

MARKETING | RESEARCH ARTICLE

The Influence of TikTok Social Media and Fear of Missing Out on Skintific Purchase Intention among Urban TikTok Users in Bandung

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ABSTRACT

In the digital age, TikTok has emerged as a dominant platform influencing consumer behavior, particularly in the beauty and skincare industry. While previous research has explored the general impact of social media on purchase intention, limited studies have focused on the combined effect of TikTok-specific content and the psychological phenomenon of Fear of Missing Out (FoMO) within a localized urban context. This study aims to investigate the influence of TikTok and FoMO on the purchase intention of the skincare brand Skintific among urban TikTok users in Bandung, Indonesia. Employing a quantitative explanatory approach, data were collected from 331 respondents aged 18–34 through an online survey using non-probability purposive sampling. The data were analyzed using multiple linear regression via SPSS software. The findings reveal that both TikTok social media and FoMO have a positive and statistically significant influence on consumer purchase intention. Uniquely, this study identifies how trendy, emotionally engaging TikTok content synergizes with FoMO to create psychological urgency, leading to heightened purchase desire, especially for skincare products that promise immediate social validation. By situating the analysis within the context of a rapidly growing Southeast Asian urban market, this research provides nuanced insights into how digital content and emotional triggers jointly shape e-commerce behavior. The study offers practical implications for marketers, suggesting that effective TikTok strategies should combine compelling content with psychological cues to maximize consumer engagement. This research contributes to the evolving digital marketing and behavioral psychology literature by highlighting a context-specific, dual-factor influence on consumer decision-making.

Keywords: TikTok, Fear of Missing Out, Purchase Intention, Skincare.

JEL Code: M31, D91, L86, O35.

I. Introduction

In the digital era, the rapid evolution of social media platforms has reshaped marketing strategies, particularly among Generation Z, a highly immersed audience in digital ecosystems. TikTok, in particular, has emerged as a dominant force influencing consumer behavior. As of 2024, TikTok has amassed over 1.58 billion global users, including 157.6 million in Indonesia alone, transforming it from a mere entertainment platform into a powerful vehicle for brand promotion. Through short-form video formats, algorithm-driven content



curation, and high levels of user interactivity, TikTok enables brands to engage audiences in innovative and persuasive ways.

A key psychological factor leveraged in TikTok marketing is the Fear of Missing Out (FoMO)—a concept defined as the apprehension that others might be having rewarding experiences from which one is absent (Good & Hyman, 2020). FoMO is frequently activated on TikTok through viral trends, time-limited product releases, and user-generated testimonials. Skincare products, especially those from brands like Skintific, have experienced substantial traction due to this dynamic. For example, Skintific reported a 60.3% increase in sales in early 2024 following targeted TikTok campaigns, illustrating the platform's potential to convert visibility into purchasing behavior. Although previous studies have examined social media's and FoMO's influence separately, limited research has analyzed their simultaneous effects, particularly within specific cultural and geographic contexts. Most existing studies are based in Western settings or generalized markets, leaving a gap in the understanding of these dynamics among urban consumers in Southeast Asia. With its dense population of tech-savvy youth, Bandung, Indonesia, provides an ideal context for exploring this intersection more deeply.

This study addresses this gap by investigating the combined influence of TikTok social media and FoMO on the purchase intention of Skintific skincare products among TikTok users in Bandung. It is grounded in the Stimulus–Organism–Response (SOR) framework. TikTok content serves as the external stimulus, FoMO represents the organismic (emotional) response, and purchase intention is the resultant consumer behavior. The study aims to answer three key research questions: (1) How does TikTok influence purchase intention? (2) What is the effect of FoMO on purchase intention? Moreover, (3) Do TikTok and FoMO simultaneously influence purchase intention? This research contributes to the literature in three significant ways. First, it offers a contextualized analysis of digital marketing psychology within an emerging Southeast Asian urban market. Second, it highlights the synergistic impact of digital exposure and emotional urgency on consumer decisions—an angle rarely addressed in tandem. Third, it refines the application of the SOR theory in social media settings, extending its relevance to e-commerce and beauty brand marketing.

The findings can inform marketers on optimizing content strategies by integrating emotionally engaging narratives and urgency-driven messaging to stimulate consumer engagement. For example, brands can design TikTok campaigns emphasizing peer validation, exclusivity, and time sensitivity to activate consumer responses. The scope of this study is limited to young adult TikTok users in Bandung, which presents opportunities for future research to explore cross-cultural comparisons or extend the model to other product categories. By combining digital media analytics with psychological theory, this research seeks to provide actionable insights for academics and practitioners alike.

II. Literature Review and Hypothesis Development

The rise of short-video platforms such as TikTok has significantly transformed marketing communication, particularly among younger audiences. TikTok allows users and brands to create dynamic, visually engaging content tailored through algorithmic personalization. (Cheung et al., 2020) identified four key dimensions of social media marketing influencing consumer–brand engagement: trendiness, entertainment, interaction, and electronic word of mouth (e-WOM). These characteristics are especially prevalent on TikTok, where entertaining and personalized content enhances user experience and encourages brand interaction. (Godey et al., 2016) emphasized that immersive and interactive content deepens emotional engagement with brands. Features such as duets, comments, and live streams support two-way communication, while viral content and positive user reviews function as influential e-WOM that shape consumer attitudes and encourage purchasing behavior. More recent studies, such as (Salhab et al., 2023), also confirm TikTok's growing impact on product visibility and brand preference in the beauty sector.

Fear of Missing Out (FoMO) is the anxiety or apprehension individuals experience when they feel excluded from rewarding experiences. FoMO is a psychological response commonly triggered by social media exposure. In the context of TikTok, FoMO may arise from viral trends, flash sales, limited-time offers, or

influencer endorsements—situations that create perceived urgency and social pressure. (Good & Hyman, 2020b) FoMO plays a significant role in impulsive buying, especially when users fear missing valuable opportunities. (Oktavia, 2024) confirmed that FoMO, combined with TikTok marketing, amplifies purchase intention among Generation Z. In digital commerce, FoMO acts as an emotional reaction and a strategic tool for stimulating engagement and urgency in consumer decisions.

Purchase intention refers to a consumer's willingness and readiness to buy a specific product, influenced by cognitive evaluation, motivation, and emotional connection. (Le-Hoang, 2020) Noted that purchase intention is a reliable predictor of actual buying behavior. Awareness, interest, desire, and trust in a product collectively shape consumer intention. (Halim & Iskandar, 2019) Outlined that emotional elements like happiness, pride, and attachment can intensify purchasing decisions, particularly in lifestyle sectors such as skincare.

Recent studies have reinforced the importance of emotional and perceptual influences in driving purchase behavior. (Tristanto & Iswati, 2025) found that both consumer perception and perceived value significantly impact purchase intention. Consumers are more likely to purchase when they believe a product offers greater benefits than its cost. A parallel study (Fitriasari et al., 2025) demonstrated that among Generation Z, trust and social media engagement significantly influence purchase decisions for skincare products, underscoring the emotional and interactive components in digital marketing environments. On platforms like TikTok, where storytelling, peer recommendations, and influencer marketing converge, these emotional and cognitive factors are further amplified, directly influencing consumer action.

This research is anchored in the Stimulus–Organism–Response (SOR) model, initially introduced by Mehrabian and Russell in 1974. The model suggests that environmental stimuli (e.g., TikTok marketing content and FoMO cues) influence an individual's internal psychological state (organism), which then results in behavioral responses (e.g., purchase intention) (Vieira, 2013).

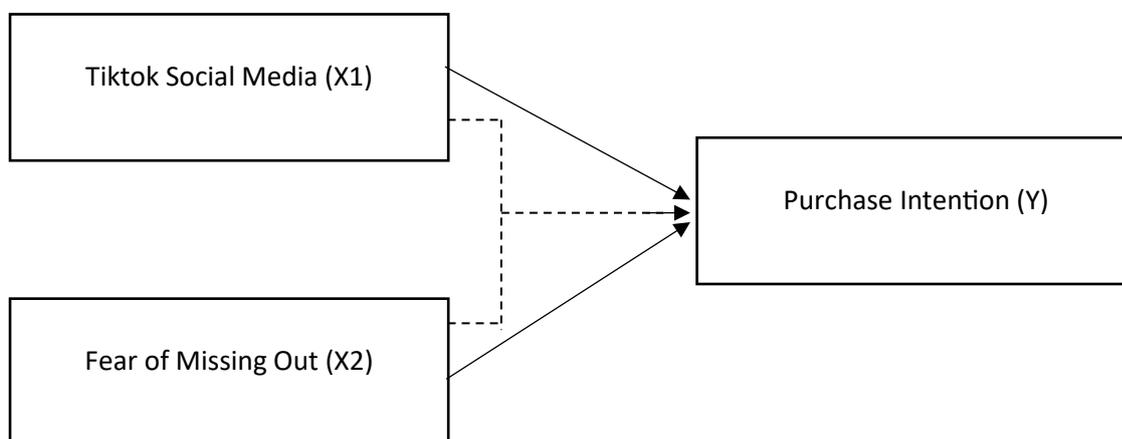


Figure 1. Analytical Model

Drawing from the reviewed literature and the SOR theoretical framework, this study examines how TikTok marketing and FoMO jointly affect the purchase intention of skincare products, specifically Skintific, among young TikTok users in Bandung. Previous studies have demonstrated that social media exposure and psychological triggers like FoMO influence purchasing decisions. However, few have examined the combined effects of both variables within a localized, youth-oriented demographic.

Therefore, this study proposes the following hypotheses:

- H1: TikTok social media marketing has a significant positive influence on purchase intention.
- H2: Fear of Missing Out (FoMO) has a significant positive influence on purchase intention.

- H3: TikTok social media marketing and FoMO significantly positively influence purchase intention.

These hypotheses aim to uncover the extent to which external stimuli (TikTok) and internal emotional drivers (FoMO) interact to shape digital consumer behavior in the beauty sector.

III. Research Method

This study employed a quantitative explanatory research design to examine the influence of TikTok social media and Fear of Missing Out (FoMO) on consumers' purchase intention toward Skintific skincare products among TikTok users in Bandung, Indonesia. The explanatory approach was selected because it enables the identification and analysis of causal relationships between variables, allowing hypotheses to be tested statistically. The target population consisted of TikTok users aged 18–34 in Bandung. This demographic group represents TikTok's most active age segment and aligns with the primary market for skincare products. Due to the constantly changing and unrecorded number of users, the population was treated as dynamically significant and unquantifiable. For practicality, the accessible population was limited to those active on TikTok and willing to complete the online survey during the data collection period.

The sample size was determined using the formula recommended by Hair, which suggests that the ideal sample should be 5 to 10 times the number of observed items in multivariate studies. Since this study employed 24 questionnaire items, the minimum sample size required was $5 \times 24 = 120$ respondents. To enhance data robustness and ensure adequate representation, 331 valid responses were successfully collected. The sampling method applied was simple random sampling, which provides each individual in the accessible population with an equal chance of being selected. Data were gathered via an online questionnaire distributed through Google Forms. The instrument contained 24 statement items mapped to 12 indicators across three key variables.

Table 1. Operational Variable

Variable	Indicator
Tiktok Social Media (X1)	Trendy
	Entertaining
	Interactive
	Electronic Word of Mouth (E-WOM)
Fear Of Missing Out (FoMO) (X2)	Social Comparison and Expected Envy
	Urgency and Scarcity Appeal
	Social Connectivity and Acceptance
	Emotional Response to Being Left Behind
Purchase Intention (Y1)	brand awareness
	brand association
	perceived quality
	Considered to Buy

All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Instrument testing was conducted prior to data analysis. Validity was tested using Pearson's correlation coefficient, while reliability was assessed using Cronbach's Alpha, with all variables exceeding the recommended threshold of 0.70, indicating strong internal consistency. These results confirm that the questionnaire items were both valid and reliable. Subsequently, the data were analyzed using IBM SPSS version 26.0, which was selected for its robust functionality and widespread acceptance in social science research. The analysis involved descriptive statistics to profile the respondents and several classical assumption tests, including normality, multicollinearity, and heteroscedasticity assessments, to ensure that

the regression assumptions were met. Multiple linear regression analysis was conducted to test the three proposed hypotheses. The individual (partial) effects of TikTok and FoMO on purchase intention were evaluated using t-tests. In contrast, the independent variables' joint (simultaneous) effect was assessed using an F-test. A significance level of 0.05 was adopted to determine the statistical relevance of each finding.

IV. Results and Discussion

4.1. Data Demographic

Table 2. Respondents Age Distribution

Age Category	Frequency	%
15-20	116	35 %
21-25	168	50,8 %
26-31	29	8,8 %

Table 3. Respondents Job Distribution

Jobs	Total (%)
Student	182 (55%)
Government Employees	2 (0,2%)
Private Employee	80 (24,4%)
Entrepreneur	19 (5,7%)
Others	5 (1,5%)

Table 4. Gender Distribution

Gender	Total (%)
Male	93 (28,1%)
Female	238 (71,9%)

Table 5. Respondents' TikTok Using Frequency

TikTok Using Frequency	Total (%)
< 1 Hours/Day	8 (2,4%)
1-3 Hours/Day	61 (17,4%)
4 Hours/Day	39 (11,8%)
> 4 Hours/Day	223 (67,4%)

This study involved 331 respondents, whose demographic characteristics were categorized by age, occupation, gender, and frequency of TikTok usage. Most respondents were between 21 and 25 years old (50.8%), with the highest individual age group being 21 years old (28.4%). Additionally, 35% of respondents were aged 15–20, and 8.8% were between 26 and 31. These findings indicate that most participants fall within the age range of active TikTok users and are part of a demographic highly engaged with beauty trends and social media content.

Respondents came from diverse occupational backgrounds. The largest group consisted of students (55%), followed by private sector employees (24.4%), entrepreneurs (5.7%), and a small portion working as civil servants (0.2%) or in other roles (1.5%). This diversity reflects a broad engagement across different socioeconomic groups. The sample was predominantly female, accounting for 71.9% of respondents, while 28.1% were male. This gender distribution is relevant to the research topic, as female consumers are generally more active in exploring and purchasing skincare products promoted on platforms like TikTok. TikTok Usage Frequency in terms of usage behavior, the majority of respondents (67.4%) reported using TikTok for more than 4 hours per day, highlighting high platform engagement. Another 18.4% used it for 1–3 hours daily, while

11.8% accessed TikTok for exactly 4 hours per day. Less than 1% of respondents used TikTok for less than an hour per day.

4.2. Statistical Result

4.2.1. Normality Test

The normality test aims to determine whether the residuals in a regression model follow a typical distribution pattern. This assessment can be conducted using statistical and graphical approaches, including the Kolmogorov-Smirnov test (Chaniago, 2023). The results are evaluated based on the Asymp. Sig (2-tailed) value. If this value exceeds 0.05, the residuals are considered to be normally distributed. Conversely, if the Asymptotic. Sig (2-tailed) value is less than 0.05; the residuals do not follow a normal distribution, indicating a violation of the normality assumption.

Table 6. Results of the Kolmogorov-Smirnov Test for Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		331
Normal Parameters a ^b	Mean	-.0649713
	Std. Deviation	1.87540197
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed) ^c		.063
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the normality test results using the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) The value was found to be 0.063. This value is greater than the commonly used significance level of 0.05, indicating that the residual data in this study are typically distributed.

4.2.2. Heteroscedasticity Test

Table 7. Result Heteroscedasticity Test

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.841	.253		7.272	.001
MST	-.002	.006	-.018	-.322	.748
FOMO	-.004	.003	-.080	-1.453	.147

a. Dependent Variable

The significance value (Sig.) for the TikTok social media variable is 0.748, while for the FoMO variable, it is 0.147. Both values are greater than the significance threshold of 0.05, indicating no significant influence of the independent variables on the absolute residual values. Therefore, it can be concluded that heteroscedasticity is not present in this regression model. As a result, the regression model used in this study is appropriate for concluding.

4.2.3. Multicollinearity Test

This test evaluates whether there is a significant linear relationship between the independent variables in the regression model (Chaniago, 2023). Multicollinearity can be assessed using the tolerance value and the variance inflation factor (VIF). A model is considered free from multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10.

Table 8. Result Multicollinearity Test

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	TSM	.612	1.635
	FOMO	.612	1.635

a. Dependent Variable: Purchase Intention

Based on the multicollinearity analysis from the Coefficients table, both independent variables, TikTok social media and Fear of Missing Out, show a tolerance value of 0.612 and a VIF of 1.635. Since the tolerance is above 0.10 and the VIF is below 10, it indicates no multicollinearity issue. Therefore, the regression model is free from multicollinearity, allowing for a more accurate analysis of the relationship between the independent and dependent variables.

Table 9. Results of Multiple Linear Regression Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.843	1.217		8.085	.001
	TSM	.418	.048	.408	8.642	.001
	FoMO	.269	.030	.418	8.873	.001

a. Dependent Variable: Purchase Intention

$$Y = a + B_1 X_1 + B_2 X_2 + B_3 X_3 + e$$

$$Y = 9,843 + 0,418 X_1 + 0,269 X_2$$

Explanation:

Y = Purchase Intention

A = Constant

b1, b2, b3 = Regression Coefficients

X1 = TikTok Social Media

X2 = FoMO (Fear of Missing Out)

E = Random Error

Based on the results of the multiple linear regression analysis, the following regression equation was obtained:

- The constant value of 9.843 indicates that if the independent variables (TikTok social media and FoMO) have no influence, the dependent variable purchase intention will remain at 9.843.
- The regression coefficient for TikTok social media (X1) is 0.418, indicating a positive relationship. This means that for every one-unit increase in TikTok usage, purchase intention increases by 0.418 units, assuming other variables remain constant.

- c) The regression coefficient for FoMO (X2) is 0.269, also showing a positive relationship. This implies that each one-unit increase in FoMO leads to a 0.269-unit increase in purchase intention, holding other variables constant.

4.2.4. Result of t-test

In regression analysis using the t-test, decisions are made based on the significance value (Sig.) and the calculated t-value (t-count), which is compared to the critical t-value (t-table). The criteria are as follows:

- If Sig. < 0.05 or t-count > t-table (positive), or t-count < -t-table (negative), then the independent variable has a significant influence on the dependent variable.
- Conversely, if Sig. > 0.05 or t-count < t-table (positive) or t-count > -t-table (negative), then the independent variable does not have a significant influence on the dependent variable.

This study's sample size is 331, with two independent variables and a significance level of 5% (0.05). The degrees of freedom (df) are calculated using the formula:

$$df = n - k - 1$$

$$df = 331 - 2 - 1 = 328$$

Based on the t-distribution table, the critical t-value (t-table) is 1.967.

Table 10 Result of t-test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1	(Constant)	9.843	1.217		8.085	.001
	TSM	.418	.048	.408	8.642	.001
	FoMO	.269	.030	.418	8.873	.001

a. Dependent Variable: Purchase Intention

Based on the T-test table 10, the results are as follows:

- The Influence of TikTok Social Media on Purchase Intention
The TikTok Social Media variable has a significant effect on purchase intention. This is indicated by the t-count value of 8.642, much higher than the t-table value of 1.967. Furthermore, the significance value (Sig.) of 0.001 is less than 0.05, leading to the conclusion that TikTok usage significantly influences the increase in purchase intention.
- The Influence of Fear of Missing Out on Purchase Intention
The FoMO variable also has a significant effect on purchase intention. The test results show a t-count of 8.873, greater than the t-table value (1.967), and a significance value (Sig.) of 0.001, below 0.05. Therefore, it can be concluded that fear of missing out significantly affects purchase intention.

4.2.5. Results F-test

Table 11. Result of F-test

ANOVA						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2334.748	2	1167.374	203.518	.001 ^b
	Residual	1881.397	328	5.736		
	Total	4216.145	330			

Based on the F-test results shown in the ANOVA table, the F value obtained is 203.518 with a significance level of 0.001, and the calculated F value is 203.518, much larger than the F-table value of 3.02. This value indicates that the regression model, when considered together, significantly affects the dependent variable, Purchase Intention. Since the significance value is < 0.05 , the null hypothesis (H_0), which states that there is no effect of the independent variables (TikTok Social Media (mst) and Fear of Missing Out (FoMO)) on the dependent variable, is rejected. This means that, simultaneously, the use of TikTok social media and the effect of FoMO significantly influence purchase intention.

4.3. Discussion

The results align with previous findings by Arimbi et al. (2023), emphasizing the persuasive power of interactive social media marketing. Similarly, the role of FoMO corresponds with (Good & Hyman, 2020a), who argue that individuals with higher FoMO tendencies are more prone to impulsive purchasing behaviors to avoid being left out of social trends. (Przybylski et al., 2013) also support the notion that FoMO is a significant behavioral trigger in digital environments. Beyond statistical validation, demographic insights deepen the context: 71.9% of respondents were female, and 68.3% aged 21–25, highly engaged with beauty content. Furthermore, over 67% used TikTok more than four hours daily, underlining the platform's reach and influence. Notably, the top-rated TikTok item "Skintific's TikTok content is often trendy and relevant to young people's skin problems," demonstrates the importance of content relevancy and trend alignment in driving engagement. Meanwhile, the most agreed-upon FoMO item, "I am more interested in buying skincare products because my friends also use them," reveals the psychological weight of peer influence and social comparison. While this study confirms the significant impact of FoMO, it acknowledges that other psychological constructs such as social proof, digital fatigue, or brand trust may also shape consumer intention. These were not in-depth explored here and should be considered in future research. Limitations of the study include potential sample bias, as respondents were self-selected and confined to a single urban area (Bandung, Indonesia), limiting the generalizability of the results to other regions or age groups. Additionally, the reliance on self-reported data may introduce subjectivity or social desirability bias.

V. Conclusion

This study assessed how TikTok social media and Fear of Missing Out (FoMO) influence consumer purchase intention for Skintific skincare products among TikTok users in Bandung. The results of a quantitative approach and multiple linear regression confirm that both variables have significant and positive effects. TikTok's entertaining and trend-driven content boosts consumer awareness and interest, while FoMO amplifies emotional urgency, pushing consumers toward quicker purchasing decisions. These findings reinforce and extend prior studies by Przybylski et al. (2013) and Good & Hyman (2020a), validating the dual role of external digital stimuli and internal psychological drivers in shaping behavior. Theoretically, this study contributes to the growing body of knowledge on digital marketing and consumer psychology by integrating platform-based influence (TikTok) and psychological urgency (FoMO) within the Stimulus-Organism-Response (SOR) framework. It strengthens empirical evidence on how social media environments influence consumer behavior, particularly among Gen Z users in urban contexts.

The study offers actionable insights for marketers and brand managers, especially in the beauty and skincare industry, on leveraging TikTok as a promotional platform. Brands are encouraged to design informative, visually appealing, and emotionally resonant campaigns, tapping into social relevance and psychological triggers such as FoMO to maximize impact. Broader implications of this study suggest that the mechanisms uncovered here may extend to other product categories that depend on trend adoption, social validation, or digital peer influence, such as fashion, tech gadgets, or lifestyle services. For future research, we recommend the application of mixed method approaches to gain qualitative depth, expanding the study across multiple cities or cultural regions for comparative insights. Future studies should also consider

integrating digital fatigue, brand trust, self-identity, or perceived authenticity to explore their interplay with FoMO and purchase intention in digital commerce environments.

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