

## The Impact of Viral and Influencer Marketing on Skintific Purchase Decisions: Exploring the Mediating Role of FoMO

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### Abstract

The purpose of this study is to explore the role of Fear of Missing Out (FoMO) with the presence of influencers and skincare promotional content, as well as investigating the influence of viral marketing and influencer marketing on purchasing decisions for skincare products. This research was conducted on consumers who had previously purchased skintific products through an online survey with a sample size of 180 respondents. Data analysis was conducted utilizing SEM) with the SmartPLS 4 analysis tool. The research results showed that marketing influencers had the biggest influence on purchasing decisions, and Fear of Missing Out also had a positive and significant influence on purchasing decisions. On the other hand, viral marketing and influencer marketing have a positive and significant influence on FoMO. Fear of missing out mediates the influence of viral marketing and influencer marketing on creative purchasing decisions. However, there are different results, namely viral marketing has no effect on purchasing decisions. These findings provide an understanding of the factors that influence skin care product purchasing decisions through the interaction of viral marketing, influencer marketing, and FoMO. Practically, this research provides valuable insights for marketing practitioners to design more effective marketing strategies. By understanding consumer responses to various marketing strategies, practitioners can create more positive and engaging experiences for consumers.

**Keywords:** *Viral Marketing, Influencer Marketing, Fear of Missing Out, Purchase Decision, Skincare.*

### INTRODUCTION

The information technology advancement today continues to progress, making society very dependent and finding it increasingly difficult without using the internet. High internet users from We are social data which states that there are 212.9 million internet users among a complete population of 276.4 million in Indonesia at the beginning of 2023 (We Are Social, 2023). The growth rate of internet users has resulted in changes in consumer behavior, who previously shopped offline, now transitioned to an online system, one of which is by utilizing social media. (Argan & Tokay-Argan, 2018; Saavedra & Bautista, 2020). The social media used by consumers will be considered an indication of

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an individual's capacity to furnish, obtain, and distribute additional information to the wider community (Azmi et al., 2021). There are numerous social networking platforms frequently utilized by individuals in Indonesia, including WhatsApp, Instagram, TikTok, Facebook, and Twitter. Social media continues to develop, creating a convergence of many functions and features on social media, such as sharing photos and videos via Instagram stories. This presents a chance for companies to promote their products and reduce the costs required. Therefore, companies must continue to innovate by implementing online marketing strategies so they can survive amidst today's business competition (Triwardhani, 2020; Widjaja & Alexandra, 2019).

Currently, skincare products are in first place and dominate the market in purchasing with a share figure reaching 39.5%, and skintific is included in the top 5 most popular skincare brands in online commerce in 2022 (Compas Dashboard, 2022). This beauty product is becoming increasingly popular so many brands have been launched such as skintific. Skincare company Skintific is one of the most popular brands in Indonesia. This brand has used viral marketing and leveraging influencer marketing to attract potential consumers. In the ever-growing digital era, viral marketing and influencer marketing have become very influential factors in shaping consumer preferences and decision to purchase (Maruta, 2020). Viral marketing virally through the internet is a crucial and financially efficient method for promoting products online (Hosseinikhah Choshaly & Mirabolghasemi, 2022). In the framework of the skincare sector in Indonesia, Skintific has succeeded in attracting consumer attention with an effective viral marketing strategy. They have created interesting, informative and entertaining content that has managed to reach a large number of people through social media. When a consumer is content with a product or service they utilize, they will directly share information or recommend the product to those closest to them, so that they can also try and experience it for themselves. (Liu & Wang, 2019). This is proven from several previous studies, namely (Andora & Yusuf, 2021; Diawati et al., 2021; Furqon, 2020; Hidayati, 2018; Tapparan & Allo, 2022) which found the influence of viral marketing on purchase decisions. Different results were found by (Riani & Samatan, 2020) whose research results showed that viral marketing had no effect on purchase decisions. Apart from going viral, Influencer marketing also influences customer decision to purchase based on their opinions, abilities and personal position and is often considered an expert in their field by consumers (Sudha & Sheena, 2017). Influencer marketing has emerged as a vital element of Skintific's marketing strategy. This brand has collaborated with famous influencers in the world of skincare in Indonesia. Several previous studies found the influence of influencer marketing on purchase decisions (Jin et al., 2019; Prasetya et al., 2021; Putri, 2021; Sudha & Sheena, 2017; Zhang & Huang, 2022). However, there are contradictory results from research (Puspitasari et al., 2023) which found that influencer marketing had no effect on purchase decisions. FoMO influences consumer decision to

purchase because they want to feel involved in trends and gain the benefits witnessed through the use of Skintific skincare products. Previous research results found the influence of FoMO on purchase decisions (Argan & Tokay-Argan, 2018; Hodgkinson, 2016; Saavedra & Bautista, 2020; Syafaah & Santoso, 2022). FoMO is a valuable tool for marketing in reaching consumers and getting someone to make a purchasing decision (Çelik et al., 2019).

This research proposal answers suggestions from (Christy, 2022) who has suggestions for deepening the evaluation of information exchange based on FoMO and needs to involve the presence of influencers or celebrities in promotional content. As well as looking at suggestions from research (Dwisuardinata & Darma, 2023) to add purchase decision variables to analyse consumer behaviour. The influence of viral marketing and influencers gained from the experience of consuming skincare products can create a fear of being left behind regarding the benefits they see in influencer content and consumers feel that these products are rare and limited. FoMO can also sway someone to make purchasing choices either directly or indirectly as a result of the impact of viral marketing and influencer marketing.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Consumer Behavior**

Consumer behavior is an area of study that delves into how individuals, groups, and entities choose, acquire, utilize, and apply things and others to fill the need (Kotler & Armstrong, 2017). According Zusrony, (2019) Consumer behavior studies a person's habits in buying certain products with certain brands including where they buy, under what conditions and what their buying habits are. These things will really help marketing managers in developing company marketing policies or tricks. The process of decision-making to acquire goods or services will engage multiple parties, each fulfilling their roles respectively.

### **Viral Marketing**

Viral marketing is a marketing strategy that aims to make messages, content or information go viral, that is, spread quickly and widely among audiences through sharing and distribution from one individual to another. (Kotler & Armstrong, 2017). In viral marketing, the message or content shared by the first individual becomes interesting or useful so that people willingly share it with others, who in turn do the same (Liu & Wang, 2019).

### **Influencer Marketing**

Influencer marketing is a marketing practice that utilizes individuals with a high level of recognition to influence consumer attitudes and decision-making processes in favor of a brand or idea (Jin et al., 2019). Messages conveyed by influencers are considered more authentic and credible than corporate advertising messages (De Veirman et al., 2017). Influencers influence consumers by providing opinions

about certain products, assisting consumers in choosing products that suit their needs, and appearing in online advertisements that are integrated with the surrounding content (Lou & Yuan, 2019). Unique characteristics, attributes like profound audience understanding, creative proficiency, and adeptness in social media administration render influencers a potent marketing instrument (Campbell & Farrell, 2020). Developing an influencer marketing strategy requires careful consideration and appropriate collaboration between influencers of varying sizes and abilities (Campbell & Farrell, 2020).

### **Fear of Missing Out**

The Fear of Missing Out (FoMO) is a concern or apprehension marked by sensations of unease, agitation, and apprehension about missing out on valuable experiences experienced by other people but that they are not involved in. (Przybylski et al., 2013). Someone who experiences FoMO, when they have items that are widely reviewed on social media, they will feel calmer (Blackwell et al., 2017). Content shared on social media causes individuals to have a fear of being left behind (Çelik et al., 2019). The main factors that influence FoMO can be seen when someone tries to communicate with their social environment via social media and there is a need to have something that is trending. (Hamutoglu et al., 2020).

### **Purchase Decision**

The purchase decision constitutes the pre-purchase phase encompassing all consumer actions preceding the purchase transaction and product utilization. (Irwansyah et al., 2021). Consumer decision to purchase are influenced by preferred brand preferences. However, another important factor is the influence of other people's opinions, especially when they consider the product to have more value. Additionally, unexpected situational factors such as changes in the economy, a competitor's price drop, or a negative experience from a friend can also change decision to purchase (Kotler & Armstrong, 2017).

### **Viral Marketing and Purchase Decision**

Viral marketing works by creating interesting videos, advertisements, and other marketing concepts so that consumers voluntarily seek out or share information with their friends so they can also try and experience it for themselves (Liu & Wang, 2019). Furqon, (2020) demonstrates a noteworthy positive correlation between viral marketing and decision to purchase. This indicates that adopting a viral marketing approach through social media aids in consumer decision-making. Products/items that are successfully viral are then spread widely, causing customers to market and make decisions to make purchases (Andora & Yusuf, 2021). Findings (Anindya & Indriastuti, 2023) also state a similar thing, where the greater the discourse among consumers and promotion through social media and then go viral, the

more consumers make decision to purchase. Based on previous research, the researcher formulated the following hypothesis:

H<sub>1</sub>: Viral marketing has a positive influence on Purchase Decision

### **Influencer Marketing and Purchase Decision**

An influencer is said to be someone whose words can influence other people and they have a relatively high level of recognition, so they will be used to provide social influence and monetization (Jin et al., 2019). Influencer marketing influences customer decision to purchase based on their opinions, abilities and personal position and is often considered an expert in their field by consumers (Sudha & Sheena, 2017). Research performed by (Riani & Samatan, 2020) demonstrate that influencer marketing significantly affects the decision to purchase products. This is because according to respondents, influencers are able to provide suggestions or solutions in solving problems, influencers also have great power in persuading their audience. Drawing from prior research, the researcher formulated the subsequent hypothesis:

H<sub>2</sub>: Influencer marketing has a positive influence on Purchase Decision

### **Viral Marketing and Fear of Missing Out**

Utilizing the power of viral marketing, hype or trends on social media will quickly spread by users, when a product is talked about and more and more people use the product as part of the hype, that's when viral marketing works by influencing FoMO on engagement consumer (Christy, 2022). In line with research (Syafaah & Santoso, 2022) which states that viral marketing can help implement FOMO among consumers which makes consumers consider opportunities or buy products. Drawing from prior research, the researcher formulated the subsequent hypothesis:

H<sub>3</sub>: Viral marketing has a positive influence on Fear of Missing Out

### **Influencer Marketing and Fear of Missing Out**

Feelings of FOMO can arise due to the influence of people closest to them, family members, or figures someone admires (Carolina & Mahestu, 2020). The star power possessed by social media celebrities or what are usually called influencers influences the feelings of FOMO felt by their audience, through content analysis which is carried out by looking at the comparison of the number of likes, the number of comments and the content of comments on content featuring an Instafamous person. Content that has influencer elements has been proven to attract feelings of FOMO in the audience more than content that only displays product visualizations (Mohamed & Nithya, 2022). Drawing from prior research, the researcher formulated the subsequent hypothesis:

H<sub>4</sub>: Influencer marketing has a positive influence on Fear of Missing Out

### **Fear of Missing Out and Purchase Decision**

The FoMO effect can be a valuable tool in marketing when it comes to reaching consumers. Carrying the feeling of "fear of being left behind"

is what can make someone make a purchasing decision (Argan & Tokay-Argan, 2018). FOMO affects everything individuals do, including what they buy (Çelik et al., 2019). FoMO is used actively in E-commerce because the urgency and prospect of missing something has a big impact in shaping people's decisions. One example is a purchase made because of a big discount or promo every month because someone is afraid of missing out on that opportunity. Apart from that, there can also be promotions which will end on the same day if you don't buy it right away (Syafaah & Santoso, 2022). Drawing from prior research, the researcher formulated the subsequent hypothesis:

H<sub>5</sub>: Fear of Missing Out has a positive influence on Purchase Decision

### **The Mediation Role of Fear of Missing Out**

Consumers who undergo the FoMO might feel driven to promptly acquire a product or take measures to evade missing out. Consumers will feel that purchasing a product that is going viral will provide a unique experience or benefit, as well as making them relevant to current trends (Çelik et al., 2019). In research (Syafaah & Santoso, 2022) it is said that viral marketing helps implement FoMO among consumers which makes them make decisions in purchasing a product. The research results (Ilyas et al., 2022) found that there was an indirect influence, namely that social media content using influencers had an influence on decision to purchase, mediated by FoMo. Content created by influencers with interesting curation and lifestyle creates the perception that the experiences and products they promote are limited and exclusive, thereby arousing followers' desire to make purchases (Saavedra & Bautista, 2020). Based on Consumers who undergo the Fear of Missing Out might feel driven to promptly acquire a product or take measures to evade missing out:

H<sub>6</sub>: Viral Marketing Influences Purchase Decision Mediated by Fear of Missing Out

H<sub>7</sub>: Influencer Marketing Influences Purchase Decision Mediated by Fear of Missing Out

### **METHOD**

This study employs a quantitative approach utilizing a sampling method called non-probability sampling, specifically incidental sampling. The sample category used in this research is users who have purchased Skintific skincare who live in Indonesia, totaling 180 consumers. Based on Ferdinand, (2014), The recommended sample size is contingent on multiplying the indicators by 5 to 10. In this study, the sample utilized is: Samples = Indicators \* 10, 18\*10 = 180 samples. The data gathering process was conducted by disseminating questionnaires via an online survey using a survey platform namely Google Form. This questionnaire uses interval data on a measurement scale, in this study in the form of a differential cementitious scale, which is used to conduct surveys related to phenomena that occur when measuring individual attitudes/characteristics (Sugiyono, 2015). Meanwhile, the analysis of

this research consists of descriptive analysis using the SPSS statistical application, as well as inferential statistical analysis of the structural equation model (SEM) with outer model and inner model, as well as hypothesis testing using partial least squares software (PLS).

### Variable Operational Definitions

Viral Marketing is a marketing strategy in which information or content related to scientific products is spread quickly and widely among consumers through sharing or distribution from one individual to another. Influencer Marketing is a marketing practice that uses individuals who have influence on social media to promote creative products. The concept of FoMO here is consumers' fear that they will miss out on the benefits or experiences provided by scientific products. The concept of purchasing decision here is a process that results in a person's final decision in purchasing a synthetic product

**Table 1. Construct and Indicator**

Variable	Indicator	Source
Viral Marketing (VM)	The Messengers (VM1)	Kaplan & Haenlein, (2011)
	The Message (VM2)	
	The environment (VM3)	
Influencer Marketing (IM)	Authenticity (IM1)	Backaler (2018)
	Brand Fit (IM2)	
	Community (IM3)	
	Content (IM4)	
Fear of Missing Out (FM)	Fear others have more rewarding experiences than me (FM1)	(Przybylski et al., 2013)
	fear my friends have more rewarding experiences than me (FM2)	
	Get worried when I find out my friends are having fun without me (FM3)	
	Gets anxious when I don't know what my friends are doing (FM4)	
	It is important that I understand my friends "in jokes". (FM5)	
	When I have a good time it is important for me to share the details online (FM6)	
Purchase Decision (PD)	Recognition of needs (PD1)	(Diawati et al., 2021)
	Information search (PD2)	
	Evaluation of alternatives (PD3)	
	Decision-making (PD4)	
	Post-purchase behavior (PD5)	

## RESULTS

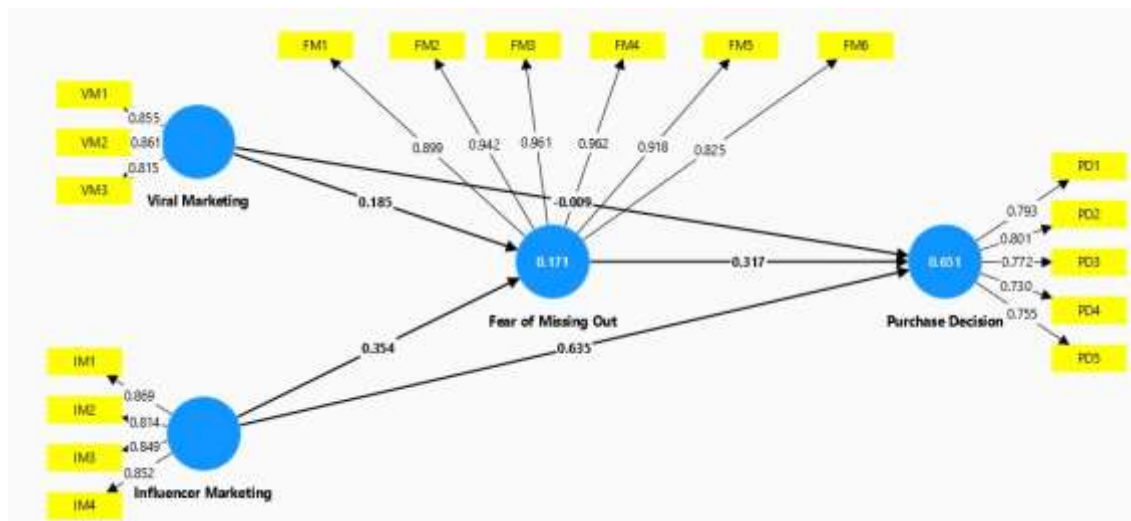
### Respondent Characteristics

In this research, data was analyzed from 180 respondents spread throughout Indonesia, with considerations explained in the methods section. Analysis of research data starts from knowing the descriptive characteristics of respondents in terms of gender, age, education level and occupation of respondents who bought Skintific products. This was done to find out how different backgrounds can influence perceptions of the question items (indicators) previously asked in the questionnaire. The analysis results show that the majority of Skintific skincare product users are women. Meanwhile, the largest age range is 21-30 years, which

covers 76.1% of the total respondents. In terms of education, the majority of users are undergraduates, with a percentage of 55.6%. The most common occupation among respondents was private sector employees, accounting for 42.8% of total respondents.

**Table 2. Respondent Characteristics**

Characteristic		Frequency	Percentage
Gender	Female	39	78,3%
	Male	141	21,7%
Age	<20 years old	17	9,4%
	21-30 years old	137	76,1%
	31-40 years old	24	13,3%
	>40 years old	2	1,1%
Education	Elementary	2	1,1%
	Junior High School	3	1,7%
	Senior High School	51	28,3%
	Diploma	21	11,7%
	Bachelor's Degree	100	55,6%
	Master's Degree	3	1,7%
Profession	Student/college student	51	28,3%
	Government employees	15	8,3%
	Private employees	77	42,8%
	Self-employed	31	17,2%
	Housewife	3	1,7%
	Medical personnel	3	1,7%



**Figure 1. Conceptual Framework of research on the effect viral marketing and influencer marketing on purchase decision with fear of missing out as a mediator, conducting the PLS (Outer Model) Algorithm using SMART PLS 4.0**

**Measurement Model Analysis or Outer Model**  
**Tabel 3. Outer Loading**

Variable	Indicator	Loading (>0.70)	AVE (>0,5)
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Viral Marketing (VM)	VM1	0.855	0.712
	VM2	0.861	
	VM3	0.815	
Influencer Marketing (IM)	IM1	0.869	0.716
	IM2	0.814	
	IM3	0.849	
	IM4	0.852	
Purchase Decision (PD)	PD1	0.793	0.594
	PD2	0.801	
	PD3	0.772	
	PD4	0.730	
	PD5	0.755	
Fear of Missing Out (FM)	FM1	0.899	0.845
	FM2	0.942	
	FM3	0.961	
	FM4	0.962	
	FM5	0.918	
	FM6	0.825	

**Tabel 4 Forner-Lacker Criteria**

Variable	VM	IM	PD	FM
Viral Marketing	<b>0.844</b>			
Influencer Marketing	0.082	<b>0.846</b>		
Purchase Decision	0.111	0.752	<b>0.770</b>	
Fear of Missing Out	0.214	0.369	0.550	<b>0.919</b>

**Tabel 5 Construct Reliability**

Variable	Cronbach's Alpha > 0,7	Composite Reliability > 0,7
Viral Marketing	0.800	0.881
Influencer Marketing	0.868	0.910
Purchase Decision	0.829	0.879
Fear of Missing Out	0.963	0.970

The outcomes of the convergent validity examination, as depicted by the loading factor values in Table 3, reveal that each construct possesses a loading factor exceeding 0.7. This suggests that each indicator effectively elucidates the research construct. In addition to the loading factor value, convergent validity can also be gauged by considering the AVE value. The anticipated AVE value for each variable is a minimum of 0.5. If a variable's AVE value surpasses 0.5, it signifies that the variable has achieved convergent validity (Adelekan et al., 2018). Table 3 shows that the AVE value of all research variables exceeds 0.5, indicating that convergent validity has been met. To evaluate discriminant validity, it is conducted by contrasting the square root of the  $\sqrt{\text{AVE}}$  for each construct with the correlation among the construct and other constructs in the model. The model is deemed to possess satisfactory discriminant validity if the root AVE for each construct's score surpasses its correlation with other constructs. (Fornell & Larcker, 1981). As depicted in Table 4, the square root of the AVE Surmounts the correlation between latent variables, denoting that the research data has fulfilled discriminant validity criteria and is deemed valid. The reliability of a construct can be evaluated using reflective indicators through two methods: Cronbach's Alpha and Composite Reliability (Ghozali & Latan,

2015). Both Composite Reliability and Cronbach's Alpha exhibit values exceeding 0.7, suggesting a substantial level of reliability for the measurement model.

### Structural Model Analysis or Inner Model

**Tabel 6. F -Square (F<sup>2</sup>)**

	PD	FM
VM	0.000	0.041
IM	0.997	0.150
FM	0.239	

F-square analysis is employed to ascertain the magnitude and significance (effect size) of the relationship between outside factors and internal factors, and mediating variables on endogenous (Y). Typically, a value of 0.02 is deemed to have a small effect size, 0.15 indicates a moderate effect size, and 0.35 denotes a substantial effect size (Joseph F. Hair et al., 2017:211). Values below 0.02 may be disregarded or deemed insignificant (Sarstedt et al., 2017). Based on the test results in table 6 F-Square, it shows that the one with the largest effect size value with the criteria F Square > 0.35 is the influence of influencer marketing on purchase decisions (F<sup>2</sup> = 0.997), while the influence of FoMO on Purchase Decisions (F<sup>2</sup> = 0.239) and the influence of Influencer Marketing on FoMO (F<sup>2</sup> = 0.150) includes an effect size which is categorized as medium because it is in the range 0.15-0.35. On the other hand, the influence of the viral marketing variable on FoMO (F<sup>2</sup> = 0.041) has a small effect size because the F-Square value is in the range 0.02-0.15. Meanwhile, the influence of viral marketing on purchase decisions (F<sup>2</sup> = 0.000) is ignored because it has an f square value <0.02.

**Table 7. R-Square (R<sup>2</sup>)**

	R Square	R Square Adjusted
Purchase Decision	0.651	0.645
Fear of Missing Out	0.171	0.161

The determination coefficient is employed to evaluate the precision of predictions (estimates). Generally, an R<sup>2</sup> value of 0.75 is regarded as having high approximation correctness, an R<sup>2</sup> of 0.50 suggests moderate approximation correctness, and an R<sup>2</sup> value of 0.25 indicates low approximation correctness (Joseph F Hair et al., 2017). In the table above, it is known that the approximation correctness of the R<sup>2</sup> Purchase Decision model is 0.651. Based on this value, it has a large correctness estimate. Alternatively, Viral Marketing, Influencer Marketing, and FoMO influence 65.1% conversely, 34.9% is subject to influences from external factors not accounted for in the research model. Then the correctness of the R<sup>2</sup> model approximation on the FoMO construct is 0.171. Based on this value, it has a low approximation correctness. Alternatively, Viral Marketing and Influencer Marketing influence 17.1% while the residual 82.9% is impacted by other factors beyond the scope of the research model.

**Table 8. Q-Square (Q<sup>2</sup>)**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
VM	540	540	

IM	720	720	
PD	900	570.013	0.367
FM	1080	930.285	0.139

A Q-square (Q2) value > 0 shows that the relevant predictive value is good, which means the level of observation in the study is high, whereas if the Q-square (Q2) value < 0 shows that the relevant predictive value is not good, which means the observation level is low (Duryadi, 2021). Based on table 8, the purchase decision construct is 0.367 and the FoMO construct is 0.139, which means good predictive relevance and high predictive relevance.

**Table 9. Direct Effect**

Hypothesis	Variable		Original Sample (O)	T Statistics	P Values	Result
H1	Viral Marketing	→	-0.009	0.194	0.846	Not Supported
H2	Influencer Marketing	→	0.635	9.404	0.000	Supported
H3	Viral Marketing	→	0.185	2.426	0.015	Supported
H4	Influencer Marketing	→	0.354	4.127	0.000	Supported
H5	Fear of Missing Out	→	0.317	4.941	0.000	Supported
	Purchase Decision					

Structural model coefficient analysis is employed to examine the hypotheses and determine which relationships exert a noteworthy impact. The conditions for a hypothesis to be accepted or rejected depend on the p-value < (0.05) or t statistic > 1.96, in that case, the connection is considered meaningful (Joseph F Hair et al., 2017) Based on the results of hypothesis testing, it can be seen that viral marketing on purchase decisions has an original sample (O) of -0.009 with a t statistic value of 0.194 < 1.96 and a p value of 0.842 > 0.005 so that H1 is rejected. The influence of influencer marketing on purchase decisions is 0.635 with a t statistic value of 9.404 > 1.96 and p-values of 0.000 < 0.005, which means it has a positive and significant effect so that H2 is accepted. The effect of viral marketing on fear of missing out is 0.185 with a t-statistic value of 2.426 > 1.96 and p-values of 0.015 < 0.05, which means it has a positive and significant effect so that H3 is accepted. The influence of influencer marketing on fear of missing out is 0.354 with a t-statistic value of 4.127 > 1.96 and p-values of 0.000 < 0.05, which means it has a positive and significant effect so that H4 is accepted. The influence of fear of missing out on purchase decisions is 0.317 with a t-statistic value of 4.941 > 1.96 and p-values of 0.000 < 0.05, which means it has a positive and significant effect so that H5 is accepted.

**Table 10. Specific Indirect Effect**

Hypothesis	Variable		Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
H6	Viral Marketing	→	0.059	2.160	0.031	Supported
	Fear of Missing Out	→				
	Purchase Decision					

H7	Influencer Marketing → Fear of Missing Out → Purchase Decision	0.112	2.883	0.004	Supported
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Viral marketing has an indirect influence on purchase decisions through fear of missing out of 0.059 with t-statistics 2.160 > 1.96 and p-values 0.031 > 0.05. Fear of missing out plays a significant role in mediating viral marketing on purchase decisions so that H6 is accepted. Influencer marketing has an indirect influence on purchase decisions through fear of missing out of 0.112 with t-statistics 2.883 > 1.96 and p-values 0.004 > 0.05. Fear of missing out plays a significant role in mediating influencer marketing on purchase decisions so that H7 is accepted.

## DISCUSSION

### Viral Marketing and Purchase Decision

The findings of this study suggest that viral marketing does not impact decision to purchase. This is evident from the obtained p-value exceeding 0.05, specifically 0.842. Therefore, viral marketing does not exhibit a direct influence on decision to purchase. According to the data collected in this research, viral marketing's lack of influence on decision to purchase could be attributed to the respondents' characteristics, most of whom have studied at undergraduate level, thus having an impact on the way they process information and make decisions, which can influence their response to marketing strategies so that they are more critical and selective in receiving viral information. These findings are consistent with previous research, conducted by (Riani & Samatan, 2020) which also found that viral marketing had no effect on decision to purchase.

### Influencer Marketing and Purchase Decision

The outcomes of this examination indicate that influencer marketing exerts a favorable and noteworthy impact on decision to purchase. This means that influencer marketing influences skincare decision to purchase in Indonesia. Based on (Riani & Samatan, 2020) influencers are able to provide suggestions or solutions in solving problems that are being experienced by the majority of their followers and influencers also have great power in persuading their audience. Therefore, consumers who see or hear recommendations from influencers they trust will tend to purchase products or services recommended by the influencer. This finding is also in line with research conducted by (Prasetya et al., 2021; Zhang & Huang, 2022) which found that influencer marketing had a positive and significant effect on purchasing decisions.

### Viral Marketing and Fear of Missing Out

The findings of this study indicate that viral marketing exerts a favorable and notable impact on the fear of missing out. Consequently, viral marketing shapes the apprehension of missing out on skincare products in Indonesia. Based on (Christy, 2022) by utilizing the power of viral marketing, hype or trends on social media will quickly be spread by users, when a product is talked about and more and more people use the

product as part of the hype, that's when viral marketing works by having an influence on taste. FoMO on consumer engagement. When a Skintific product becomes a topic of conversation and more and more people start using it as part of the trend, viral marketing can strengthen FoMO and influence consumer engagement. This finding is also in line with research conducted (Syafaah & Santoso, 2022) which states that viral marketing can help implement FoMO among consumers.

### **Influencer Marketing and Fear of Missing Out**

The findings of this test reveal that influencer marketing has a constructive and meaningful impact on the FoMO. This implies that influencer marketing plays a role in shaping the fear of missing out among skincare consumers in Indonesia. Influencer marketing is an effective strategy in influencing FoMO related to Skintific skincare products. Based on (Mohamed & Nithya, 2022) found the results of FOMO feelings can arise due to figures that someone admires. The star power possessed by influencers influences the feelings of FoMO felt by their audience. Content that has influencer elements has been proven to attract feelings of FOMO in the audience more than content that only displays product visualizations (Good & Hyman, 2020).

### **Fear of missing out and Purchase Decisions**

The outcomes of this examination reveal that FoMO exerts a favorable and noteworthy impact on decision to purchase. This means that the fear of missing out influences the decision to purchase skincare products. Based on (Syafaah & Santoso, 2022) FoMO can be successfully used for decision making because individuals feel that they could lose certain opportunities or benefits if they do not act immediately, FoMO can motivate them to make purchases. Factors such as urgency and exclusivity in an offering can increase the intensity of FoMO felt by consumers, thereby influencing their decision to purchase a product or service. These findings are consistent with previous research conducted by (Saavedra & Bautista, 2020) and (Argan & Tokay-Argan, 2018) which found that FoMO out had a positive and significant effect on decisions to purchase.

### **Mediation Role of FOMO between Viral Marketing and Purchase Decision**

The results of this test reveal that the indirect influence coefficient of viral marketing on decision to purchase through fear of missing out is 0.059. This shows that perceived viral marketing will significantly influence decision to purchase through fear of missing out. This means that when content or messages related to skintific skincare spread quickly and create this viral sensation, it can trigger a feeling of fear of missing out in consumers, so that consumers who experience fear of missing out can feel compelled to immediately buy skintific skincare or take action to avoid missing out. This is supported by research (Christy, 2022; Syafaah & Santoso, 2022) which states that there is an influence

of viral marketing on purchasing decisions through the fear of missing out.

### **Mediation Role of FOMO Between Influencer Marketing and Purchase Decision**

The results of this test reveal that the coefficient of indirect influence of influencer marketing on decision to purchase through fear of missing out is 0.112. This shows that perceived influencer marketing will significantly influence decision to purchase through fear of missing out. This means that with promotions made by influencers regarding skintific skincare with attractive curation and style, the products they promote are limited and exclusive, thereby arousing the desire to purchase skintific skincare. This supports research (Ilyas et al., 2022) with the results of the influence of influencer marketing on purchasing decisions through fear of missing out.

### **CONCLUSIONS**

Drawing from hypothesis testing, discussion outcomes, and research discoveries, it can be inferred that influencer marketing and fear of missing out positively and significantly impact decision to purchase. However, distinct outcomes were observed regarding viral marketing, which exhibited no influence on decision to purchase. Both viral marketing and influencer marketing positively and significantly affect the fear of missing out. Moreover, the fear of missing out can act as a mediator in the influence of viral marketing and influencer marketing on decision to purchase decision to purchase.

This research can have several impacts both theoretically and practically. Theoretically, these findings add to our understanding of the factors that influence decision to purchase and the interactions between viral marketing, influencer marketing, and FoMO and provide an important contribution in filling the knowledge gap in the literature, by expanding the understanding of viral influence. marketing, influencer marketing, and FoMO on decision to purchase for skincare products. These results can dig deeper into the psychological dynamics and consumer behavior in making decisions to purchase skincare products. Practically, this research provides valuable insight for marketing practitioners in designing more effective marketing strategies, especially in utilizing viral marketing and influencer marketing to increase decision to purchase for skincare products. With a better understanding of how consumers respond to various marketing strategies, practitioners can direct their efforts to create more positive and engaging experiences for consumers.

The constraint of this study lies in its exclusive focus on the impact of viral marketing and influencer marketing on purchasing decisions through fear of missing out without considering other variables that may have a significant influence, such as product quality or price. So, for future researchers, it is recommended to consider including additional relevant variables, such as product quality, product knowledge,

consumer preferences and others, to obtain a more thorough comprehension of the elements affecting purchasing decisions within the Indonesian market context.

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