics interest has surged as a result of the Covid-19 pandemic. According to the Research and Market 2020 research, the global market for cosmetic care products reached US\$ 145.3 billion in 2020 and is expected to reach US\$ 185.5 billion in 2027. The beauty and personal care market in Indonesia is expected to reach US\$ 6.03 billion in 2019 and US\$ 8.46 billion by 2022 (Ministry of Industry, 2020). Indonesia is expected to become the 5th largest cosmetics market during the next 10-15 years (Ministry of Industry, 2021).

In 2020, the global cosmetics market will undergo a significant downturn. According to Statista, the worldwide cosmetics market grew by 8% last year. This is a decrease of 13.25 percent from its rise of 5.25 percent in 2019. This is consistent with the current state of the world economy, which is slow as a result of the Covid-19 viral pandemic. Although Statista's analysis indicates that the global beauty and personal care market will expand by approximately 6.46 % in 2021. This condition is largely driven by online sales, which are expected to reach 25.2%.

Reporting from digimind.id, cosmetic sales through e-commerce shopee.co.id and tokopedia.com in 2021 reached 734.7 million products. From the research, data shows that the total sales of lip cosmetics at Shopee in June 2021 reached Rp. 25.22 billion. This total selling figure was derived from around 467 thousand transactions (compas.co.id., 2021).

In facial cosmetic sales data, it was found that local brands dominate Shopee. From the data, seven local brands managed to occupy the top ten rankings.

Top Brand Kosmetik Bibir di Shopee Juni 2021



Disclaimer: Data berdasarkan hasil Internal Sim Compas pada 5/6/2021 produk di bulan Juni 2021 terhitung di Shopee pada kategori Kosmetik Bibir

Source: <https://compas.co.id/article/penjualan-kosmetik-bibir/>
Figure 1. Top Cosmetic Brands on Shopee in June 2021

In the data above, the most sold product is *Maybelline Superstay Matte Ink Liquid Matte Lipstick Make Up* with a total sales value of Rp. 3,11 billion, which is equivalent to approximately 45 thousand transactions at Shopee in June 2021. Meanwhile, Wardah as a second place of local brand (compas.co.id, 2021).

When it comes to sales data, even though local brands that are considered to be very well developed have dominated the e-commerce market, imported brands continue to dominate. This raises the question of whether local cosmetic brands are still less well known when compared to cosmetic brands from abroad, or from the selection of influential influencers. It is effective enough in terms of generating buy intentions in the eyes of consumers when it is promoted by local businesses. In January 2021, there were 170.0 million social media users in Indonesia, according to the World Social Media Statistics Report. During the two-year period between 2020 and 2021, the number of social media users in Indonesia increased by 10 million (+6.3 %). In January 2021, the number of social media users in Indonesia was equal to 61.8 %, according to the latest available data (Hootsuite, 2021).



Source: <https://datareportal.com/reports/digital-2021-global-overview-report>
Figure 2. Annual Digital Growth in Indonesia

It can clearly be seen that the development of social media is accelerating and that it has become a habit that cannot be separated from daily life. The importance of contact and communication with clients is increasing as social networking platforms continue to rise in

popularity. Although the social media platform is primarily intended to be a collaborative environment with a focus on content exchange, it also promotes the active participation of customers in the development of all published material (Alalwan, 2018). The importance of contact and communication with clients is increasing as social networking platforms continue to rise in popularity (Piranda et al., 2022; Silvia & Anwar, 2021). When a brand is active on social media platforms, it can expand either directly through brand pages and marketing or indirectly through communities in which customers can join and communicate with one another (Wang, 2021).

The results of a recent study published by Oberlo (2021) revealed that about 73 percent of marketers believe that social media platforms may be used to effectively support the execution of their marketing efforts.

In recent decades, the rise of social media influencers has had a significant impact on consumer behavior. About 80 percent of marketers use social media influencers as an efficient technique to grab customers' attention and promote their business (Ward, 2017).

Even while companies employ celebrities to attract customers, today's audience is not just made up of mass media stars. "Influencers," a new type of celebrity, can have an impact on public opinion through blogs, video blogs, and social media platforms. Influencer marketing is a common tactic on social media that many brands use to influence their customers' purchasing decisions (Claude, 2018).

Consumers' purchase intentions for endorsed products were explored in previous research, which found that influencer imitation was mediated by social comparison, materialism, and the fear of missing out on a good deal (FOMO). This study, on the other hand, investigates the relationship between influencer credibility and customer intents to purchase promoted products, which is mediated by influencer copycat behavior. We also looked into the influence of fear of missing out (FOMO) in influencing purchase intention.

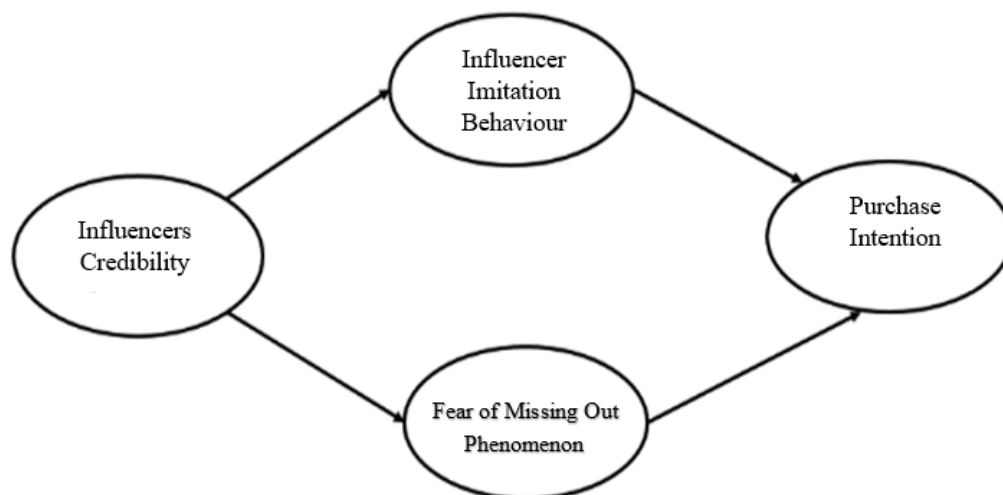


Figure 3. Model of the Research

II. Research Method

2.1 Research Design and Data Collection

This study is a multivariate causality study (Hair et al., 2019). The number of samples follows the opinion of (Hair., 2019) which says that in multivariate research, the number of samples is at least 10 times the number of items from the construct studied. In this study were 20; $20 \times 10 = 200$ so the minimum number of respondents is 200.

The statements in the questionnaire are formed on a 5-point Likert Scale (Hair et al., 2019). This 5-point Likert scale includes the extent to which the subject agrees or disagrees through the questions asked. A scale of 1 represents “strongly disagree,” a scale of 2 represents a “disagree” statement, a scale of 3 represents a “neutral” statement, while a scale of 4 represents a “agree” statement, and a scale of 5 represents a “strongly agree” statement.

Beauty influencers were the subjects of this investigation. Fashion and beauty, food, high-tech, health and wellness, and gaming are among the many interests of influencers. However, in this study, we concentrated on beauty influencers because they are the most paradigmatic example of influencer marketing (Belanche et al., 2020). Beauty influencers are the most well-known, and they frequently provide advice to their fans on how to look their best. An estimated 43% of consumers keep tabs on beauty influencers in the cosmetics industry (Trosch, 2020).

However, the study used only three beauty influencers as filter questions. A filter question was used to ascertain whether respondents follow influencers on their preferred social media sites. Only those who responded affirmatively to the question about whether they followed an influencer on social media were directed to the next section of the questionnaire, which included statements about the determinants examined in the study. The study used a quota sampling strategy to acquire replies, as it included only respondents who were active on social media and followed influencers.

2.2 Validity and Reliability

The population of this study is the millennial generation. When it comes to purposefully trying to induce FOMO among their peers, millennials are the most likely, with 33 percent reporting that they have done so, compared to only 12 percent of the other age groups (Hott, 2021).

According to the survey, the population of DKI Jakarta was dominated by the millennial generation in 2020. The Central Statistics Agency (BPS) in the 2020 Population Census recorded the number reached 2.83 million people or 26.78% of the total 10.56 million inhabitants of the capital city. Millennials are those who were born between 1981-1996 or are now 24 to 39 years old ((BPS), 2021). So, this is what underlies the researcher to make the DKI Jakarta area as a sample in the study.

The population is taken based on data released by BPS, namely the number of female populations in DKI Jakarta in 2020 is 1,328,172 people (jakarta.bps.go.id, 2020). The researcher took the female population in Jakarta, namely quoting from Co-founder of Local Cosmetic Brand SYCA Pamela Wirjadinata who said that “The dimensions of the local market itself are Indonesian beliefs, especially women for local cosmetics and skin care” (Muhammad, 2021).

The target respondents in this study were consumers who had bought and used local cosmetic products in Indonesia. Respondents must meet the following criteria: (1) women aged 24-39 years; (2) domiciled in Jakarta; (3) have purchased local Indonesian cosmetic products; (4) actively use social media; and (5) have the knowledge related with the beauty Influencer given as a reference. Based on these criteria, the sampling method used purposive sampling because all participating respondents had to meet the specified criteria. Questionnaires were taken using an online questionnaire method. Online questionnaires are often used to gain a deeper understanding of consumer opinions and preferences. A significant advantage of online survey research is that it takes advantage of the Internet's capacity to connect organizations and individuals that would be difficult, if not impossible, to reach via other channels (Sekaran & Bougie, 2016).

2.3 Data Analysis Technique

The analysis was performed using the Structural Equation Modeling (SEM). SEM is a multivariate technique to describe the concept of a model with variables that cannot be measured directly (latent variables); however, it can be measured through the indicators (Hair., 2019).

SEM can be used to analyze relationships between variables in a complex model where there is the relationship of latent variables with their indicators (measurement model) and part of overall model that describes the relationship between latent variables. These relationships reflect substantive hypotheses based on theoretical considerations that referred to as the structural model (Cepeda-Carrion et al., 2018; Hair et al., 2019).

PLS SEM can also explain measurement errors and can present more precise calculation of the moderating effect. PLS path modeling does not necessarily require data becomes normal because it is able to treat abnormal data relatively good. This argument also makes PLS SEM the right strategy for analyze the mediating role of a mediation (Hair et al., 2019; Meule, 2019).

III. Results and Discussion

3.1 Results

a. Variable Descriptive Analysis

A total of 300 questionnaires were distributed to respondents through the help of enumerators and as many as 233 questionnaires were returned or with a response rate of 77.6%. A total of 233 valid were used in the analysis. The respondent's profile is a millennial woman aged 24-39 years who lives in Jakarta who uses local product cosmetics and is active on social media because this is a purposive sampling.

From the questionnaire there are 4 main variables which are then divided into 20 indicators, where each variable is represented by 5 indicators. The variables in this study are Influencer Credibility (IC), Influencer Imitation Behavior (IB), Fear of Missing Out Phenomenon (FO), and Purchase Intention (PI). The following is a statistical description of the questionnaire data that has been obtained.

Table 1. Descriptive statistics

No.	Indicator	Mean	Med	Min	Max	SD
1	IB1	4.21	4	2	5	0.732
2	IB2	3.828	4	1	5	0.974
3	IB3	3.876	4	1	5	1.014
4	IB4	3.798	4	1	5	0.997
5	IB5	3,644	4	1	5	1.13
6	FO1	3.322	4	1	5	1.125
7	FO2	3.369	4	1	5	1,205
8	FO3	3.391	4	1	5	1,269
9	FO4	3,549	4	1	5	1.153
10	FO5	3,442	4	1	5	1.214
11	IC1	4.082	4	2	5	0.728
12	IC2	4.356	4	1	5	0.606
13	IC 3	4.339	4	2	5	0.615
14	IC 4	4.043	4	2	5	0.838

15	IC 5	4.202	4	2	5	0.734
16	PI1	3,931	4	1	5	0.831
17	PI 2	3,794	4	1	5	0.941
18	PI 3	3.609	4	1	5	1.134
19	PI 4	3,867	4	1	5	0.929
20	PI 5	3.91	4	1	5	0.996

From the data obtained above, a validity test was carried out using the SmartPLS 3 application. From the results of the validity and reliability analysis carried out, there were 4 variable indicators that had to be removed so that the results were valid and could be analyzed further. The indicators issued are IC1, IC2, IC3, and IB1. The following is a diagram of the relationship between variables obtained from the Smart PLS 3 application.

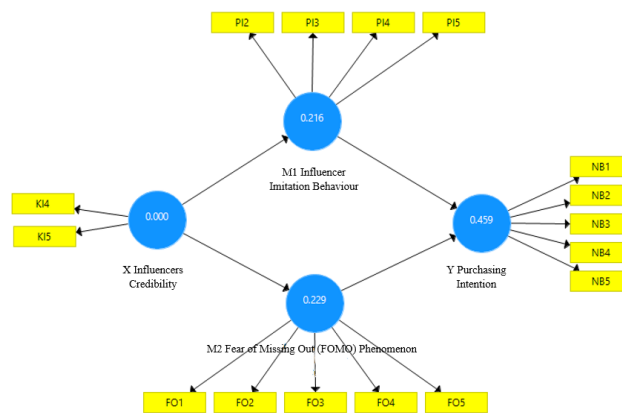


Figure 4. Relationship between Variables (source: Smart PLS 3)

From the above, it can be seen that the IC variable only has two indicators left and the IB variable remains 4 indicators, while the other 2 variables, FO and PI are still complete with 5 indicators.

b. Validity test

Convergent Validity Testing for Each Construct Indicator According to Chin in Ghozali and Latan (2015), an indicator is considered valid if its value is more than 0.7. Comparing the square of the AVE for each construct to the correlation value between the constructs in the model is another technique to assess discriminant validity. The AVE must be more than 0.5 to be considered acceptable (Ghozali I, 2015). The AVE value for each variable in the accompanying Table is as follows:

Table 2. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)	Note:
M1 Influencer Imitation Behavior	0.751	Valid
M2 The Fear of Missing Out Phenomenon	0.813	Valid
X Influencer Credibility	0.792	Valid
Y Purchase Intention_	0.750	Valid

According to Table 2, it can be seen from the AVE value after several invalid items were deleted consisting of Influencer Imitation Behavior $0.751 > 0.5$ (valid), The Fear of

Missing Out Phenomenon $0.813 > 0.5$ (valid), Influencer Credibility $0.792 > 0.5$ (valid), and Purchase Intention is $0.750 > 0.5$ is valid.

c. Reliability Test

Ghozali and Latan (2015) state that composite reliability testing is used to determine the instrument's reliability in a research model. If the composite reliability value for all latent variables is greater than 0.7 and Cronbach's alpha is greater than 0.7, either the construct is highly reliable or the questionnaire employed in this study is highly reliable or consistent.

Table 3. Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Note:
M1 Influencer Imitation Behavior	0.889	0.923	<i>Reliable</i>
M2 The Fear of Missing Out Phenomenon	0.942	0.956	<i>Reliable</i>
X Influencer Credibility	0.739	0.884	<i>Reliable</i>
Y Purchase Intention	0.916	0.937	<i>Reliable</i>

Based on Table 3, it can be seen that all variables in this research model are reliable because composite reliability is > 0.7 . Besides that, it can be seen that all variables in this research model are reliable due to Cronbach's alpha > 0.7 (Ghozali and Latan, 2015).

After the research data is declared valid, then it is analyzed to find the R-Square with the aim of knowing the influence of each relationship that occurs between variables. The following is the R-Square data obtained:

Table 4. R-Square Results

Affected Variables	R Square
IC → IB	0.297
IC → FO	0.287
IB and FO → PI	0.625

According to the Table above, the Influencer Credibility variable influences 29.7 % of the Influencer Imitation Behavior (IB) variable, whereas the remaining 70.3% is influenced by other variables beyond this study. Moreover, the variable Fear of Missing Out is influenced by the Influencer Credibility variable by 28.7%, while the remaining 71.3% is influenced by other variables beyond this study. Furthermore, the Influencer Imitation Behavior variable and the Fear of Missing Out Phenomenon variable influence 62.5% of the Purchase Intention variable, while the remaining 37.5% is influenced by other variables beyond this study.

3.2 Discussion

After obtaining the R-Square results, then the Path Coefficients test was carried out to see the direction of the influence of each existing relationship and the T-Statistic test to see the significance of the relationship between variables. This is also to prove each hypothesis that has been made previously.

The following are the results of the path coefficient test and the T-Statistic test of each relationship between variables.

Table 5. T-Statistics Test Results

	Original Sample (O)	T Statistics (O/STDEV)	Conclusion
M1 Influencer Imitation Behavior (IB) - > Y Purchase Intention (PI)	0.326	4,122	
M2 Fear of Missing Out Phenomenon (FO) -> Y Purchase Intention (PI)	0.506	6,886	
X Influencer Credibility (IC) -> M1 Influencer Imitation Behavior (IB)	0.545	10,464	
X Influencer Credibility (IC) -> M2 Fear of Missing Out Phenomenon (FO)	0.536	11.007	

H1: Influencer credibility has a positive effect on Influencer imitation behavior.

The results of the Path Coefficients test of the relationship between IC→IB is 0.545. Since the result is above 0, it can be interpreted that the relationship between IC→IB is positive. Additionally, from the results of the T-Statistics test, the relationship between IC→IB have a value of 10,464. Due to the value is above 1.96, it can be said that IC significantly affects IB. Hence, these results describe that H1 is proven and accepted.

The results of this study are in line with (Dhikrullah, 2020) that the credibility of influencers partially affects imitation behavior among viewers of beauty vlog shows on the YouTube site. Likewise, Albert Bandura (in (Putri, 2016)) describes one by one the process of imitation behavior through Observational Learning Theory which is divided into four stages as follows: a) Attention, in this stage one must pay close attention to the model, b) Retention, this stage is the stage of recalling the behavior displayed by the observed model, so one needs to have a good memory of the model's behavior, c) Reproduction, in this stage someone who has paid attention to carefully observe and recall the behavior that has been displayed by the model, then the next step is to try to imitate or practice the behavior performed by the model. d) Motivational, the next stage is that one must have the motivation to learn from the model and ultimately perform imitating behavior.

Research conducted by Lou & Yuan (2019b) shows the positive influence of influencer credibility on audience trust in branded posts generated by influencers. According to Reinikainen et al. (2020) the credibility of the influencer positively affects the brand trust of the brand endorsed by the influencer. Trust can move from one target to another (Stewart, 2003). In the context of the research results above, it implies that trust in social media influencers can be interpreted the same as trust in branded posts produced by influencers and brand trust in brands supported by influencers. Meanwhile, other research shows the perceived credibility of influencers is the strongest factor influencing attitudes towards influencers (Chetioui et al., 2020).

H2: Influencer credibility has a positive effect on fear of missing out the trend (FOMO) behavior.

The results of the Path Coefficients test of the relationship between IC→FO is 0.536.545 with p-value of 0, hence it can be interpreted that the relationship between IC→FO is positive. Besides, from the results of the T-Statistics test, the relationship between IC→FO obtained a value of 11.007. Due to the value above 1.96, it can be said that IC significantly affects FO. Thus, this result reveal that H2 is proven and accepted.

According to Hodkinson (2019) which establishes a theoretical framework for examining the use and effectiveness of externally triggered FOMO appeals in marketing and advertising. While the appeal of FOMO is launched externally (e.g., by advertising or

marketers), how it is viewed subjectively is impacted by consumer personality features such as the demand for cognition (Need for Cognition), as well as situational considerations such as product availability. Consumers next respond cognitively and affectively to attraction by assessing the source's legitimacy (cognitive) and recalling how similar earlier selections made them feel in the past (affective). These variables have an effect on the actual decision-making process. Following a purchase choice, buyers may experience post-purchase reactions such as (dissatisfaction) with the product (Neumann, 2020).

An increase in the information output of firms also means that the attention span of consumers is increased. This is a consequence of the fear of missing out on a potentially better offer or product (Anderson & de Palma, 2011). Furthermore, consumers are now more observers of influencer associations with brands. Research conducted by Singh et al. (2020) have shown that consumers are rarely passive recipients of brands' attempts to be persuasive in their marketing.

According to Reale (2019) which describes influencers as trendsetters who utilize specific skills to build relationships with their followers. This allows influencers to influence the behavior of their followers by voicing their opinions with a strong sense of credibility attached to them. The skills or expertise they provide is essential for followers to see them as opinion leaders. Likewise, in some cases it is even some kind of authority in certain areas that allows to influence Consumer Behavior.

H3: The imitation behavior of influencers has a positive effect on consumers' purchase intentions.

Path Coefficients test results of the relationship between IB→PI have a value of 0.326.545 with p-value of 0, hence it can be interpreted that the relationship between IB → PI is positive. Additionally, from the results of the T-Statistics test, the relationship between IB→PI obtained a value of 4.122. Due to the value is above 1.96, it can be said that IB affects PI significantly. Therefore, H3 is proven and accepted.

This result is in line with Filieri et al. (2018) and K. Z. K. Zhang et al. (2014), when consumers are looking for a service to purchase, they may look at the number of reviews per service, which is an indication of how many consumers purchased the service. This information can convince consumers about the level of quality of a service, that is, if many people buy it, it must be good to serve. In fact, consumer buying confidence can be increased through observing or imitating the buying behavior of other consumers.

H4: The phenomenon of fear of missing out has a positive effect on consumer purchase intentions.

Path Coefficients test results of the relationship between FO→PI have a value of 0.506545 with p-value of 0, it can be interpreted that the FO→PI is positive. In T-Statistics test, the relationship between FO→PI obtained a value of 6.886. Since the value is above 1.96, it can be said that FO affects PI significantly. Hence, H4 is proven and accepted.

The results of this study are in line with the findings of Dinh & Lee (2021b) which shows that influencer imitation has a significant impact on social comparison, materialism and FOMO, which affect purchase intention of the endorsed product. The results of the analysis highlight the important role of FOMO in explaining purchase intentions towards endorsed products in the context of social media influencers. Originality/value This study proposes a new theoretical model and empirically tests the power of influencers to influence consumers' purchase intentions for the endorsed product. It also explains the

influencer effect through FOMO, which has hardly been investigated in previous studies although it is an important factor in understanding customer behavior.

IV. Conclusion

After analyzing the research data obtained from the questionnaire results using the SmartPLS 3 application, it can be concluded that T-Statistic test results, the relationship of IC→IB obtained a value of 10.464. Due to the value is above 1.96, it can be said that IC significantly affects IB. Therefore, H1 is proven and accepted. Moreover, the relationship of IC→FO obtained a value of 11.007. Due to the value above 1.96, it can be said that IC significantly affects FO. Hence, H2 is proven and accepted. Likewise, the relationship IB→PI obtained a value of 4.122. Since the value is above 1.96, it can be said that IB affects PI significantly. As a result, H3 is proven and accepted. The relationship of FO→PI value of 0.506. Because the results are above 0, it can be interpreted that the relationship between FO→PI is positive. As for the relationship between FO→PI obtained a value of 6.886. Due to the value is above 1.96, it can be said that FO affects PI significantly. Hence, H4 is proven and accepted.

This study develops a novel theoretical model and experimentally examines influencers' ability to influence consumers' purchase intentions for an endorsed product. Additionally, it explains the influence of Influencers by FOMO, which has received less attention in previous research while being a critical aspect in explaining customer behavior. The implications are examined for the academic literature as well as for marketing and advertising management techniques including online marketing. The suggested model has a number of practical consequences for marketers and social media influencers when it comes to creating a successful marketing strategy. This study delves into the underlying process of purchase intention under the influence of Influencers, a marketing strategy widely regarded as effective. Social media influencers can contribute to the positive transformation of consumer and brand relationships.

Through their content sharing networks, social media influencers can communicate brand messages and persuade followers to purchase items and services (Wang, 2021). As a result of this study, marketing practitioners may consider to explore incorporating social media influencers into their advertising efforts to ensure the success of their marketing communications. Marketers must identify social media influencers with a high level of credibility, who not only have a huge number of followers but also a positive reputation among their followers. They are also subject matter experts in their industries to raise customer desire to imitate them and purchase intention for endorsed products.

Furthermore, this study discovered that FOMO has a significant impact on customer purchase intention, suggesting that marketers, advertisers, and even social media influencers should be able to use FOMO to increase customer engagement. When an influencer delivers a positive review of a recommended product and then utilizes it, their followers are more likely to want to replicate this behavior and are less likely to want to lose out on the opportunity to test the product's current trend.

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