THE INFLUENCE OF HEDONIC MOTIVATION, INFLUENCER MARKETING ON PURCHASE DECISION WITH FOMO (FEAR OF MISSING OUT) AS MEDIATION

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ABSTRACT

Purpose: Current technological developments are causing changes in the decision-making process, especially in the fashion product industry.

Theoretical framework: Many factors influence decision-making, such as hedonic motivation and influencer marketing. On the other hand, the phenomenon of Fear of Missing Out (FoMO) is also increasing, especially among teenagers and adults aged 17-41 years. Therefore, researchers decided to conduct further research on the influence of hedonic motivation and influencer marketing on purchasing decisions mediated by FoMO.

Methodology: The research methodology employed in this study is a quantitative approach. In this study, the population includes all teenagers and adults (aged 18-41 years) who purchase fashion products through e-commerce platforms. The online buying demographic typically includes individuals between the ages of 18 and 41.

Findings: This study employs a quantitative method with data collection through questionnaires and utilizes Partial Least Squares Path Modeling (PLS-SEM) for data analysis.

Research, Practical & Social implications: The research findings indicate that hedonic motivation and influencer marketing have a significant and positive impact on purchase decisions. However, FoMO does not mediate the influence of influencer marketing on purchase decisions.

Doi: https://doi.org/10.26668/businessreview/2023.v8i11.3834

A INFLUÊNCIA DA MOTIVAÇÃO HEDÔNICA, INFLUENCIADOR DO MARKETING NA DECISÃO DE COMPRA COM O FOMO (MEDO DE PERDER) COMO MEDIAÇÃO

RESUMO

Objetivo: Os atuais desenvolvimentos tecnológicos estão provocando mudanças no processo de tomada de decisões, especialmente na indústria de produtos de moda.

Referencial teórico: Muitos fatores influenciam a tomada de decisão, como a motivação hedônica e o marketing influenciador. Por outro lado, o fenómeno do Medo de Perder (FoMO) também está a aumentar, especialmente entre adolescentes e adultos com idades compreendidas entre os 17 e os 41 anos. Portanto, os pesquisadores decidiram realizar mais pesquisas sobre a influência da motivação hedônica e do marketing influenciador nas decisões de compra mediadas pelo FoMO.

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Metodologia: A metodologia de pesquisa empregada neste estudo é de abordagem quantitativa. Neste estudo, a população inclui todos os adolescentes e adultos (18-41 anos) que adquirem produtos de moda através de plataformas de comércio eletrónico. O grupo demográfico de compras online normalmente inclui indivíduos com idades entre 18 e 41 anos.

Resultados: Este estudo emprega um método quantitativo com coleta de dados por meio de questionários e utiliza Modelagem de Caminhos de Mínimos Quadrados Parciais (PLS-SEM) para análise de dados.

Implicações de pesquisa, práticas e sociais: Os resultados da pesquisa indicam que a motivação hedônica e o marketing influenciador têm um impacto significativo e positivo nas decisões de compra. No entanto, o FoMO não medeia a influência do marketing influenciador nas decisões de compra.

Palavras-chave: Marketing de Influência, Motivação Hedônica, FoMO, Decisão de Compra.

LA INFLUENCIA DE LA MOTIVACIÓN HEDÓNICA, EL MARKETING DE INFLUENCER EN LA DECISIÓN DE COMPRA CON EL FOMO (FEAR OF MISSING OUT) COMO MEDIACIÓN

RESUMEN

Propósito: Los avances tecnológicos actuales están provocando cambios en el proceso de toma de decisiones, especialmente en la industria de productos de moda.

Marco teórico: Muchos factores influyen en la toma de decisiones, como la motivación hedónica y el marketing de influencers. Por otro lado, el fenómeno del miedo a perderse algo (FoMO) también está aumentando, especialmente entre adolescentes y adultos de entre 17 y 41 años. Por lo tanto, los investigadores decidieron realizar más investigaciones sobre la influencia de la motivación hedónica y el marketing de influencers en las decisiones de compra mediadas por FoMO.

Metodología: La metodología de investigación empleada en este estudio es un enfoque cuantitativo. En este estudio, la población incluye a todos los adolescentes y adultos (de 18 a 41 años) que compran productos de moda a través de plataformas de comercio electrónico. El grupo demográfico de compras en línea generalmente incluye personas de entre 18 y 41 años.

Hallazgos: Este estudio emplea un método cuantitativo con recopilación de datos a través de cuestionarios y utiliza el modelado de ruta de mínimos cuadrados parciales (PLS-SEM) para el análisis de datos.

Implicaciones prácticas, sociales y de investigación: los resultados de la investigación indican que la motivación hedónica y el marketing de influencers tienen un impacto significativo y positivo en las decisiones de compra. Sin embargo, FoMO no media en la influencia del marketing de influencers en las decisiones de compra.

Palabras clave: Marketing de Influencers, Motivación Hedónica, FoMO, Decisión de Compra.

INTRODUCTION

The fashion industry has experienced rapid growth, offering consumers a wide range of clothing options that suit their preferences. This rapid development has given rise to the term "fast fashion," referring to retailers that produce affordable clothing quickly to keep up with trends and boost consumer behavior (Anggraini A. P., 2019). Indonesia, as one of the largest producers and consumers of clothing, witnessed a 15.29% growth in the clothing industry in 2019 (Putri C. N., 2021). This highlights the consumerist tendencies of Indonesians towards fashion products. Various factors influence purchasing decisions, which occur when consumers select products that meet their needs. Purchasing decisions represent the stage in the buyer's decision-making process where consumers make actual purchases (Kotler & Keller, 2012). We are currently in the era of Industry 4.0, where technological advancements are transforming the business landscape. As technology evolves, it also compels companies to adopt marketing

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strategies to promote their products and remain competitive (Sholeh & Huda, 2019). With the advent of the Internet, online transactions have become a popular alternative for consumers, and online sales have thrived, offering convenience, efficiency, and security (Laohpensang, 2009). Online buying and selling transactions in Indonesia have witnessed significant growth alongside the development of information technology (Sholeh & Huda, 2019). Today, several online shopping platforms, such as Shopee, Tokopedia, and Lazada, provide convenient shopping experiences and ongoing promotions, contributing to the surge in online shopping (Rachmawati & Wahyuni, 2018). The rapid technological evolution has profoundly impacted the fashion industry, allowing easy and quick product promotions (Priherdityo, 2016). Thus, digital marketing has become a crucial tool for businesses (Febriyantoro & Arisandi, 2018). Digital marketing is a media promotion tool that has been widely used in the business world. Slowly, business people are leaving conventional or traditional marketing models and starting to switch to modern marketing models, namely digital marketing.

Internet technology continues to advance, becoming an integral part of daily life for individuals of all age groups, including children and adults (Warpindyastuti & Sulistyawati, 2018). Numerous social media platforms, such as Instagram, Facebook, and Twitter, facilitate communication and interaction, with approximately 170 million social media users in Indonesia spending an average of 8 hours per day online (Stephanie, 2021). This has led to the growth of digital marketing, particularly through local influencers. Influencers, individuals with significant social media followings, have the power to influence others, irrespective of celebrity status (Sugiharto & Ramadhana, 2018). Influencers are increasingly replacing traditional promotional tools as they hold sway over users (Rizal, 2020). This phenomenon is evident in endorsements by influencers for various products, including food, beauty, and clothing, which have become commonplace (Rizal, 2020). The recommendations made by influencers can alter their followers' perceptions of products, as supported by several studies on influencer impact on purchasing decisions. Previous research (Pratiwi & Patrikha, 2021) explored the influence of lifestyle, price, and influencers on purchasing decisions, revealing influencers' positive and significant influence. Another study (Lengkawati & Saputra, 2021) delved into the impact of influencer marketing on purchasing decisions and found a similar positive and significant effect.

Both studies indicate the influential role of influencer marketing on purchasing decisions. Researchers recognize that influencer marketing is influenced by technological developments, as seen in influencer accounts' endorsements of food and clothing products

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(Rizal, 2020). Consequently, influencer marketing is a compelling topic for researchers investigating its influence on contemporary purchasing decisions. Influencers sway consumers into fearing that they will miss out on the products they promote (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013).

Fear of Missing Out (FoMO) is a psychological phenomenon in which individuals fear missing out on current trends and events (Firafiroh, 2021). FoMO results in a compelling desire to participate in interesting events, causing anxiety about potentially missing out (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013). The development of Industry 4.0 has given rise to numerous social media platforms, such as Instagram, Twitter, and TikTok, which serve as influencers' forums for product promotion (Anjani & Irwansyah, 2020). FoMO extends to e-commerce, influencing interactions, thinking, decision-making, and purchases (Firafiroh, 2021). Influencers target teenagers searching for their identities, easily influencing them to follow trends on social media and motivating them to emulate influencer behavior (Carolina & Mahestu, 2020). Adolescents' instability and susceptibility to influence can lead to irrational purchases (Sari & Nuzulia, 2014). The prevalence of FoMO is amplified by the easy dissemination of information through social media, perpetuating the phenomenon (Carolina & Mahestu, 2020). According to Kurniawan (2019), it is estimated that 68% of Indonesia's millennial generation is affected by FoMO. Factors such as social, cultural, age, and work backgrounds contribute to the development of FoMO, as individuals are easily influenced by their surroundings and tend to follow popular trends (Kang, He., & Shin, 2020). The growing FoMO phenomenon can lead to changes in decision-making and purchasing, as supported by several previous studies. In a study by Zhang, Jiang, Turner, & Sharif (2021), FoMO plays a mediating role in the relationship between scarcity and impulse buying, depending on the scarcity of the desired product. The rarer the desired product, the higher the level of consumer fear, which can lead to more impulsive buying. FoMO acts as a mediator in the relationship between scarcity and impulse buying. Individuals with high FoMO levels tend to seek recognition and desire social acceptance (Hodkison, 2019).

Furthermore, online shopping platforms (e-commerce) also cater to consumers with a hedonic shopping style, focusing on personal pleasure rather than the benefits of purchased products (Pasaribu & Dewi, 2015). E-commerce offers various benefits, such as free shipping and attractive promotions, making it easy and cost-effective for hedonic shopping. This can contribute to the growth of hedonic shopping without considering the actual product's utility (Rachmawati & Wahyuni, 2018). Hedonic shopping motivation is driven by the desire for

personal pleasure, considering shopping an interesting activity (Utami, 2010). Hedonic Shopping Motivation is influenced by various appealing offers, encouraging consumers to fulfill their needs through hedonic shopping, often overlooking the functional benefits of the purchased products in pursuit of pleasure (Alba & Williams, 2012). This emergence of Hedonic Shopping Motivation is based on a passion for shopping, influenced by the latest product trends, making shopping a lifestyle for meeting daily needs (Kosyu, Hidayat, & Abdillah, 2014). E-commerce provides a wide range of products, including fashion, gadgets, and shopping vouchers (Taan, 2021).

Several benefits come with online shopping, such as 24-hour accessibility and the ability to shop from anywhere, enhancing customer convenience (Ollie, 2008). The ease of online shopping, numerous attractive offers, and various product models have heightened hedonism in Indonesian society. This increase in hedonism can influence individuals' purchasing decisions, as supported by previous research on the influence of hedonism on purchasing choices. A study by Ekawati, Rachma, & Wahono (2020) found that Hedonic Shopping Motives significantly influenced the decision to purchase Vans shoes. Previous research on the impact of hedonic shopping motivation on purchasing decisions consistently demonstrated a positive and significant effect (Saftari & Samboro, 2018). Multiple studies on purchasing decisions have explored various variables influencing consumer choices. Saftari & Samboro (2018) investigated the influence of Store Atmosphere and Hedonic Shopping Motivation on purchasing decisions, while Ekawati, Rachma, & Wahono (2020) examined the impact of Hedonic Shopping Motivation, Lifestyle, Brand Image, and Brand Awareness on purchasing choices. Both studies highlighted the significant influence of Hedonic Shopping Motivation on purchasing decisions. Researchers find Hedonic Shopping Motivation intriguing because the presence of online shopping platforms, a result of technological development, significantly facilitates consumers with a hedonic shopping style (Pasaribu & Dewi, 2015).

Previous research indicates that purchasing decision variables are influenced by various factors determining decision-making behavior, including Hedonic shopping motivation and influencer marketing. These two variables have been discussed separately in previous studies despite their relevance and impact on technological developments. However, combining these two variables can provide a comprehensive understanding of their influence on purchasing decisions. Prior research by Saftari & Samboro (2018) and Pratiwi & Patrikha (2021) separately demonstrated that hedonic motivation, influencer marketing, and Fear of Missing Out (FoMO) all have a positive and significant impact on purchasing decisions. However, research has yet

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to examine the combined influence of hedonic motivation, influencer marketing, and FoMO on purchasing decisions due to prior studies addressing these variables independently. This research aims to determine the contemporary relevance of these variables, as current phenomena undoubtedly impact consumer purchasing decisions.

REFERENSI TEORITIS

Influencer Marketing

During Industry 4.0, technological developments are increasing, leading many Indonesians to integrate social media into their daily lives. However, an increasing number of influencers are now using social media for content creation and marketing. The content generated by influencers spans various fields, including automotive, sports, music, fashion, and more. According to Hariyanti & Wirapraja (2018), influencers are active figures on social media with a substantial following, capable of influencing their followers based on their expertise and abilities. In essence, an influencer can create content that engages and attracts followers, thus establishing themselves as individuals who can influence their audience (Brown & Hayes, 2008).

In light of these developments, the business world must continuously innovate and employ the latest marketing strategies, leading many companies and organizations to utilize social media for marketing purposes. Influencers, as prominent figures on social media, play a significant role in this landscape. Consequently, numerous businesses have incorporated influencer marketing strategies into their operations. Influencer marketing, as defined by Brown & Hayes (2008), represents a novel approach to reaching consumers by promoting or marketing products. This approach is effective because influencers possess distinct skills and expertise that can influence the purchasing decisions of their followers.

There are four key indicators for influencers, namely Trustworthiness, Attractiveness, and Expertise (Shimp, Integrated Marketing Communication in Advertising and Promotion, 2014):

Attractiveness

Attractiveness, both physical and non-physical, such as personality or character, plays a crucial role in every individual. Shimp (2014) conceptualizes attractiveness as a trait or characteristic within certain groups. It is important to note that attractiveness extends beyond physical appearance; consumers also consider the influencer's personality traits and

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characteristics. Physical appearance is also a significant attribute, as it contributes to the initial impression formed by consumers.

Trustworthiness

Trustworthiness is founded on the individual's perceived level of honesty, integrity, and reliability. Influencers who can establish trust with their followers are more likely to influence their purchasing decisions (Shimp, 2007).

Expertise

The expertise indicator pertains to the influencer's abilities, skills, knowledge, and capacity to connect with the brand they promote (Shimp, 2007). An influencer with substantial expertise can significantly impact purchasing decisions (Chan, Ng, & Luk, 2013).

Hedonic Motivation

The attitude of motivation that exists in a person because of a sense of desire or target. This understanding is in line with the expression from (Hamalik, 1992namely, the attitude of motivation appears in someone with a sense and reaction that wants to achieve a certain goal. Hedonic nature is an attitude of encouragement in a person to do something with a view of something good according to a sense of pleasure and satisfaction as a principle in him (Betham, 1789). Hedonic motivation arises from a desire to experience pleasure and self-satisfaction (Sampurno & Winarso, 2017). According to Rinchart & Russell (1974), hedonic motivation stems from an effective response triggered during shopping, characterized by visual appeal and escapism. This emotional response often leads to feelings of happiness and pleasure (Tjantoko & Japarianto, 2015). Hedonic shopping motivation encompasses five dimensions (Ozen & Engizek, 2014):

Adventure Shopping

Consumers seek novelty and personal pleasure during their e-commerce experiences. Shopping becomes a source of mood enhancement and escapism, transporting consumers into their world (Ozen & Engizek, 2014).

Value Shopping

This dimension revolves around consumers' satisfaction with sales, bargains, and discounts. E-commerce platforms facilitate the discovery of affordable products and discounts,

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often leading to unplanned purchases (Ozen & Engizek, 2014).

Idea Shopping

Consumers engage in idea shopping to stay informed about new trends and fashion (Ozen & Engizek, 2014). The wealth of information available on e-commerce platforms supports consumers in making informed purchasing decisions (Kim & Eastin, 2011).

Social Shopping

Social shopping involves purchasing decisions driven by the desire to socialize with friends and family (Ozen & Engizek, 2014).

Relaxation Shopping

This dimension refers to shopping as a means of stress relief and mood improvement. Consumers perceive shopping as an avenue for relaxation (Ozen & Engizek, 2014).

Fear of Missing Out (FoMO)

With the continuous increase in internet use and social media engagement in daily life, individuals are exposed to various trends and popular content. Some individuals have a strong inclination to stay up-to-date with trends, leading to anxiety about missing out on information. This phenomenon is known as Fear of Missing Out (FoMO). According to Pryzbylski, Murayama, DeeHaan, & Gladwell (2013), FoMO represents an individual's fear of being disconnected from current events and a strong desire to stay connected with what others are doing through social media and other channels. This concept was further elaborated by JWTIntelligence (2012), linking FoMO to social anxiety related to technological advancements and the influx of information. Pryzbylski, Murayama, DeeHaan, & Gladwell (2013) identified several indicators of FoMO:

Fear

This pertains to the emotional fear experienced when an individual feels threatened by missing out on a particular moment or event.

Worry

Worry arises when an individual observes others participating in a particular moment or event and experiences apprehension.

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Anxiety

Anxiety manifests as a response to uncomfortable situations when an individual either participates or refrains from participating in a moment or event.

Purchase Decision

In every transaction, consumers make purchasing decisions influenced by various factors. Setiadi (2003) defines purchasing activities as exchanges of money for goods or services, resulting in consumer satisfaction or dissatisfaction based on feedback. Shimp (2013) asserts that influencers can impact consumer behavior, beliefs, interests, and preferences, ultimately influencing product purchasing decisions. FoMO can also influence purchasing decisions; if an individual cannot obtain a desired item, acquiring it can lead to pleasure (Mufarrohah, 2016). Kotler P. (2005) outlines four factors influencing purchasing decisions:

Cultural Factors

Cultural factors encompass culture, sub-culture, and social class, significantly influencing purchasing behavior.

Social Factors

Consumer behavior in making purchasing decisions is influenced by reference groups, family, roles, and status.

Personal Factors

Personal factors include work and economic environment, lifestyle, age, and life stage, all shaping consumer choices.

Psychological Factors

Psychological factors encompass learning, motivation, perception, beliefs, and attitudes, all influencing purchasing decisions.

HYPOTHESIS

Influencer Marketing, Purchase Decisions, and Fear of Missing Out (FoMO)

Influencer marketing is a marketing technique that leverages social media for more effective campaigns (Hariyanti & Wirapraja, 2018). It involves influencers or individuals with sway over consumers to enhance sales and foster consumer relationships (Lengkawati &

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Saputra, 2021). Influencer marketing is classified within the reference group category because it can directly or indirectly influence an individual's behavior and attitudes (Kotler, 2015). Social media platforms like Instagram, TikTok, and others are frequently employed by companies and organizations to act as endorsers and even brand ambassadors when marketing products (Amalia & Sagita, 2019). This strategy targets followers who act as consumers considering fashion product purchases (Lengkawati & Saputra, 2021). Within the realm of influencers, there are indicators of attractiveness that can influence the decisions of customers or followers, leading them to consistently enjoy the content created by the influencer. The audience or followers' interest in influencers with strong attractiveness can shape consumer behavior, traits, beliefs, interests, and preferences (Shimp, 2013). This, in turn, can impact consumers' decisions when it comes to purchasing products.

The second indicator pertains to trustworthiness, encompassing honesty and integrity in an influencer (Shimp, 2007). As stated by Miller & Basehart (1969), this aspect needs to be improved to draw customers' attention and potentially alter consumers' perspectives on promoted products. The third indicator in influencer marketing is expertise, which relates to an influencer's abilities, skills, and knowledge (Shimp, 2007). An influencer with a high level of expertise can significantly influence purchasing decisions (Chan, Ng, & Luk, 2013). Followers, who are essentially consumers, make purchasing decisions for products promoted by influencers. The Generation Z group typically follows fashion trends and discusses them with their peer groups (Saavendra & Jr, 2020). Consumer purchasing decisions are influenced by various factors (Bock, Eastman, & McKay, 2014), with one such factor being the Fear of Missing Out (FoMO). Consumers worry about not being able to acquire products popularized or used by influencers (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013). Consequently, to clarify this relationship, researchers propose the following hypotheses:

H1 = Influencer Marketing has a positive impact on Purchasing Decisions.

H2 = Influencer Marketing has a positive impact on FoMO (Fear of Missing Out).

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The Role of Fear of Missing Out (FoMO) as a Mediator

FoMO is characterized by anxiety and fear experienced by individuals who feel they are missing out on more enjoyable activities when their friends engage in something more exciting (Putri, Purnama, & Idi, 2019). FoMO can be categorized as an attitude and a belief within psychological factors. Attitude encompasses emotional feelings, evaluations, and tendencies towards actions undertaken by individuals, which can either be beneficial or detrimental to certain objects or ideas (Kotler P., 2005). Anxiety related to FoMO can have several adverse consequences for individuals (Akbar, Apsari, Sofia, & Aulya, 2018), thus sharing a similar concept with the definition of attitude.

FoMO represents a personality trait possessed by individuals (Liftiah, Dahriyanto, & Tresnawati, 2016), encompassing fears, worries, and anxieties (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013). The fear associated with FoMO can be described as social anxiety (Duman & Ozkara, 2019). Influencer-generated content exerts an influence on purchasing decision behavior through social influence (Kazancoglu & Sati, 2020). Furthermore, the impact created by influencers can evoke a fear of not being able to acquire a product promoted by the influencer (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013). Consequently, the researcher proposes the following hypothesis:

H3 = FoMO (Fear of Missing Out) mediates the relationship between Influencer Marketing and Purchase Decisions.

**Hedonic Motivation and Purchase Decisions**

Hedonic shopping motivation arises when consumers shop for pleasure, often overlooking the product's utilitarian benefits (Rachmawati & Wahyuni, 2018). Hedonic shopping motivation can be categorized as a psychological factor, specifically motivation. According to Kotler P. (2005), motivation is the inner drive that compels individuals to pursue or achieve a goal. Several indicators associated with Hedonic Motivation encompass Adventure Shopping, Value Shopping, Idea Shopping, Social Shopping, and Relaxation Shopping (Ozen & Engizek, 2014). The Adventure Shopping indicator corresponds to situations where consumers shop to experience excitement and view shopping as a pleasant experience (Paramita, Arifin, & Sunarti, 2014). A positive shopping experience enhances consumers' overall shopping satisfaction. The Value Shopping indicator includes shopping activities and the desire to obtain high-quality products, relatively affordable items, and discounts (Paramita, Arifin, & Sunarti, 2014). These factors can influence consumers' decision-making during

shopping.

The Idea Shopping indicator involves consumers shopping to stay informed about new trends (Ozen & Engizek, 2014). In the context of online shopping, consumers have access to information about the products they wish to purchase, including product reviews and price comparisons (Kim & Eastin, 2011). This access significantly aids consumers in making informed purchasing decisions. Social Shopping, another indicator of Hedonic Motivation, refers to the social nature of shopping (Arnold & Reynolds, 2003). This motive describes consumers who derive pleasure from acquiring desired goods (Mufarrohah, 2016).

Finally, Relaxation Shopping encompasses shopping activities undertaken by consumers to alleviate stress, as consumers perceive shopping as an alternative method of relaxation (Ozen & Engizek, 2014). Based on these factors, the researchers propose the following hypothesis:

H4 = Hedonic Motivation has a positive impact on Purchasing Decisions

Figure 1 Proposed Research Model
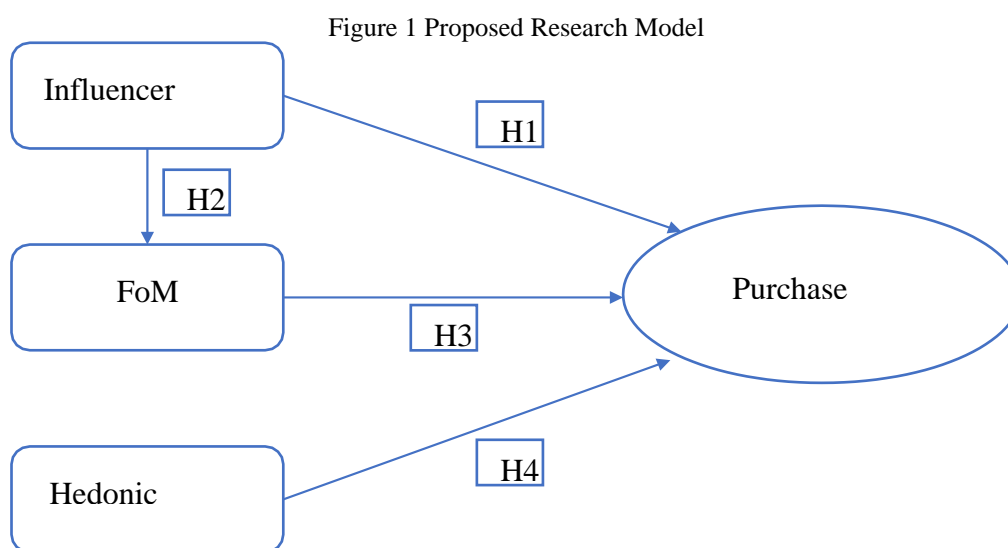
Source: Sugiyono, Modification 2023

DATA AND METHODOLOGY

The research methodology employed in this study is a quantitative approach. Quantitative methodology is an approach that utilizes aspects of measurement, calculations, formulas, and numerical data certainty throughout the research process, including proposal development, fieldwork, data analysis, and drawing conclusions (Musianto, 2002). One of the quantitative methods employed here is the survey method. The survey method is research conducted using questionnaires as a research tool involving a large or small number of participants. It collects data from samples drawn from the population, allowing for the

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identification of relative occurrences, distributions, and relationships between sociological and psychological variables (Sugiyono, 2016).

The book "Qualitative and Quantitative Research Methodology" describes quantitative research as a process that utilizes numerical data to analyze information and gain knowledge about specific topics (Kasiram, 2008). Based on the definitions provided by experts, quantitative research aims to prove knowledge in the form of facts or theories, establish relationships between variables, provide statistical descriptions, and employ systematic research procedures involving numerical data analyzed through statistical techniques. In this study, we employ a quantitative research method using a survey instrument distributed to teenagers and adults (aged 17-41 years) who purchase fashion products through e-commerce platforms. The primary objective is to investigate whether Hedonic Motivation and Influencer Marketing can influence their purchasing decisions, with potential mediation by Fear of Missing Out (FoMO).

The population refers to all individuals within the research area (Netra, 1974). In this study, the population encompasses all teenagers and adults (aged 18-41 years) who purchase fashion products through e-commerce platforms. Online purchase demographics typically include individuals aged between 18 and 41 years (Harahap & Amanah, 2018). The sample, on the other hand, represents a subset of the population selected for the study. In this research, the sample consists of individuals who have purchased fashion products via e-commerce platforms and are domiciled in the JABODETABEK region (Jakarta, Bogor, Depok, Tangerang, and Bekasi). These individuals should have purchased at least one fashion product within the last three months. Data sources are subjects where the data is obtained (Arikunto, 2013). Data sources are divided into two types, namely primary data and secondary data. Primary data is data obtained from the first source through interviews or the results of filling out questionnaires, which are usually carried out by researchers (Umar H., 2013). Secondary data has been processed by the primary data collector or another party, for example, in tables or diagrams (Umar H., 2013). In this research, the data source used is a primary data source. Data will be obtained by distributing questionnaires to a predetermined sample.

In this study, the data is collected using questionnaires. The questionnaire presented is a questionnaire that has been taken from the prior researchers that are relevant to this research. There are two parts of the questionnaire, demographic factors and questions/statements related to research variables. For the Influencer Marketing variable, we adopted a questionnaire from Trivendi's research (2018), and then for the Hedonic Motivation variable, we adopted questions

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from two studies (Ozen & Engizek, 2014) and (Tamara, Rafly, & Mersi, 2021). The Fear of Missing Out (FoMO) variable is adopted from the prior research, which is Pryzbylski (2013). Lastly, the purchase decision variable is adopted from three previous studies: Trivedi (2018), Mbete (2020), and Gunawan A. (2019). The variable measurement scale used is the Likert scale. The Likert scale assesses the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. With the Likert scale, the variables to be measured are broken down into variable indicators, which are then used as a starting point to formulate instrument items in the form of statements and questions (Umar F. A., 2018). Respondents can choose one option from six items, including 1: Strongly Disagree, 2: Disagree, 3: Somewhat Disagree, 4: Somewhat Agree, 5: Agree, and 6: Strongly Agree.

Quantitative data analysis techniques are applied in this research. To test the research model, Structural Equation Modeling (SEM) is utilized. SEM is a method used to analyze path equation models (Hamid & Anwar, 2019). Two types of SEM models, Covariance-Based Structural Equation Modeling (CB-SEM) and Partial Least Squares Path Modeling (PLS-SEM), are distinguished (Fornell and Bookstein, 1981). In this research, we employ PLS-SEM to analyze predictive relationships between constructs by assessing the relationships and influences between these constructs. Using the PLS-SEM method, there are 2 stages used in evaluating the measurement model, namely, the outer model (measurement model) and the inner model (structural model). The outer model aims to measure the validity of a model (Hamid & Anwar, 2019), which is done by defining each indicator block as having a relationship with the latent variable. The inner model aims to determine the level of significance and predict causal relationships between variables (Hamid & Anwar, 2019). The inner model is carried out by carrying out T-statistic and P-Value tests. This model focuses on the structure of latent variables, which are assumed to have a linear relationship and a cause-and-effect relationship (Natalia, Hoyyi, & Santoso, 2017).

For the first stage, it is necessary to evaluate the outer model. PLS-SEM at this stage is called a construct validity test. This construct validity test consists of convergent validity and discriminant validity. Convergent validity is related to the principle that the measurement tools of a construct are supposed to have a high correlation (Jogiyanto, 2011). This test can be carried out by looking at the value of the loading factor for each construct indicator (Ghozali & Latan, 2015). To assess convergent validity, the Rule of Thumb is used with the loading factor value > 0.70, and the average variance extracted (AVE) value > 0.50 (Ghozali & Latan, 2015.

Discriminant validity is related to the principle that measuring tools of different

constructs should have a low correlation (Jogiyanto, 2011). This test can be carried out by looking at the cross-loading value > 0.70 (Ghozali & Latan, 2015) and assessing discriminant validity using the Fornell-Larcker Criterion Model. A model can be considered to have sufficient discriminant validity if the square root of AVE for each construct has a higher value than the correlations between the other constructs in the model.

Besides testing construct validity, PLS-SEM also does reliability testing. This reliability test could show an instrument's consistency, accuracy, and precision in measuring constructs (Ghozali & Latan, 2015). There are two ways to measure the reliability of a construct, namely through Cronbach's Alpha and Composite Reliability. To assess the reliability of a construct, the Rule of Thumb is used, which states that Cronbach's Alpha should be > 0.7 and Composite Reliability should be > 0.70 (Hamid & Anwar, 2019).

The next stage in model evaluation is the evaluation of the structural model (Inner model). The inner model or structural model describes causality between latent variables or variables that cannot be measured based on the substance of the theory (Abdillah & Hartono, 2015). This structural model functions to predict causal relationships between unobservable variables. To predict causal relationships, bootstrapping, and the T-statistic test are needed (Abdillah & Hartono, 2015). This hypothesis test measures the significance of hypothesis support using T-statistic values and P-values (Hamid & Anwar, 2019). T-statistics is used to find out whether the hypothesis is accepted or not, and the hypothesis can be accepted if the T-Statistics value is > 1.96. P-Values are used to determine the magnitude of the opportunities observed from statistical tests, and if the P-Values value is <0.05, then it can be concluded to reject Ho (Abdillah & Hartono, 2015). This test uses a Bootstrapping sample with a subsample of 5000 (Hair, Hult, Ringle, & Sarstedt, 2017).

RESULTS AND DISCUSSION

Research Results

Following the distribution of questionnaires to 191 respondents, 159 of them successfully passed the screening process. According to the data presented in Table 1, the results indicate that the majority of respondents fall within the age range of 23-41 years, comprising 80 individuals (50.3%). The highest frequency of respondents is female, accounting for 111 people (69.8%), and in terms of domicile, Tangerang is the predominant location with 79 respondents (49.7%). Furthermore, the survey reveals that the highest frequency of respondents, 95 individuals (59.7%), reported shopping for fashion via e-commerce 1-3 times

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in the last 3 months.

Table 1. Demographic Characteristics of Respondents

Characteristics	Items	Number	Percent
Age	17-22	79	49.7
	23-41	80	50.3
Gender	Male	48	30.2
	Female	111	69.8
Domicile	Jakarta	51	32.1
	Bogor	5	3.15
	Depok	24	15.1
	Tangerang	74	46.5
	Bekasi	5	3.15
Frequency of	1-3x	95	59.7
Fashion Shopping	4-6x	57	35.8
Via e-commerce	7-9x	1	0.75
In the last 3 months	10x	2	1.25
	11-15x	2	1.25
	>15x	2	1.25

Source: Processed Data on Demographic Characteristics of Respondents 2023

Descriptive Statistics

Table 2 Descriptive Statistics

Variables	Indicators	Item	Mean	Median
	Attractiveness	**IM1**	**4.440**	5.000
		IM2	4.176	4.000
		IM3	4.164	4.000
		IM4	4.428	4.000
	Trustworthiness	IM5	4.736	5.000
		IM6	**5.516**	6.000
		IM7	5.214	5.000
		IM8	4.887	5.000
Influencer		IM9	5.358	6.000
Marketing	**Expertise**	**IM10**	**4.981**	5.000
		IM11	4.830	5.000
		IM12	4.616	5.000
		FOMO1	**4.447**	5.000
	FoMO	FOMO2	4.006	4.000
	(Fear of Missing	FOMO3	3.101	3.000
	Out)	FOMO4	2.805	3.000
		FOMO5	2.736	2.000
		HM1	4.623	5.000
	Adventure Shopping	**HM2**	**4.962**	5.000
		HM3	4.214	4.000
	Value Shopping	HM4	4.855	5.000
		HM5	**5.082**	5.000
		HM6	**5.082**	6.000
	Idea Shopping	HM7	3.792	4.000
		HM8	4.107	4.000
Hedonic		**HM9**	**4.642**	5.000

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Motivation				
	Social Shopping	HM10	4.403	4.000
		HM11	3.767	4.000
	Relaxation Shopping	HM12	4.101	4.000
		HM13	4.220	4.000
		HM14	**4.604**	5.000
		PD1	4.069	4.000
		PD2	3.868	4.000
		PD3	4.723	5.000
		PD4	4.962	5.000
	Purchase Decision	PD5	4.730	5.000
		PD6	4.987	5.000
		PD7	**5.151**	5.000

Source: Influencer Marketing statistical data 2023

The results obtained from descriptive statistical analysis reveal that the Influencer Marketing variable has the highest mean value in the Trustworthiness indicator, which is 5.516. This indicates that respondents prefer influencers who provide honest reviews of fashion products. The FoMO (Fear of Missing Out) variable has the highest mean value of 4.447, suggesting that respondents share online while enjoying themselves. Furthermore, the Hedonic Motivation variable exhibits the highest mean value in the Value Shopping indicator, at 5.082. This signifies that respondents enjoy seeking discounts and affordable products when shopping through e-commerce. Finally, the Purchase Decision variable has the highest mean value of 5.151, indicating that respondents base their fashion product purchasing decisions on trust in the product.

SEM-PLS ANALYSIS

Measurement Model (Outer Model)

Convergent validity

Following the descriptive statistics, the next step involves testing the data using the convergent validity model. This entails assessing the Average Variance Extracted (AVE) with an AVE value > 0.50 and a loading factor > 0.70, which is considered valid (Ghozali & Latan, 2015).

Table 3 Factor Loading Results

	FoMO	HM	IM	PD
FoMO 2	0.731			
FoMo 3	0.902			
FoMO 4	0.832			
FoMO 5	0.834			
HM 10		0.895		
HM 12		0.804		
HM 13		0.839		
HM 8		0.847		
HM 9		0.791		
IM 10			0.790	
IM 11			0.870	
IM 12			0.838	
IM 8			0.814	
IM 9			0.784	
PD 1				0.757
PD 3				0.747
PD 4				0.781
PD 5				0.794
PD 6				0.718

Source: Results Of 2023 Convergent Validity Testing

Based on the results of convergent validity testing, it was determined that 19 questions out of the 38 questions used in the research were deemed feasible and valid. These 19 questions are presented in the table as they have satisfied the criteria of the convergent validity test, whichrequires a loading factor value > 0.70. The highest loading factor value is found in FoMO 3 at 0.902, while the smallest value is observed in PD 6 with a value of 0.718.

Table 4. Average Variance Extracted (AVE) Results

Variable	Average Variance Extracted (AVE)	Conclusion
FoMO	0.684	**Valid**
HM	0.699	**Valid**
IM	0.672	**Valid**
PD	0.578	**Valid**

Source: Average Variance Extracted (AVE) 2023

Based on the results of the Average Variance Extracted (AVE) test in Table 4, where the AVE value > 0.50, it can be concluded that the variables FoMO (Fear of Missing Out), HM (Hedonic Motivation), IM (Influencer Marketing), and PD (Purchase Decision) investigated in this research have produced valid results

Discriminant Validity Test

Following the Convergent Validity test, the next step involves the Discriminant Validity test, which utilizes the Fornell-Larcker Criterion model.

Table 5. Discriminant Validity Test with Fornell-Larcker Criterion)

Variables	FoMO	HM	IM	PD
FoMO	0.827			
HM	0.378	0.836		
IM	0.360	0.536	0.820	
PD	0.430	0.695	0.608	0.760

Source: Processed Discriminant Validity Test Data with Fornell-Larcker Criteria) 2023

It can be seen that the square root of the AVE variable FoMO is 0.827 greater than the variables HM (0.378), IM (0.360), and PD (0.430), which indicates that the conditions for discriminant validity can be met. Then, the square root of the AVE variable HM 0.836 is greater than the variables FoMO (0.378), IM (0.536), and PD (0.695), which indicates that the conditions for discriminant validity can be met. Next, the square root of the AVE variable IM (0.820) is greater than the variables FoMO (0.360), HM (0.536), and PD (0.608), which indicates that the conditions for discriminant validity can be met. Finally, the square root of AVE PD 0.760 is greater than variables PD (0.430), HM (0.695), and IM (0.608), which indicate that the conditions for discriminant validity can be met.

Reliability Test

Following the convergent validity test, the next step is the reliability test, which assesses Cronbach's Alpha and Composite Reliability values. If the Composite reliability and Cronbach's alpha values are > 0.70, then the variable can be considered reliable (Hamid & Anwar, 2019).

Table 6. Results of Cronbach's Alpha and Composite Reliability Tests

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
FoMO	0.849	0.896	Reliable
HM	0.892	0.921	Reliable
IM	0.878	0.911	Reliable
PD	0.820	0.833	Reliable

Source: Process of 2023 Cronbach's Alpha and Composite Reliability Test

Based on the reliability test results presented in Table 6, both Cronbach's alpha and composite reliability values exceed 0.70. Therefore, it can be concluded that the variables

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FoMO (Fear of Missing Out), HM (Hedonic Motivation), IM (Influencer Marketing), and PD (Purchase Decision) in this research exhibit reliable results.

The subsequent test involves hypothesis testing. This Hypothesis Test assesses the T-Statistics and P-Values. A hypothesis can be accepted if the T-Statistics value exceeds 1.96 and is considered significant if the P-Values are less than 0.05.

Table 7. Path Coefficients

Hypothesis	Path	T-Stat	P-Values	Conclusion
H1	IM-PD	3.571	0.000	**Accepted and Significant**
H2	IM-FoMO	5.409	0.000	**Accepted and Significant**
H3	IM-FoMO-PD	1.853	0.064	**Rejected**
H4	HM-PD	6.683	0.000	**Accepted and Significant**

Source: Processed 2023 Path Coefficient data

Based on Table 7, out of the four hypotheses, one hypothesis was rejected as it was not significant, namely H3. This rejection was due to the T-Statistics value falling below 1.96 and the P-Values being greater than 0.05. In contrast, the other three hypotheses (H1, H2, and H4) were accepted, as evidenced by T-Statistics values exceeding 1.96 and P-Values below 0.05.

DISCUSSION

The respondents in this study consisted of 48 men (30.2%) and 111 women (69.8%), with ages ranging from 17 to 22 years for 79 individuals and 23 to 41 years for 80 individuals. This distribution aligns with the findings of Harahap & Amanah (2018), which noted that online purchases are commonly made by individuals aged 18 to 41. The majority of respondents in this study were from the JABODETABEK region (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Specifically, 51 respondents were from Jakarta, 5 were from Bogor, 24 were from Depok, 79 were from Tangerang, and 5 were from Bekasi. The study focused on respondents who had purchased fashion products via e-commerce at least once in the last 3 months. According to SIRCLO data, the average Indonesian consumer shops via e-commerce approximately 3-5 times per month (Hamdani M. T., 2019), making the frequency of 1-3 times for respondents over the past 3 months considered normal.

The results obtained indicate that influencer marketing has a positive and significant influence on purchasing decisions. This finding aligns with the research conducted by Pratiwi & Patrikha (2021), which shared a similar framework and found that influencer marketing positively affects purchasing decisions at the Se'i Sapiku restaurant. In this study, influencers' trustworthiness in providing information to consumers played a crucial role. Although there are

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demographic differences between respondents in this study and previous research, the importance of trust in influencer marketing remains consistent (Airout et al., 2023). Influencer Marketing variables, such as Attractiveness, Trustworthiness, and Expertise, are considered vital elements in influencers. Respondents tend to follow attractive, honest, and knowledgeable influencers in the fashion sector to stay updated with the latest trends. The hypothesis test results confirmed this relationship, with H1 being accepted as the T-Statistic value exceeded 1.96, and the P-Values were below 0.05.

The research findings also reveal that influencer marketing positively and significantly impacts the Fear of Missing Out (FoMO). This outcome is in line with research conducted by Schmuck (2021), which obtained similar results. Teenagers who follow influencers on social media are likely to experience increased FoMO as they continuously receive new information. Respondents in this study spend a substantial amount of time keeping up with the latest fashion trends. When purchasing fashion products, sharing the details on social media is considered essential. Fashion products endorsed by influencers on social media are visible to their followers, who are also consumers. Thus, influencers can influence their followers to purchase fashion products (Sudarman & Lailla, 2023). Influencers influence their followers to share their experiences with fashion products on social media, which can lead to anxiety and fear if they cannot acquire a promoted product (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013). Despite demographic differences compared to previous research, which focused on respondents from Germany aged 10-14 years, the results still indicate that influencer marketing significantly affects the Fear of Missing Out (FoMO). The hypothesis test results, specifically for H2, confirm this by demonstrating a T-Statistic value of 5.409 (greater than 1.96) and a P-Value of 0.000 (less than 0.05), leading to the acceptance of H2.

Based on previous research findings, FoMO has been identified as a mediating variable between purchase decisions and social media content (Ilyasa, Rahmia, Tamsaha, & Yusriadib, 2022). However, this research found that FoMO can mediate between social media content and purchase decisions. This is because social media provides various information to potential consumers as references that encourage purchasing decisions. Nonetheless, our research differs from this perspective, as our results indicate that the FoMO variable does not act as a mediating variable between Influencer Marketing and purchasing decisions. This conclusion is supported by the results of data analysis, which reveal that if H3 has a P-value > 0.05 and a T-stat < 1.96, H3 is rejected. The Fear of Missing Out (FoMO) personality is associated with feelings of fear, worry, and anxiety (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013). While information

provided by influencers impacts consumer purchasing behavior (Kazancoglu & Sati, 2020) and induces anxiety when consumers cannot acquire a product promoted by an influencer (Pryzbylski, Murayama, DeeHaan, & Gladwell, 2013), our research suggests that FoMO cannot mediate the influence of influencer marketing on purchasing decisions for both teenage and adult respondents (aged 17-41) residing in JABODETABEK, who have purchased fashion products at least once in the last 3 months. Research conducted by (Ilyasa, Rahmia, Tamsaha, & Yusriadib, 2022) focused on collecting data from individuals aged 17-41 actively using social media. The differences in sample selection criteria and the focus on different variables, particularly social media content, may account for these varying research outcomes. FoMO's inability to mediate the influence of Influencer Marketing on Purchasing Decisions may be attributed to the direct correlation observed between influencer marketing and purchasing decisions in our study. In these conditions, an increase in influencer marketing correlates with higher consumer purchasing decisions and vice versa (Lengkawati & Saputra, 2021). E-commerce and social media have become platforms for disseminating influencer content, significantly boosting buying and selling activities. This is primarily due to the ease with which people can access information about products they desire (Maulana, Manulang, & Salsabila, 2020), although social media undoubtedly contributes to the FoMO sensation (Akbar, Aulya, Psari, & Sofia, 2019). Regardless of whether someone experiences FoMO or not, influencers continue to endorse and promote products to facilitate their sale. Consequently, FoMO does not mediate the influence of Influencer Marketing on Purchasing Decisions.

The results of the research on Hedonic Motivation demonstrate a positive and significant influence on purchasing decisions. These findings align with previous research conducted by (Saftari & Samboro, 2018), which established that hedonic motivation positively impacts purchasing decisions. We acknowledge that the emergence of various e-commerce companies has made shopping more accessible, offering numerous discounts and promos. Online shopping has led to increased participation in e-commerce (Rachmawati & Wahyuni, 2018). Consumers engage in shopping activities to stimulate their mood and immerse themselves in an enjoyable experience (Ozen & Engizek, 2014). The majority of our respondents perceive shopping for fashion products via e-commerce as an immensely enjoyable adventure, with various promotions available on e-commerce platforms continually enticing consumers to make more purchases. The results of the hypothesis test support this, with H4 being accepted due to a T-Statistic value of 6.683 (greater than 1.96) and a P-Value of 0.000 (less than 0.05).

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CONCLUSION

According to our research, Influencer Marketing and Hedonic Motivation both exert influence on purchasing decisions. The intensive promotion of fashion products by influencers on social media, combined with consumers' propensity for seeking pleasure in shopping, significantly affects purchasing decisions. The promotions carried out by influencers on social media also impact the Fear of Missing Out (FoMO). Thus, it can be concluded that Influencer Marketing influences FoMO (Fear of Missing Out). However, FoMO does not act as a mediating factor between Influencer Marketing and purchasing decisions. It is possible that influencer marketing wields significant influence as a social media figure, even for individuals who do not inherently possess a FoMO attitude.

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