From Social Media to Checkout: The FoMO Phenomenon in Indonesia's Beauty Sector

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I N F O	A B S T R A C T
	The skincare market in Indonesia is experiencing rapid growth, driven by the increasing young population. This research examined the impact of brand image, viral marketing, and influencer marketing on consumer purchasing decisions, with Fear of Missing Out (FoMO) as a mediating factor. A quantitative approach is employed, utilizing a non-probability sampling method, specifically incidental sampling. The sample consists of 220 consumers in Indonesia who have purchased and used Skintific skincare products. Data was collected through an online questionnaire. The analysis was conducted using descriptive analysis with SPSS and inferential analysis through Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results indicated that brand image and viral marketing did not significantly affect purchasing decisions, but influencer marketing had a positive and significant effect. In contrast, FoMO had a positive and significant effect on purchasing decisions. Additionally, brand image, viral marketing, and influencer marketing positively and significantly influenced FoMO. FoMO is a mediating variable that strengthens the impact of brand image, viral marketing, and influencer marketing on purchasing decisions. These findings suggested that, in marketing strategies, fostering FoMO through various campaigns can be a more effective approach to driving consumer purchasing decisions. These findings contribute to the company by optimizing the impact of FoMO on Skintific through strategies such as launching limited-edition products, offering time-limited deals, and utilizing real-time user reviews to encourage consumers to make quicker purchase decisions.

INTRODUCTION

The skincare market in Indonesia is experiencing rapid growth driven by the increasing young population, consumer awareness of the importance of self-care, and digital influences that facilitate consumer access to various cosmetic products through online business transformation (Compas, 2024). Digital marketing has become the main tool for companies to attract consumers, replacing traditional marketing strategies (Mahmud et al., 2023; Melianthi & Darma, 2024). Enhanced internet accessibility, diverse e-commerce platforms, and an extensive array of online products and services have transformed consumer behavior in digital purchasing (Bekman, 2022; Rungruangjit, 2022). The Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2024, recorded that sales of personal care and cosmetic products have increased rapidly in recent years from 2018 to 2022. Personal care and cosmetics are the top 3 sales in the marketplace, with a transaction value reaching IDR 13,287.4 trillion and a transaction volume of 145.44 million (Limanseto, 2024). In addition, the 2015–2035 National Industrial Development Master Plan has designated the cosmetics industry as a priority sector that plays an important role in the future economy

(Pusat Komunikasi Publik Kementerian Perindustrian, 2015). The tendency of people to buy beauty and care products can also be seen from the company's market data, wherein in the first half of 2024, the beauty and care category was at the forefront of FMCG market sales, controlling 54.4% of the total market share. This category has also shown stable growth over the past year (Compas, 2024). As many as 77% of Indonesians buy skincare products at least once a month, with an average expenditure reaching IDR 250,000, where more than half of respondents choose to buy products online, either through e-commerce or social media. At the same time, only a few prefer shopping at offline stores (Populix, 2022).

High sales levels are closely related to purchase decisions. Purchase decisions refer to the process consumers go through in determining their purchase of a product or service (Santuso et al., 2024). Consumer behavior theory emphasizes the importance of social and psychological influences in purchasing decisions (Zusrony, 2021). In this case, marketing through influencers, viral marketing, and brand image function as forms of social influence that can shape consumer perceptions and preferences for a product. The ease of disseminating information through social media further strengthens the prevalence of Fear of Missing Out (FoMO) among individuals in society (Carolina & Mahestu, 2020). Morsi et al. (2025) stated that FoMO can influence decision-making and purchasing behavior changes. Therefore, the role of brand image, viral marketing, and influencer marketing is crucial in understanding consumer purchasing decisions for skincare products.

This study uses Skintific skincare as an object because, based on Google Trends analysis between May 29, 2022, and March 26, 2023, it can be seen that searches for the word "Skintific" experienced a significant spike, from a value below 25 to above 50 (KumparanBISNIS, 2023). Based on Kompas data in 2023, Skintific got first place as a top brand in 2023 and the first half of the year (January - June) 2024. Skintific is one of the skincare brands that launched its products at the end of 2021 and quickly became one of the leading brands in Indonesia. Skintific's success can be seen from its ability to attract the attention of domestic consumers, as shown by the achievement of seven prestigious awards within one year, including from Female Daily, Sociolla, Beautyhaul, and TikTok Live Awards 2022. In the same year, this brand also won the Best Newcomer Brand 2022 award from Sociolla and TikTok Live Awards. Product innovations that often go viral allow Skintific to lead the beauty category on various e-commerce platforms. In addition, Skintific products recorded the highest sales on TikTok Shop in 2022 (Kompas, 2023).

Previous studies have examined purchasing decisions regarding brand image conducted by Stiawan and Jatra (2022), Sari and Wahjoedi (2022) and Angeline et al. (2023). The results showed that brand image influences purchase decisions, while research conducted by Yakin and Hutauruk (2023) showed different results where brand image did not influence purchase decisions. Previous research has demonstrated that viral marketing studies impact purchasing decisions, as evidenced by the findings of Hamade (2021) and Dewi et al. (2024). However, different results by Sari & Darma (2024) showed that viral marketing did not influence purchase decisions. Several studies conducted by Mandiri et al. (2022), Kutz et al. (2024) and Adinata et al. (2024) showed that influencer marketing has an effect on purchase decisions, while research conducted by Londong et al. (2024) showed different results where influencer marketing did not affect purchase decisions. There is a gap from previous research between the variables of brand image, viral marketing, and influencer

marketing on purchase decisions, so researchers use FOMO as a mediating variable. This study also fills the GAP from Mahmud et al. (2023) which has limitations in determining respondents, namely the population of the Jakarta, Bogor, Depok, tangerangan and Bekasi (called as JABODETABEK) community. Hence, this study develops from previous research by expanding the scope to target Indonesia to measure purchase decisions. This study adopted the Theory of Planned Behavior (TPB) proposed by Ajzen (1991) to reinforce the conceptual framework. According to TPB, behavioral intentions are formed by three key components: attitudes toward the behavior, subjective norms, and perceived behavioral control. Within this framework, Fear of Missing Out (FoMO) is conceptualized as a psychological mediator explaining how influencer marketing, brand image, and viral marketing affect consumer purchase decisions. This theoretical perspective provides a deeper understanding of how digital and psychological factors influence consumer behavior, particularly in the context of the skincare industry.

Skinific skincare product innovation has given rise to the fear of missing out phenomenon, which companies also utilize to influence purchasing decisions. This study also fills the GAP from Mahmud et al. (2023) which has limitations in determining respondents, namely the population of the JABODETABEK community. Hence, this study develops from previous research by expanding the scope to target Indonesia. In addition, the novelty of this study integrates additional variables, including brand image viral marketing, and also looks for indirect influence through FoMO to measure purchase decisions. Based on this phenomenon, academic research has been conducted. However, their findings vary greatly and differ in each study regarding the influence of brand image, viral marketing, and influencer marketing on purchase decisions. Due to the discrepancies in the findings of these studies, it can be concluded that the research results lack consistency; thus, researchers investigate the study titled "From Social Media to Checkout: The FoMO Phenomenon in Indonesia's Beauty Sector."

LITERATURE REVIEW
Theory of Planned Behavior

The Theory of Planned Behavior (TPB) extends the Theory of Reasoned Action (TRA). TRA identifies two primary factors influencing an individual's behavioral intention: attitude toward the behavior and subjective norms. TPB expands this framework by introducing a third component: perceived behavioral control. These three factors collectively determine a person's intention to engage in a particular behavior (Ajzen, 1991).

This study adopts the Theory of Planned Behavior (TPB), developed by Ajzen (1991), as its primary theoretical foundation. TPB posits that an individual's behavioral intention, such as the intention to make a purchase, is influenced by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control. Within the context of this research, brand image, viral marketing, and influencer marketing are considered external stimuli that shape consumer attitudes and perceived social pressure (subjective norms). Meanwhile, Fear of Missing Out (FoMO) is conceptualized as a psychological factor that may influence attitudes and perceived behavioral control. By applying TPB, this study aims to investigate how these marketing strategies affect purchase intentions for skincare products, particularly by exploring the mediating role of FoMO.

Brand Image and Purchase Decision

Brand image is considered a determining factor for consumers in purchasing decisions. So, brand image is one of the important factors in consumer purchasing decisions. Amalia and Rizal (2022) found a correlation between brand image and purchase decisions in Lemonilo products in Indonesia. The results of academic research conducted by Fasha et al. (2022) that the better the brand image, the higher the consumer's purchasing decision. In the research of Samudra et al. (2024) Brand Image has a positive and significant influence on Purchase Decisions because The Body Shop has succeeded in creating a strong and unique brand image with values such as sustainability, ethics, and environmental concern. Brand image and consumer preferences are closely connected, so consumers feel motivated to choose The Body Shop products. In this way, brand image plays an important role in influencing consumer purchasing decisions.

H1: Brand image has a positive influence on purchase decisions.

Viral Marketing on Purchase Decision

Viral promotions carried out by business people by attractively packaging them will positively affect customers, making them more interested in the products offered (Nguyen & Nguyen, 2020). Diawati et al. (2021) found that Tokopedia succeeded in attracting public attention due to the use of the boyband BTS as Tokopedia's brand ambassador, who created viral marketing that influenced the purchasing decision process for products marketed in the Tokopedia marketplace. Hamade (2021) from Lebanon also found a correlation between viral marketing and purchase decisions. The research highlighted the crucial role of viral marketing content in influencing customers' buying choices. Viral marketing has a positive and significant influence on purchasing decisions. The more products are discussed by consumers and promoted through social media, the higher the consumer's purchasing decision and the same finding was also found by Mulyadi et al. (2023) and Amperawati et al. (2024).

H2: Viral marketing has a positive influence on purchase decisions.

Influencer Marketing and Purchase Decisions

De Veirman et al. (2017) stated that when an Influencer gives a positive review or recommends a product, their followers often feel compelled to try it. By working with the right Influencers, companies can ensure that their marketing messages reach the right audience, increasing the effectiveness of their marketing campaigns and, ultimately, consumer purchasing decisions (Hutomo et al., 2020). Nadanyiova and Sujanska (2023) showed a correlation between Influencer marketing and purchase decisions in Generation Z in Slovakia. Wilis and Faik (2022) found a significant positive influence between influencer marketing and purchase decisions.

H3: Influencer marketing has a positive influence on purchase decisions.

FoMO and Purchase Decision

Mahmud et al. (2023) emphasized that when someone has difficulty obtaining the desired item and succeeds in obtaining it, it can provide a feeling of pleasure. Thus, FoMO (Fear of Missing Out) can influence a person's purchasing decision because of the urge to get pleasure from having the item. Soewarno et al. (2024) revealed that the FoMO phenomenon encourages consumers to immediately make purchases to avoid the fear of missing out on trends or exclusive offers, thus triggering purchasing decisions for a particular product.

H4: FoMO has a positive influence on purchase decisions.

Brand image and FoMO

A prominent and positive brand image can make consumers feel more familiar and confident with the product. When consumers see products with a strong brand image on social media, they will feel compelled to follow the trend and not want to miss out (Lie et al., 2022). This condition increases anxiety and fear (FoMO) that they will miss the opportunity to own or experience the product, especially if other consumers highly value the product (Xiao et al., 2023). Kinasih et al. (2023) proved that brand image significantly affected FoMO.

H5: Brand image has a positive influence on FoMO.

Viral Marketing and FoMO

The dissemination of information or the word-of-mouth marketing process is generally carried out directly without electronic media. In contrast, viral marketing combines internet technology with word-of-mouth communication strategies to be more effective (Erwin et al., 2023). As more individuals receive the message, their ability to influence others to share it increases (Mulyadi et al., 2023). The findings of Ciersya et al. (2023) state that viral marketing positively affects FoMO.

H6: Viral marketing has a positive influence on FoMO.

Influencer Marketing and FoMO

Following social media influencers can be one of the main triggers for FoMO, especially in cyberspace, due to the way Influencers communicate, which is often very persuasive and attracts the attention of their followers (Schmuck, 2021). According to Sudarman and Lailla (2023), influencers encourage followers to share their experiences with fashion products on social media. It can cause anxiety and fear among followers if they are unable to get the product promoted. Hence, there is a correlation between influencer marketing and FOMO, as proven by research conducted by (Mahmud et al., 2023).

H7: Influencer marketing has a positive influence on FoMO.


The Mediation Role of FoMO

Fear of Missing Out (FoMO) is the anxiety a person feels when they see other people, primarily through social media platforms, engaging in enjoyable experiences or using certain viral products (Çelik et al., 2019). A strong brand image, viral marketing, and the influence

of influencers can strengthen these feelings, ultimately influencing consumer purchasing decisions. Kinasih et al. (2023) revealed the influence of brand image on purchase decisions mediated by FOMO. Viral marketing affects FoMO, which is the result of research by Sari & Darma (2024). Moreover, Ilyas et al. (2022) identified an indirect effect: social media content featuring influencers impacts purchasing decisions through the Mediation of FOMO. Based on prior research, the researcher proposed the following hypothesis. Furthermore, the research framework is depicted in Figure 1.

H8: Brand image influences purchase decisions mediated by FOMO.

H9: Viral marketing influences purchase decisions mediated by FOMO.

H10: Influencer marketing influences purchase decisions mediated by FOMO.
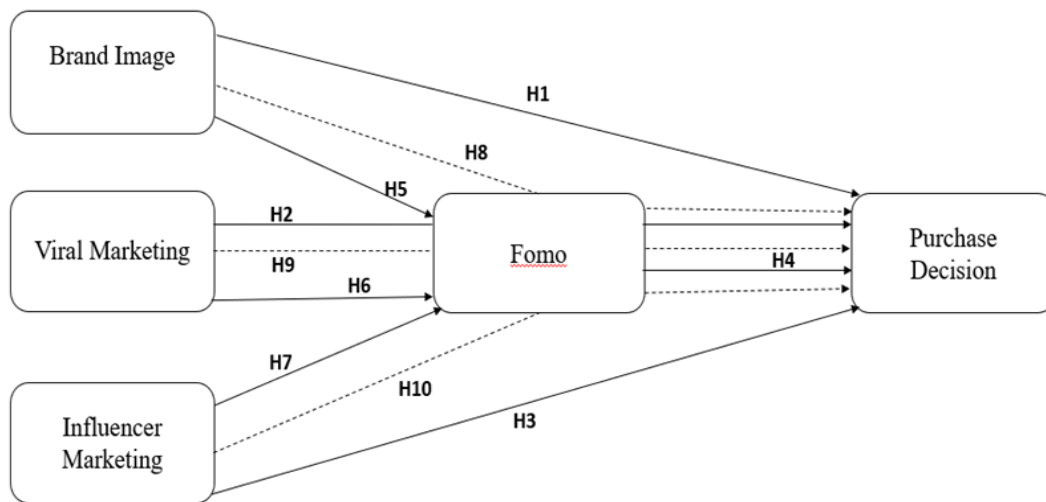
Figure 1. Conceptual Framework

RESEARCH METHOD

This study employed a quantitative approach using a non-probability sampling technique, specifically incidental sampling. This study employed a non-probability sampling technique due to the unavailability of the exact number or a complete list of Skintific users across Indonesia. The sample comprised 220 Indonesian consumers with experience purchasing and using Skintific skincare products. According to Hair et al. (2009), the appropriate sample size is determined by multiplying the number of indicators by a factor of 5 to 10. This study calculates the sample size: Number of Samples = *Number of Indicators x 10*, resulting in *22 x 10 = 220* samples. Data collection is conducted through an online survey using Google Forms, which is distributed across various social media platforms. The questionnaire employs an interval scale measurement, specifically a semantic differential scale. This study applies descriptive statistics using SPSS and inferential analysis through Structural Equation Modeling (SEM). The process covers evaluating the measurement model (outer model), examining the structural model (inner model), and testing hypotheses with Partial Least Squares (PLS). Partial Least Squares (PLS) was used in this research because it allows for direct analysis of indirect effects, whereas other software would require manual calculations using the Sobel test.

Variable Operational Definitions

Brand Image in this study is to obtain information related to the impression held by a consumer or the public regarding the brand from Skintific. According to Rastogi et al. (2024) a strong brand image plays an important role in the sale of a product. Viral marketing refers to a digital form of word-of-mouth promotion that includes creating videos, advertisements, and other marketing content. This strategy encourages consumers to voluntarily spread marketing information to the target audience (Amperawati et al., 2024). This study will obtain information about word-of-mouth behavior or viral marketers on Skintific. An influencer can impact others by giving opinions about a particular product to influence individual awareness in decision-making (Lou & Yuan, 2019). This marketing strategy influences consumer purchasing decisions more authentically and personally than traditional advertising (Bakri, 2023).

Table 1. Constructs and Research Statement

Variable	Research Statement	Source
Brand Image (BI)	I believe Skintific's products utilize modern technology, allowing them to keep up with current trends (BI1)	Hoeffler and Keller (2003)
	I believe Skintific's products utilize modern technology, allowing them to keep up with current trends (BI2)	
	I feel that Skintific offers a wide range of skincare products, successfully catering to various consumer needs (BI3)	
	I think Skintific's products can effectively fulfill both the needs and desires of consumers (BI4)	
Viral Marketing (VM)	I get information about Skintific skincare products from people I trust, such as friends, family, or influencers (VM1)	Kaplan and Haenlein (2011)
	Messages or promotions related to Skintific skincare products are very appealing and leave a strong impression on me (VM2)	
	Online platforms, such as social media, provide relevant information about Skintific skincare products (VM3)	
Influencer Marketing (IM)	I believe that influencers who promote Skintific skincare products always provide honest information (IM1)	Backaler (2018)
	I tend to trust Skintific skincare products because they suit my skincare needs (IM2)	
	I actively engage with content shared by influencers marketing related to Skintific skincare products, such as liking, commenting, or sharing (IM3)	
	I feel that the content shared by influencers about Skintific skincare products provides useful information relevant to skincare (IM4)	
FoMO (FM)	I worry that others have more valuable experience using Skintific skincare products than I do (FM1)	Good and Hyman (2020) and Przybylski (2013)
	I feel afraid that my friends have more valuable experience using Skintific skincare products than I do (FM2)	
	I feel anxious when I see my friends using Skintific skincare products and enjoying the benefits without me (FM3)	
	I feel worried when I do not know what my friends are doing with their Skintific skincare routine (FM4)	
	To me, it is important to understand what my friends are discussing and recommending using Skintific skincare products (FM5)	
	For me, sharing details about my experience using Skintific skincare products online is important (FM6)	
Purchase Decision (PD)	I bought Skintific because I wanted to try a skincare product that was trending on various social media platforms (PD1)	Diawati et al. (2021)
	I looked for information from multiple sources about Skintific skincare (PD2)	
	I compared Skintific skincare with other skincare products before deciding to buy (PD3)	
	I decided to purchase Skintific after evaluating several alternatives (PD 4)	
	I would recommend this skincare product to my family, friends, and those around me (PD5)	

This study aims to obtain influencer marketing information on Skintific products. FoMO is a phenomenon that reflects the anxiety of missing out on information from social

media, leading customers to develop a stronger urge to buy products to keep up with trends and popular items (Argan & Argan, 2019). This study will obtain information related to FoMO in Skintific products. A purchase decision refers to the pre-transaction stage, encompassing all consumer actions and deliberations before buying and utilizing a product. In this study, the understanding of Purchase Decision aims to obtain information regarding the decision to purchase Skintific. Table 1 presents the construct and research statements of this study.

RESULTS AND DISCUSSION
Respondent Characteristics

This study involved 220 respondents, selected based on the criteria described in the methodology section. The research data analysis began by examining the respondents' descriptive characteristics, including gender, age, educational background, domicile, length of time using Skintific, and employment status. This analysis aimed to understand how differences in respondents' backgrounds might influence their perceptions of the indicators presented in the questionnaire. Table 2 shows that the majority of Skintific skincare users were women. In terms of age, the 21–30 age group is the most dominant, accounting for 70.5% of respondents. This age range predominantly overlaps with Generation Z, typically defined as individuals born between 1997 and 2012 or those under 28 years old as of 2025. It may also include some older Millennials.

Nevertheless, considering Generation Z generally includes individuals up to approximately 28 years of age, a significant portion of the sample can reasonably be classified within this generational cohort. From a psychological perspective, Generation Z is characterized by high digital connectivity, frequent engagement with social media platforms, and a heightened sensitivity to trends and viral content. These attributes make them particularly susceptible to the phenomenon known as Fear of Missing Out (FoMO), which refers to feelings of anxiety or urgency to participate in experiences perceived as popular or socially rewarding. Although the data show that only 5.0% of respondents are under 20 years old, and 70.5% are between 21 and 30 years old, it can be inferred that a substantial portion of the sample, particularly those in their early twenties, belongs to Generation Z and is therefore more likely to be influenced by FoMO-related psychological factors. However, it is important to note that FoMO is no longer exclusive to younger generations. As social media and digital marketing become increasingly widespread, older individuals are frequently exposed to promotional and peer-influenced content, becoming similarly vulnerable to FoMO. Therefore, while the findings of this study primarily reflect the perspectives of Generation Z and younger Millennials, the implications extend more broadly to general consumers due to the cross-generational nature of digital media consumption.

Regarding educational background, most users are bachelor's degree graduates, making up 87.3% of the sample. In terms of domicile, the majority of respondents (64.5%) reside in Bali Province. Meanwhile, regarding the duration of use, 36.4% of respondents have used Skintific skincare for 1–3 months. Regarding employment status, most users are Self-employed, making up 34.5% of the sample.

Table 2. Respondent Characteristics

	Characteristic	Frequency	Percentage (%)
Gender	Female	216	98.2
	Male	4	1.8
	Total	**220**	**100**
Age	<20 years old	11	5.0
	21-30 years old	155	70.5
	31-40 years old	48	21.8
	>40 years old	6	2.7
	Total	**220**	**100**
Education background	Junior High School	1	0.5
	Senior High School	2	0.9
	Diploma	21	9.5
	Bachelor	192	87.3
	Master	4	1.8
	Total	**220**	**100**
Domicile	Bali	142	64.5
	Jakarta	50	22.7
	Jawa Barat	12	5.5
	Jawa Timur	8	3.6
	Yogyakarta	5	2.3
	NTB	1	0.5
	Maluku	1	0.5
	Sumatera Utara	1	0.5
	Total	**220**	**100**
Length of time using Skintific	1-3 months	80	36.4
	6 months	78	35.5
	7 months - 1 year	44	20
	>1 year	18	8.2
	Total	**220**	**100**
Employment status	Students	2	0.9
	civil servant	33	15
	Self-employed	176	34.5
	Private employees	9	45
	Others	9	4.1
	Total	**220**	**100**

Measurement Model Analysis or Outer Model

The results of the convergent validity test in this study were analyzed using the loading factor values, which showed five constructs: brand image, viral marketing, influencer marketing, FoMO, and purchase decision, each with a value greater than 0.7 (Table 3). Each indicator effectively explains the research construct.

Table 4 shows the Average Variance Extracted (AVE) values for each variable in this study are as follows: Brand Image (0.626), Viral Marketing (0.678), Influencer Marketing (0.626), FoMO (0.578), and Purchase Decision (0.593). Since all AVE values exceed 0.5, this confirms that each construct in this study meets the criteria for convergent validity. The indicators for each variable demonstrate good consistency in measuring the intended construct.

Table 3. Outer Loading

Construct	Indicator	Outer Loading
Brand Image (BI)	BI1	0.819
	BI2	0.751
	BI3	0.832
	BI4	0.758
Viral Marketing (VM)	VM1	0.737
	VM2	0.860
	VM3	0.866
Influencer Marketing (IM)	IM1	0.783
	IM2	0.777
	IM3	0.799
	IM4	0.806
FoMO (FM)	FM1	0.754
	FM2	0.753
	FM3	0.720
	FM4	0.823
	FM5	0.772
	FM6	0.734
Purchase Decision (PD)	PD1	0.765
	PD2	0.790
	PD3	0.784
	PD4	0.765
	PD5	0.745

Table 4. Average Variance Extracted (AVE)

Construct	Average variance extracted (AVE)
Brand Image	0.626
Viral Marketing	0.678
Influence Marketing	0.626
FoMO	0.578
Purchase Decision	0.593

Table 5 shows that the square root of the AVE (√AVE) for each construct is greater than the correlation between latent variables, confirming that the research data meets the criteria for discriminant validity and is considered valid.

Table 5. Fornell-Larcker

Construct	BI	VM	IM	FM	PD
Brand Image	0.791				
Viral Marketing	0.216	0.823			
Influence Marketing	0.791	0.327	0.791		
FoMO	0.302	0.377	0.410	0.760	
Purchase Decision	0.304	0.323	0.367	0.464	0.770

The Composite Reliability values for each variable are as follows: *BI* (0.870), *VM* (0.862), *IM* (0.870), *PD* (0.879), and *FM* (0.891). Similarly, Table 6 presents the Cronbach's Alpha values where *BI* (0.802), *VM* (0.764), *IM* (0.802), *PD* (0.829), and *FM* (0.854). Since all these values exceed 0.70, it can be concluded that all constructs in this study are reliable. The instruments used are consistent in measuring the studied variables.

Table 6. Construct Reliability

Construct	Cronbach's alpha	Composite reliability (rho_c)
Brand Image	0.802	0.870
Viral Marketing	0.764	0.862
Influence Marketing	0.802	0.870
Purchase Decision	0.829	0.879
FoMO	0.854	0.891

Structural Model Analysis or Inner Model

F-Square (F^2)

The F-Square value of 0.35 indicates a strong influence, 0.15 indicates a moderate influence, and 0.02 indicates a weak influence (Cohen, 1988). A value less than 0.02 is considered insignificant or indicates an insignificant influence (Sarstedt et al., 2017). The results of the F-Square test in this study indicate that all influences between variables are classified as weak. Specifically, the influence of brand image on FoMO ($F^2 = 0.034$) and the influence of brand image on purchase decision ($F^2 = 0.023$) are classified as weak. Likewise, the influence of viral marketing on FoMO ($F^2 = 0.074$), the influence of *IM* on *FM* ($F^2 = 0.089$), and the influence of *IM* on *PD* ($F^2 = 0.028$) also indicate a small effect size in the model. Meanwhile, the influence of *FM* on *PD* ($F^2 = 0.100$) has the highest value in this study, although it is still in the category of weak influence, as well as the influence of *VM* on *PD* ($F^2 = 0.018$), which shows a weak influence.

R-Square (R^2)

The R^2 value is categorized based on the range of 0.19, 0.33, and 0.67, which are interpreted as low, moderate, and high, respectively (Dulyadi, 2021). The R-square value of the purchase decision construct is 0.285. This finding means that the percentage of the purchase decision can be explained by the *BI*, *VM*, *IM*, and *FM* constructs of 28.5%, which means it has a low influence. Then, the R-Square value was obtained for the FOMO construct of 0.260. This value explains that the magnitude of the influence of *BI*, *VM*, and *IM* on FOMO is 26%, which means it has a low influence.

Q-Square (Q^2)

Q-square (Q^2) analysis assesses the model's ability to reconstruct observational data and determine its predictive relevance. A Q^2 value > 0 indicates good predictive relevance, while a $Q^2 < 0$ indicates poor predictive relevance (Dulyadi, 2021). The Q-Square shows that the *PD* construct is 0.159 and the *FM* construct is 0.145, which has a value greater than 0, which means that this study is predictively relevant and has high predictive relevance.

Fit Model

The model is appropriate if the Standardized Root Mean Square Residual (SRMR) value is below 0.08 (Ghozali & Latan, 2020). Moreover, the Normed Fit Index (NFI) value is 0–1, with values approaching 1, indicating a better model (Ringle et al., 2024). In this study, the *SRMR* value was 0.062 (<0.08), and the *NFI* was 0.777, so the model is appropriate to the data.

Table 7. Hypothesis Testing

Hypothesis	Original sample (O)	T statistics	P value	Results
BI→PD	0.137	1.924	0.054	Not Supported
VM→PD	0.124	1.570	0.116	Not Supported
IM→PD	0.160	2.402	0.016	Supported
FM→PD	0.311	4.067	0.000	Supported
BI→FM	0.168	2.768	0.006	Supported
VM→FM	0.280	3.622	0.000	Supported
IM→FM	0.280	3.622	0.000	Supported
BI→FM→PD	0.052	2.425	0.015	Supported
VM→FM→PD	0.078	2.600	0.009	Supported
IM→FM→PD	0.087	2.594	0.010	Supported

The results indicate that the hypothesis regarding the direct influence of brand image on purchase decisions (*P-Value* = 0.054, *T-Statistic* = 1.924) and viral marketing on purchase decisions (*P-Value* = 0.116, *T-Statistic* = 1.570) is not significant, meaning that this hypothesis is not supported (Table 7). On the other hand, the direct influence of influencer marketing on purchase decisions (*P-Value* = 0.016, *T-Statistic* = 2.402) and *FoMO* on purchase decisions (*P-Value* = 0.000, *T-Statistic* = 4.067) is significant, indicating that these two variables have a substantial impact on purchasing decisions. Additionally, the hypothesis testing the influence of brand image on *FoMO* (P-Value = 0.006, T-Statistic = 2.768), viral marketing on *FoMO* (*P-Value* = 0.000, *T-Statistic* = 3.622), and influencer marketing on *FoMO* (*P-Value* = 0.000, *T-Statistic* = 3.622) was also supported, demonstrating that these three factors significantly contribute to increasing Fear of Missing Out (FoMO). For the hypothesis testing of indirect influence through the mediating variable FoMO, the results show that brand image influences purchase decisions through *FoMO* (*P-Value* = 0.015, *T-Statistic* = 2.425), viral marketing influences purchase decisions through *FoMO* (*P-Value* = 0.009, *T-Statistic* = 2.600), and influencer marketing influences purchase decisions through *FoMO* (*P-Value* = 0.010, *T-Statistic* = 2.594). These indirect influence hypotheses were supported, confirming that *FoMO* acts as a mediator in the relationship between the independent variables and purchase decisions.

Discussions

Brand Image and Purchase Decision

The results of this study show that brand image does not significantly influence cognitive purchase decisions. Most respondents were new users of Skintific products, suggesting that their decisions were driven more by current trends than brand perception. Instead, factors like Fear of Missing Out (FoMO) and influencer marketing had a stronger impact, as shown by their higher path coefficient values. Brand image is not key to Skintific skincare purchase decisions in Indonesia. Suhaily and Darmoyo (2017) found that brand image did not directly affect purchasing decisions for Japanese electronic brands in South Jakarta because purchasing decisions are more influenced by product quality and price factors. The electronic products studied are included in the category of shopping goods, meaning consumers consider more rational factors, such as product quality and price, than just brand image. The same thing was found by Yakin and Hutauruk (2023). Suardana et al. (2024) found that various factors beyond traditional assumptions influence purchase

decisions. Social media plays a significant indirect role in shaping these decisions by enhancing overall consumer experiences and ultimately influencing purchasing behavior.

Viral Marketing on Purchase Decision

The results showed that viral marketing does not significantly impact Skintific purchase decisions. Most respondents held bachelor's degrees, suggesting they tend to be more critical and analytical when purchasing. Educated consumers usually rely on personal research, detailed reviews, and product comparisons based on content and benefits rather than being influenced by viral exposure. Therefore, viral marketing is not a key factor in Skintific's purchasing decisions. Instead, consumers are more influenced by Fear of Missing Out (FoMO) and influencer marketing, as shown by these variables' higher path coefficient values. While viral marketing can raise awareness, consumers with higher education tend to trust more credible sources, such as influencers and beauty communities. Sari and Darma (2024) showed that viral marketing did not affect skincare purchasing decisions in Indonesia because consumers are more likely to believe in the opinions of influencers they follow than simply seeing a viral product.

Influencer Marketing and Purchase Decisions

This study concluded that Influencer Marketing positively and significantly affects Purchase Decisions. Influencer marketing affects purchasing decisions since the stronger the impact of the influencer, the more significant the purchase decision for the skeptical product. Influencers are considered to have credibility and authority in a particular field, so their followers highly value their opinions (De Veirman et al., 2017). In line with other studies that found a positive and significant influence between influencer marketing and purchase decisions, in this study, the greater the influence of the influencer, the greater the purchase decision at Lu' Miere Cake Shop (Wilis & Faik, 2022). Mishra and Ashfaq (2023) stated that influencers who are perceived as credible can increase consumers ' consideration and buying of the promoted products.

FoMO and Purchase Decision

The results concluded that FoMO had a positive and significant effect on purchase decisions, meaning that FoMO affected purchase decisions. The greater the influence of FoMO, the higher the purchase decision for skintific products. FoMO increases customers' desire to buy all available items because they do not want to miss out on popular trends or goods (Argan & Argan, 2019). FoMO influences purchase decisions. Soewarno et al. (2024) proved that the FoMO phenomenon encouraged consumers to immediately make purchases to avoid the fear of missing out on trends or exclusive offers, thus triggering purchasing decisions for a particular product. Wachyuni et al. (2024) also found that consumers follow trends when purchasing at Karen's Diner Jakarta. They want to keep up with the times by visiting viral restaurants, experiencing what people have talked about on social media, and uploading documentation as proof that they never miss a trend.

Brand image and FoMO

The results indicated that brand image has a positive and significant effect on FoMO, which means that, according to this study, brand image affects FoMO. The greater the influence of brand image, the more FoMO will be directed towards skintific products. In the study of Sampurno et al. (2024) shown that Shopee already has a good brand image in the community, so fashion products offered with various discounts and product variations through the Shopee platform will increase FoMO because e-commerce users are worried about missing the opportunity to participate in the available offers. Kinasih et al. (2023) revealed that brand image significantly positively affects FoMO. In this study, the better the brand image of skincare products, the more FoMO will increase towards skincare products.

Viral Marketing and FoMO

The study results demonstrate that Viral Marketing positively and significantly influences FoMO. A more substantial Viral Marketing presence leads to a higher level of FoMO toward Skintific products. In their research Rizky et al. (2024) also showed that individuals with high levels of FoMO are more motivated to buy viral products to follow popular trends and avoid feeling left behind by their social environment. Psychological factors, such as FoMO, need to be considered in developing viral product marketing strategies, especially those aimed at Generation Z. Ciersya et al. (2023) stated that viral marketing positively affected FoMO. In this study, the better the Viral Marketing of the film Mencuri Raden Saleh, the greater the tendency for Indonesian consumers to experience FoMO.

Influencer Marketing and FoMO

The results indicated that Influencer Marketing positively and significantly affected FoMO. From this study, Influencer Marketing affects FoMO; the greater the influence of Influencer Marketing, the greater the increase in FoMO towards skin-specific products. Patrisya et al. (2025) showed that influencer marketing positively influences FoMO, where marketing through influencers utilizes psychological phenomena to increase consumer engagement and encourage purchasing decisions. Permana et al. (2023) Permana et al. (2023) showed that Influencer Marketing significantly influenced FoMO. In this study, the greater the Influencer Marketing, the greater the tendency for consumers to experience FoMO toward products among Muslim female consumers.

Mediation Role of FoMO

The test results show that brand image does not directly influence purchase decisions but affects them indirectly through Fear of Missing Out (FoMO). A strong brand image helps create FoMO, which drives consumers to purchase. When consumers perceive Skintific as a trusted and high-quality brand, they feel the product is worth trying. As more people use and recommend it, the fear of missing out on a trending product increases, prompting immediate purchase decisions. Kinasih et al. (2023) found that FoMO mediates the relationship between brand image and skincare purchase decisions. A strong brand builds trust and desirability, which leads to FoMO and encourages quick purchasing behavior. Similarly, viral marketing does not directly impact purchase decisions but influences them indirectly through FoMO.

Viral content may capture attention, but not all viewers buy the product immediately. However, when Skintific products are widely discussed or used, consumers feel pressured to join the trend before missing out driving them to purchase. Sari & Darma (2024) noted that viral social media products create FoMO, pushing consumers to act. The same pattern is found with influencer marketing. While it may not directly lead to purchases, it significantly contributes to FoMO, influencing buying decisions. Consumers trust influencers they follow, especially when consistently promoting and using Skintific products. Positive reviews and visible results create a sense of urgency among followers to try the product themselves. Ilyas et al. (2022) found that social media content featuring influencers influences purchasing decisions through FoMO, especially among consumers aged 17–40 in Makassar.

CONCLUSION

Based on the results, brand image and viral marketing had an insignificant influence on purchase decisions. However, influencer marketing had a positive and significant impact. Fear of Missing Out (FoMO) positively and significantly influenced purchase decisions, indicating that psychological factors such as fear of missing opportunities are more dominant in influencing purchase decisions than brand factors and direct marketing. In addition, brand image, viral marketing, and influencer marketing positively and significantly influenced FoMO, indicating that effective marketing strategies could increase consumers' sense of urgency and interest. Brand image, viral marketing, and influencer marketing significantly and positively impact purchase decisions. FoMO is a mediating variable, indicating that FoMO can strengthen the relationship between marketing strategies and purchase decisions. Thus, this study confirmed that building FoMO through various marketing strategies could more effectively drive consumer purchasing decisions in modern marketing. Theoretically, this study contributes to developing a research model highlighting the role of FoMO as a mediating variable in the relationship between brand image, viral marketing, and influencer marketing on purchasing decisions.

The results added references to the marketing literature by confirming that psychological aspects, such as FoMO, are more influential than direct marketing factors in purchasing decisions. Practically, these findings provide insight into companies and marketers in developing more effective marketing strategies. Companies can utilize FoMO to increase product appeal and accelerate consumer purchasing decisions. This study has several limitations. First, the study focuses on the relationship between brand image, viral marketing, influencer marketing, FoMO and purchasing decisions, potentially overlooking other relevant factors that can affect purchase decisions. Second, the use of a quantitative approach limits the depth of exploration. Future studies should employ qualitative or mixed-method approaches to obtain a more comprehensive and holistic understanding of purchase decisions. Third, the sample used in this study may not fully represent the broader consumer population, limiting the findings' generalizability. Therefore, future research should consider using larger and more diverse samples across various demographic groups and industry contexts to enhance the external validity of the results.

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