

THE INFLUENCE OF BRAND IMAGE, CELEBRITY ENDORSER, AND ONLINE CUSTOMER REVIEW ON PURCHASING DECISION ON SKINTIFIC BEAUTY PRODUCTS WITH THE FEAR OF MISSING OUT (FOMO) AS A MEDIATING ROLE

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ABSTRACT

Today's digitally connected world, consumers often experience the Fear of Missing Out (FoMO), which triggers their desire to keep up with the latest trends and products. Skintific is an influential product in the beauty industry, utilising various marketing strategies such as brand image, celebrity endorsers, and online customer reviews to attract and retain customers. This research study examines the influence of brand image, celebrity endorsers, online customer reviews, Fear of Missing Out (FoMO), and their impact on purchasing decisions related to Skintific Beauty Products. To collect data for this study, a sample strategy and a questionnaire distribution approach were employed, namely purposive sampling. The study's sample consisted of 223 respondents who were Skintific product consumers from different parts of Indonesia. To examine the relationship between independent and dependent variables, data were examined using the Structural Equation Model (SEM) AMOS 24. This study shows that brand image, celebrity endorser, and online customer review significantly and positively affect purchasing decision. The study also shows that Fear of Missing Out (FoMO) plays a role in mediating the influence of brand image, celebrity endorser, and online customer review to make purchasing decision. This research is expected to contribute to providing valuable direction for companies and marketers in developing strategies that are more effective and responsive to consumer needs in today's digital era.

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1. INTRODUCTION

The beauty industry is growing rapidly, and many beauty products are emerging and competing for public attention. Recorded from 2021 to July 2022, the number of cosmetic companies increased from 819 to 913 companies [1]. Facial skin care products are one of the types of beauty products currently growing massively. However, people consider that facial skin care is crucial. People consider that damage to facial skin due to the wrong use of beauty products will be challenging to repair. So, people try to find facial skin care products that are safe, healthy, and can support the confidence of the community. Based on research results [2] from September 2021 to June 2022, 77% of Indonesians buy skin care products at least once a month.

Facial skincare or skincare products currently on the market vary greatly, ranging from local to international production and selling well in Indonesia [3]. The high enthusiasm of the Indonesian people is also one of the factors for the massive development and sales of skincare in Indonesia [4]. Research [5] stated that in modern times, skin care is an essential thing for a woman because the skincare market is robust. Many companies with various types of skin care have sprung up and want to expand their market in Indonesia.

One of the most popular international beauty products in Indonesia is Skintific. From June 16–30, 2022, Skintific, a Canadian brand, held a 9.7% market share and was successfully positioned as the second top-line brand of face moisturizers [6]. Skintific has developed with TTE (Trilogy Triangle Effect) technology which contains the right active ingredients to nourish the skin quickly to overcome all skin problems, soothe, and protect and improve skin barrier performance effectively [7]. As a result, the imported Canadian cosmetic product was well-received by customers and developed a great reputation in

The Influence of Brand Image, Celebrity Endorser, and Online Customer Review on Purchasing Decision on Skintific Beauty Products with The Fear of Missing Out (FoMO) as a Mediating Role. Viecensa Tania Tithes Kinasih, et.al

the market since it is seen to be of excellent quality, natural or organic, vegan, and free of animal testing [8]

Judging from the brand image that Skintific has, the positive responses from customers, and the beauty celebrity endorsers of Skintific products, consumers feel in a situation connected to the word currently called Fear of Missing Out (FoMO), which is a condition when a person suffers anxiety after seeing or checking their social media or the enthusiasm produced by most people [9]. Certainly, young people in Indonesia think popular products can make their dreams of glowing and beautiful skin come true [10].

Based on this, the phenomenon of popularity caused by Skintific products among young people has gained great popularity due to the influence of the Fear of Missing Out (FoMO), which makes consumers always feel excessively worried and fear being left behind by the latest trends, which in turn creates purchasing decisions for Skintific products [11]. This is what is utilized to help marketing by utilizing factors that make customers make purchasing decision quickly. Because they will run out and miss the trend if they do not make a purchase [12]. Fear of Missing Out (FoMO) behavior in a person is usually caused by several factors, as is done with Skintific products through the developed brand image, consumer reviews found online, and endorsements from celebrities that influence their purchasing decisions.

Brand image is what a customer believes about it. Brand image will arise if a brand has more advantages in front of consumers [13]. Good online customer review will influence the purchasing decisions of existing and potential customers because they are persuaded by the reviews' favorable aspects [14]. Likewise, celebrity endorser have a very high impression power to influence audiences with trust, possibility, and attractiveness [15]. Based on this statement, this study will examine how much consumers feel influenced to make decisions caused by Fear of Missing Out (FoMO) on Skintific products.

Previous research results show that FoMO occurs due to consumers' perceptions of missing out on experiences and the need to stay trendy [16]. Previous research has focused on understanding social media use on FoMO [17]. However, here, researchers will investigate more about the factors of how the feeling of Fear of Missing Out (FoMO) occurs by raising variables in the form of brand image, online customer review, and celebrity endorser as variables that are believed to influence the occurrence of consumer psychological phenomena, namely Fear of Missing Out (FoMO) which will continue to occur despite changing times. This research is expected to contribute to providing valuable direction for companies and marketers in developing strategies that are more effective and responsive to consumer needs in today's digital era.

Literature Review

Brand Image

Brand image describes the extrinsic qualities of a good or service, such as how the company aims to satisfy its clients' social or psychological demands [18]. An attractive view will impact three main things: first, strengthen product characteristics and values. Second, it defines those characteristics differently so that they are not confused with competitors' characteristics. Third, it provides emotional power that goes beyond the mind. Brand image is also a predictor of customer satisfaction and has a positive impact on purchasing decisions ([19]. Brand image is a collection of associations about a brand that exists in the minds and memories of consumers, and if the brand image that is built displays characteristics and reflects the strength of the brand essence, it can be said that the company is successful or successful. According to [20] a beautiful or positive brand image is one that can give a valuable impression to consumers. If a brand has a negative image, it will have a direct impact on consumers, and it's possible that customers won't want to build the brand.

Celebrity Endorser

Along with the rise of social media, we are witnessing the phenomenon of celebrity endorsers promoting various products through their social media accounts, especially Instagram [21]. Celebrity endorser are understood as someone who gets recognition and are believed to encourage consumer purchasing intentions through digital platforms [22]. Utilizing celebrity endorser can be an efficient marketing strategy to reach a larger audience and introduce a positive image for a particular product by evoking a sense of emotionality to want to buy, which will have an impact on purchasing decision. However, companies must ensure that the celebrity chosen is a supporter who is truly in line with the values and actions they are promoting, as the credibility of the resulting results is crucial.

Online Customer Review

Online Customer review can provide information and product recommendations from a customer perspective [23]. With Online Customer Review, companies must be able to improve the quality of their products to compete with similar companies and be well-received by consumers. Online Customer Review provides an opportunity to deeply understand the factors that influence the emotional experience of various customers ([24]. Consumers will be more selective in purchasing decisions to create satisfaction. The more positive reviews created by consumers who have made purchases, the greater the desire for customers to choose whether to buy the offered product.

Fear of Missing Out (FoMO)

It is predicated on comparing one's circumstances to those of others. The impact of social influence on our unconscious sentiment expression and the Fear of Missing Out (FoMO) are closely connected concepts. Fear of Missing Out (FoMO) also considerably enhances people's interest in personal skincare and aesthetic trends [25]. Fear of Missing Out (FoMO) increases customers' desire to spend all available items, as individuals do not want to miss out on what is going viral and want to continue to engage in the social environment. Therefore, Fear of Missing Out (FoMO) can serve to motivate customers to make purchase decisions [26]

Purchase Decisions

Purchase decision on an individual basis are closely related to acquiring and utilizing products that businesses offer [27]. Consumer purchasing decisions depend on perceptions of the product. When someone sees or hears content containing various types of information, news, stories, or other attractive promotions, they decide to buy goods. When consumers' awareness of a brand and its offerings increases, they usually search for more information about the product online and then assess the benefits of choosing it over competitors before making a purchase decision [28].

Skintific Beauty Product

Skintific is one of the skincare brands in Indonesia that formulates products from Canada. Skintific has become a brand that has been talked about lately because its products are able to improve all skin types at affordable prices so that they can attract the hearts of the public [29]. Skintific managed to become the TOP 1 Beauty Category in almost all e-commerce in Indonesia, such as Shopee, Tokopedia and other platforms, so that it was able to achieve the largest sales at TikTok Shop in 2022 [30]. Therefore, it is not surprising that Skintific is one of the products that has many enthusiasts in Indonesia in order to secure the second position in the top line of facial moisturizing brands, holding a 9.7% market share, between June 16 and June 30, 2022.

Brand Image and Fear of Missing Out (FoMO)

Brand image is formed in consumers' minds towards the brand, which arises when the brand has prominent advantages in the eyes of consumers ([31] Positive responses from consumers to products can increase the decision to buy, and if the product feels familiar, this can increase consumer confidence in purchasing the product. [31]. In contrast, research results [32] state that FOMO has an optimistic spirit in building and expanding relationships by doing similar activities. The ability of customers to identify and recall brands in various contexts is known as brand awareness, and it is crucial for making judgments about what to buy. Additionally, it strengthens the brand equity of loyal customer [33].

H1. Brand image significantly affects Fear of Missing out (FoMO) on Skintific beauty products

Celebrity Endorser and Fear of Missing Out (FoMO)

The use of celebrity endorser is one of the marketing strategies that are being widely used by various industries, including Skintific. Celebrity endorser attract in a creative way to collect and convey messages so that the messages conveyed are more attention-grabbing and remembered by customers. Skintific chooses and uses celebrity endorser strategies to influence potential consumers on social media in an effort to utilize to promote and introduce products with the aim of reaching a wider market [34]. In this way, marketing through celebrity endorsers has become an important part of the digital marketing strategy as a point of contact to reach the target audience by Skintific. Similar research was also conducted by [35] which states that celebrity endorsers have a positive effect on product sales because consumers are interested and curious and do not want to feel left out of the product after seeing their favorite celebrity convey the product message well so they decide to buy the product.

H2. Celebrity Endorser significantly affects Fear of Missing out (FoMO) on Skintific beauty products

Online Customer Review and Fear of Missing Out (FoMO)

Online customer reviews help consumers find product information and identify products that best suit their needs [36]. Customers are more ready to share information about goods and services on

The Influence of Brand Image, Celebrity Endorser, and Online Customer Review on Purchasing Decision on Skintific Beauty Products with The Fear of Missing Out (FoMO) as a Mediating Role. Vicensa Tania Tithes Kinasih, et.al

social media if they believe that online reviews are helpful [37]. The study's conclusions can be applied to better understand how customers share knowledge. This makes consumers feel the phenomenon of Fear of Missing Out (FoMO) because they feel they must take part in doing what is trending on social media and are aroused that when certain items get a lot of attention and positive feedback, consumers may be afraid of missing out on being part of the trend or having the latest popular item.

H3. Online Customer Review significantly affects Fear of Missing out (FoMO) on Skintific beauty products

Brand Image and Purchase Decision

Brand image is the understanding and beliefs that customers believe in, as reflected in the relationships that are maintained in consumers' memories, which are always remembered first when hearing slogans and are embedded in customers' minds [38]. Brand image plays a very important role in introducing a company's products or services to consumers, especially if you want to enter a potential market that the company or a new market will target. With brand image, brand identity is people's perception or opinion when thinking about a particular product brand [39]. A brand that consumers have recognized makes purchasing decisions and continues to remember the brand in the form of their minds. In this case, this research refers to the Skintific Beauty Products purchasing decision, where consumers are faced with various other brand and quality choices.

H4. Brand image significantly affects Purchase Decision on Skintific beauty products

Celebrity Endorser and Purchase Decision

Celebrity endorsers are a way for marketing strategies to provide information to potential customers by posting about products or services on social media [40]. In this way, consumers feel related to and trust them more, making them more likely to buy the products they recommend ([41]. Companies are also aware that the influence of celebrity endorsers has many advantages because they realize that the environment that cannot be far from social media makes this celebrity endorser marketing strategy develop rapidly in the long run [42]. With this, we can realize that the power of celebrity endorsers is almost part of today's consumer consumption patterns. Therefore, Skintific is increasingly trying to utilize the power of recommendations from celebrity endorsers as its marketing strategy.

H5. Celebrity endorser significantly affects Purchase Decision on Skintific beauty products

Online Customer Review and Purchase Decision

Consumers conduct online customer review about the products they want to buy. Usually, previous customers share their experiences, which potential buyers then review before making a purchase [43]. Similarly, most consumers like to read other consumers' opinions about a retailer's products or services before finalizing their purchase decision [44]. Therefore, these opinions or reviews have become a major source of information in making purchasing decisions and largely determine the success of a beauty product and service [45]. So, in the business environment, online customer reviews are the most accessible and valuable.

H6. Online customer review significantly affects Purchase Decision on Skintific beauty products

Fear of Missing Out (FoMO) and Purchase Decision

Fear of missing out (FoMO) affects emotional factors because Fear of Missing Out (FoMO) can affect consumer attitudes and behaviors in a meaningful way, creating a potential attraction to increase sales [46] in fact, individuals are willing to change their behavior and habits to fulfill their desires in response to Fear of Missing out (FoMO) [47]. In the context of marketing, Fear of Missing Out (FoMO) increases purchasing attitudes. This will make potential consumers make purchases faster, for Fear of Missing Out (FoMO). This is because the purchase decision is also a decision to join or follow the trend. Therefore, the fear of not following encourages purchasing decisions [48]

H7. Fear of Missing out (FoMO) significantly affects Purchase Decision on Skintific beauty products

Brand Image affect Purchasing Decision through Fear of Missing Out (FoMO)

Brand image is a trustworthy and open representation of the product that encourages consumers to make good purchases [49]. Those who suffer from Fear of Missing Out (FoMO) may be more likely to follow group norms while making purchases, opting instead to purchase products that are well-liked by their peers to feel excluded [50]. Similarly, according to [51] higher levels of Fear of Missing Out (FoMO) will positively increase product purchase intentions.

H8. Brand image affects Purchasing Decisions through Fear of Missing out (FoMO)

Celebrity Endorser affect Purchasing Decision through Fear of Missing Out (FoMO)

The number of social media celebrity endorsers continues to increase, and this is one of the strongest impacts on consumer behavior in recent decades [52]. They can attract audiences with higher

The Influence of Brand Image, Celebrity Endorser, and Online Customer Review on Purchasing Decision on Skintific Beauty Products with The Fear of Missing Out (FoMO) as a Mediating Role. Vicensa Tania Tithes Kinasih, et.al

commitment, reach audiences with high conversion rates, and build connections with followers and customers [53]. Suppose a celebrity acts as a brand ambassador to market a product and sell products on a platform. In that case, his fans tend to consume products starring their favorite celebrity because of the influence of the star and feel that the product is needed. What can be said about Fear of Missing Out (FoMO) is that it stimulates his fans not to lose that momentum [54]. Previous research from [55] The impact of influencer endorsement on purchase intention has been demonstrated. However, the feelings of imitation generated when social media users engage with social media influencers have not received as much attention in the study [56]

H9. Celebrity Endorser affects Purchasing Decisions through Fear of Missing out (FoMO)

Online Customer Review affect Purchasing Decision throught Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) affects purchase intention indirectly through consumer desire. If consumer desires influenced by Fear of Missing Out (FoMO) are strong, it will have an impact on increasing consumer buying interest. According to [57], consumer experience with products has the potential to influence other consumers to share experiences in owning or consuming goods. Likewise, [58] uploaded messages containing testimonials are included in the Fear of Missing Out (FoMO) strategy, thereby increasing consumers' desire to always try and buy it.

H10. Online customer review affects Purchasing Decisions through Fear of Missing out (FoMO)

Conceptual Framework

Based on the description above, it can be built research framework as follows:

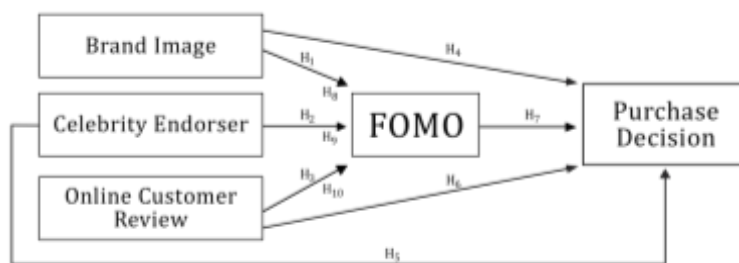


Figure 1 Research Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research has proposed the following study hypothesis:

H1. Brand image significantly affects Fear of Missing out (FoMO) on Skintific beauty products.

H2. Celebrity Endorser significantly affects Fear of Missing out (FoMO) on Skintific beauty products

H3. Online customer reviews significantly affect the Fear of Missing Out (FoMO) on Skintific beauty products

H4. Brand image significantly affects purchase decisions for Skintific beauty products

H5. Celebrity endorsers significantly affect purchasing decisions for Skintific beauty products

H6. Online customer reviews significantly affect purchasing decisions for Skintific beauty products

H7. Fear of Missing Out (FoMO) significantly affects purchasing decisions for Skintific beauty products

H8. Brand image affects Purchasing Decisions through FOMO (Fear of Missing Out)

H9. Celebrity Endorser influences Purchasing Decisions through FOMO (Fear of Missing Out)

H10. Online customer reviews affect Purchasing Decisions through FOMO (Fear of Missing Out)

2. METHOD

Types of research

The method used in this paper is use of purposive sampling in conjunction with a sample strategy and questionnaire distribution technique to gather data for the investigation. The sample for the study included 223 respondents who were Skintific product users from various regions of Indonesia.

Location and Time of Research

This research was conducted to examine the reasons for consumer purchasing decisions to use Skintific beauty products. The research time starts from September 2023 until the time is adjusted to the field conditions and research objects.

Sampling technique

The determination of the initial number of stratified sample members is done by purposive sampling, which met the following requirements was the sampling strategy employed:

Table 1 Characteristics of Respondent

Category	Item	F	%
Age	15 – 20 Years	78	34,9
	21 – 30 Years	139	62,5
	31 – 40 Years	3	1,3
	Above 41 Years	3	1,3
Total		223	100
Gender	Man	51	22,8
	Woman	172	77,2
Total		223	100
Domicile	Sumatera	4	1,7
	Java	37	16,9
	Kalimantan	175	78,4
	Sulawesi	4	1,7
	Nusa Tenggara	0	0
	Bali	3	1,3
	Papua	0	0
	Lain - lain	0	0
Total		223	100
Last Education	Junior High School	13	5,8
	Senior High School	133	59,9
	Diploma	6	2,6
	Bachelor (S1)	68	30,4
	Magister (S2/S3)	3	1,3
Total		223	100
Job	Students	13	5,8
	Civil Servants	6	2,6
	Entrepreneur	10	4,5
	Private Employee	22	9,8
	Undergraduate	157	62,7
	Police/Army	3	1,3
	Government-Owned Bank	2	0,8
	Others	10	4,4
Total		223	100
Income per month (for those who are employed)	<Rp1.000.000	7	3,1
	Rp1.000.000 – Rp2.000.000	8	3,5
	Rp2.000.000 – Rp4.000.000	15	6,9
	Rp4.000.000 – Rp7.000.000	22	9,8
	>Rp7.000.000	8	3,5
Pocket money per month (for those who are not working)	<Rp1.000.000	48	21,5
	Rp1.000.000 – Rp2.000.000	57	25,5
	Rp2.000.000 – Rp4.000.000	38	17,3
	Rp4.000.000 – Rp7.000.000	13	5,8
	>Rp7.000.000	7	3,1
Total		223	100
Amount of money spent on Skincare products	<Rp500.000	130	59,8
	Rp500.000 – Rp1.000.000	64	28,7
	Rp1.000.000 – Rp1.500.000	20	8,9
	Rp1.500.000 – Rp2.000.000	3	1,3
	>Rp2.000.000	3	1,3
Total		223	100

Types of Research Data

The primary data source is by distributing research study questionnaires given to participants or study samples serve as the main source of data. Journal articles, books, government websites, and websites with verified research data are the sources of secondary data used in this study.

Variable	Definition	Indicator	Size
Brand Image	Brand Image is the perception of a brand as reflected by brand associations that exist in consumers' memories (Keller, 2020:76)	1. Uniqueness 2. Strength 3. Benefits	Likert
Celebrity Endorser	Celebrity endorser are understood as someone who is recognized and believed to drive consumer purchase intentions through digital platforms. (Kushwaha et al., 2020).	1. Trust 2. Expertise 3. Attractiveness	Likert
Online Customer Review	Online Customer Reviews provide an opportunity to deeply understand the factors that influence the emotional experience of various customers (Casais, Fernandes & Sarmento, 2020).	1. Argument Quality 2. Source 3. Valance 4. Timeless	Likert
Fear of Missing Out (FoMO)	Fear of Missing Out (FoMO) is closely related to the impact of social influence in our unconscious expression of feelings as it is based on the comparison of one's situation with others, which significantly increases individuals' interest in personal skin care and aesthetic trends (Argan et al., 2022).	1. Fears 2. Worries 3. Anxieties	Likert
Purchasing Decision	As consumers' awareness of a brand and its offerings increases, they typically seek more information on the product online and then assess the benefits of choosing it over competitors before making a purchase decision. (Sharma et al., 2021)	1. As required 2. Quality Products 3. Product Design 4. Purchase Recommendation 5. Repurchase	Likert

Measurement Scale

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table:

No	Question	Score
1	Strongly Disagree	1
2	Disagree	2
3	Neutral	3
4	Agree	4
5	Strongly Agree	5

Data Analysis Techniques

Data analysis was carried out by the method to examine the relationship between independent and dependent variables, data were examined using the Structural Equation Model (SEM) AMOS 24.

Hypothesis test

Hypothesis testing using analysis Structural Equation Model (SEM) AMOS 24. Hypothesis testing by to concurrently solve multilevel models that are beyond the scope of linear regression equations. The hypothesis is said to be accepted if the significance value 0.05 (α 5%) and the hypothesis is rejected when the significance value 0.05 (α = 5%). The results of testing the effects of relationships between variables in the study configuration constructed in this study can be conveyed as follows.

Table 3. Summary of Hypothesis Testing Results

Hipotesis	Jalur	Estimate	S.E.	C.R.	P	Conclusion
H1	Brand Image --> FOMO	0,161	0,053	3,058	0,002	Positive Significant
H2	OCR --> FOMO	0,387	0,119	3,26	0,001	Positive Significant

The Influence of Brand Image, Celebrity Endorser, and Online Customer Review on Purchasing Decision on Skintific Beauty Products with The Fear of Missing Out (FoMO) as a Mediating Role. Viicensa Tania Tithes Kinasih, et.al

Hipotesis	Jalur	Estimate	S.E.	C.R.	P	Conclusion
H3	Celebrity Endorser --> FOMO	0,209	0,063	3,294	***	Positive Significant
H4	FOMO --> Purchasing Decision	0,247	0,076	3,248	0,001	Positive Significant
H5	Brand Image --> Purchasing Decision	0,181	0,056	3,241	0,001	Positive Significant
H6	OCR --> Purchasing Decision	0,438	0,126	3,464	***	Positive Significant
H7	Celebrity Endorser --> PD	0,175	0,067	2,607	0,009	Positive Significant

Hypotheses are based on existing knowledge. Based on Table 4.4, the hypothesis test results can be accepted if the p-value shows a number less than 0.05 ($\alpha = 0.05$). Based on Table 4.4 above, it is known that all the hypotheses proposed meet all the requirements, so they are declared accepted or significant. To confirm the indirect effect of the innate mediating variable, we present Table 5, obtained from the Sobel test results.

Table 4 Sobel Test - Significance of Mediation

Hipotesis	Path	Sobel Test Statistic	Two-tailed Probability	Conclusion
H8	Brand Image --> FOMO --> PD	2,219	0,026	Positive Significant
H9	OCR --> FOMO --> PD	2,298	0,021	Positive Significant
H10	Celebrity Endorser --> FOMO --> PD	2,321	0,020	Positive Significant

Based on the Sobel test results in Table 4.5, the statistical value of the Sobel test is acceptable if the p-value given is less than 0.05 ($\alpha = 0.05$). Based on Table 4.5 above, it is known that the three hypotheses proposed have a significant positive effect, and the p-value supports the proof of the hypothesis.

3. RESULT AND DISCUSSION

The value of testing the research hypothesis can be described as shown below:

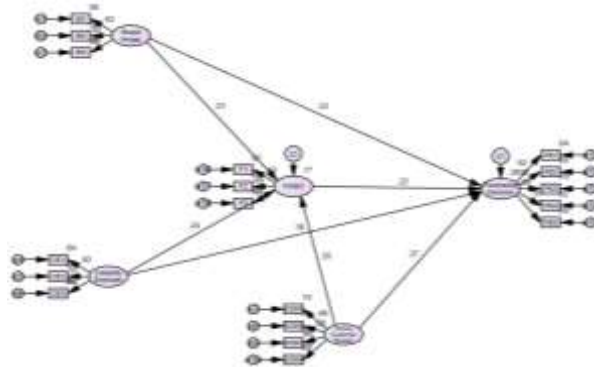


Figure 2 Research Model Results

The results of the hypothesis analysis are shown in Figure 4.3 and Table 4.11. The results of the hypothesis are evaluated by comparing the T-value > 1.96 and P-value < 0.05 (***P < 0.01 , *high significant*; **P < 0.01 , *moderate significant*. And *P < 0.05 , *low significant*). According to this category, it can explain whether the relationship between the constructs is supported or not. From these results, it is obtained that all variable significantly influence purchasing decisions through Fear of Missing Out (FoMO) as a mediating role.

The purpose of this study is to evaluate the theoretical framework that explains how Fear of Missing Out (FoMO) mediates the effects of Brand Image, Celebrity Endorser, and Online Customer Reviews on purchase decisions. However, no previous researchers have used Fear of Missing Out (FoMO) as a mediating role for these three variables. This study proves that the relationship between brand image, celebrity endorser, and online customer reviews on purchasing decisions has a significant effect using Fear of Missing Out (FoMO) as a mediating role. As research has shown, this offers valuable insight

The Influence of Brand Image, Celebrity Endorser, and Online Customer Review on Purchasing Decision on Skintific Beauty Products with The Fear of Missing Out (FoMO) as a Mediating Role. Viicensa Tania Tithes Kinasih, et.al

into the significance of developing a consistent brand image, which serves as the primary motivator for customers to make purchases. It is this kind of association that consumers form when recalling a specific brand ([59]). Research ([60]) shows that the selection of the right Celebrity endorser used by the Skintific brand to promote Skincare has a good reputation in the community. Responding to positive online customer reviews about a product can encourage consumer buying intentions. This means that Skintific has gained trust in research ([61]). Findings regarding the role of Fear of Missing Out (FoMO) also show that psychological factors such as a sense of urgency may have a big impact on how consumers make decisions, especially when it comes to skincare products. Fear of Missing Out (FoMO) can arise from seeing celebrity endorsers who use certain products and feel the need to buy them so as not to miss out.

4. CONCLUSION

Based on the results of the research conducted, namely the effect of brand image, celebrity endorsers, and online customer reviews on purchasing decisions on Skintific beauty products, by assuming the function of the Fear of Missing Out (FoMO) phenomena as a mediator, it can be concluded that the brand image variable has a significant effect on purchasing decisions which is the biggest factor in influencing purchasing decisions. Similarly, using celebrity endorser not only creates an emotional bond and appeal to the brand but can also increase consumer confidence, which in turn contributes to sales growth and product success in the market. Online customer reviews also significantly influence consumer purchasing decisions because customers provide direct insight from product users to potential buyers, and consumers tend to trust reviews from fellow consumers through disclosed personal experiences. In this study, it can also be concluded that Fear of Missing Out (FoMO) has a positive effect on purchasing decisions. Fear of Missing Out (FoMO) acts as a mediator that strengthens the relationship between these variables and consumer purchasing decisions, showing the importance of psychological and emotional aspects in consumer purchasing decisions. By understanding these factors and how they interact with each other, companies can design more effective marketing campaigns and better meet consumer needs and expectations.

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