

The Influence of Hedonic Motivation and Influencer Marketing on Purchasing Decisions with FOMO (Fear of Missing Out) as A Mediating Variable (Empirical Study: Cupika Online Store Customers)

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Abstract

This study investigates the influence of hedonic motivation and influencer marketing on purchase decisions, with Fear of Missing Out (FOMO) as a mediating variable, in the context of Cupika online store customers. The research employs a quantitative approach using structural equation modeling (SEM) with a sample of 132 respondents who have purchased from Cupika's e-commerce platforms. The findings reveal significant direct effects of hedonic motivation ($\beta = 0.206$, $p = 0.017$) and influencer marketing ($\beta = 0.317$, $p < 0.001$) on purchase decisions. FOMO demonstrates a strong direct effect on purchase decisions ($\beta = 0.470$, $p < 0.001$). Furthermore, the study identifies significant indirect effects of hedonic motivation ($\beta = 0.243$, $p = 0.001$) and influencer marketing ($\beta = 0.149$, $p = 0.006$) on purchase decisions, mediated by FOMO. These results highlight the complex interplay between emotional factors, social influence, and psychological states in shaping online consumer behavior. The study contributes to the growing body of literature on digital consumer behavior and offers practical implications for e-commerce marketing strategies. It underscores the importance of leveraging hedonic appeals, influencer partnerships, and FOMO-inducing tactics to drive online sales. However, it also emphasizes the need for ethical considerations in implementing such strategies. Future research directions include exploring these relationships across various product categories and cultural contexts, and investigating the long-term impacts of FOMO-driven purchases on consumer satisfaction and brand loyalty.

Keywords: Hedonic motivation, Influencer marketing, FOMO, Purchase decision, E-commerce.

INTRODUCTION

In the modern era, digital technology continues to evolve, with the internet enabling rapid global information exchange. This has created platforms for users to connect, share ideas, and access information easily (Hilbert, 2020). Digital technology has reached extraordinary levels, significantly transforming various aspects of human life and social paradigms. Technology has become a key pillar in the transformation and advancement of contemporary society, influencing how we communicate, work, educate, interact socially, and conduct daily activities (Oktaviani et al., 2023).

One significant form of digital development is the growth and continued emergence of marketplaces or e-commerce platforms. These provide easy and convenient access for consumers to purchase goods and services anytime and anywhere with an internet connection. Marketplaces offer a wide variety of products and services from various brands and sellers, giving consumers access to more choices and allowing them to find products that meet their needs and preferences (Volkova et al., 2021).

In Indonesia, several popular and influential e-commerce platforms include Tokopedia, Bukalapak, Shopee, Lazada, Blibli, JD.id, Zalora, and Tiktoshop. These platforms play a crucial role in facilitating online trade in Indonesia and expanding consumer access to various products and services. The high number of e-commerce users in Indonesia indicates intense competition among online stores (Databoks, 2023). This competition often results in more competitive pricing, allowing consumers to compare prices from various sellers and find the best deals.

Purchase decisions are defined as the fierce competition in the online market that often results in more competitive prices, enabling consumers to compare prices from various sellers and find the most advantageous offers for them

(Tjiptono, 2016). The purchase decision process begins with a need or problem to be solved, followed by information search and evaluation of alternatives, leading to a purchase decision. After making a purchase, consumers evaluate their decisions, considering whether the product or service meets their expectations and whether they are satisfied with the purchase. This evaluation will influence future purchase decisions (Kotler et al., 2021).

Based on the results of observations, to date there are still problems occurring at the Cupika online shop, namely that there has been no increase in overall turnover even though various marketing efforts have been carried out, including utilizing influencer marketing.

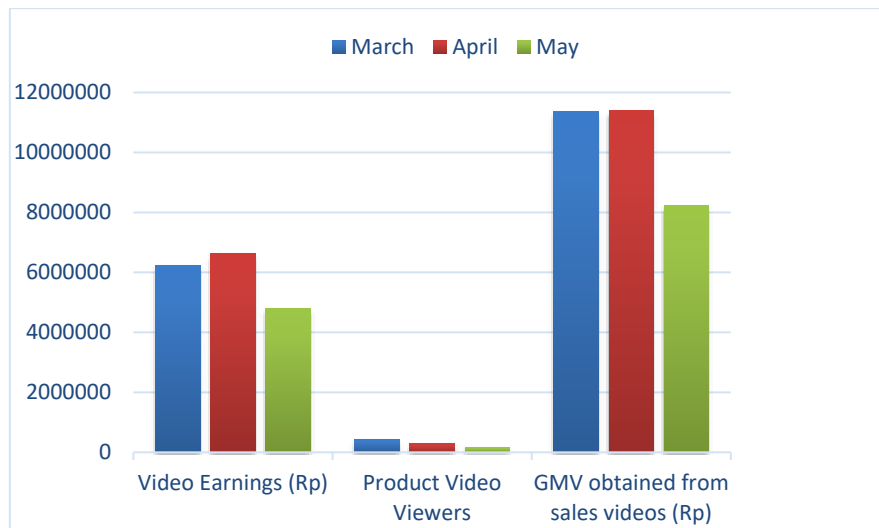


Figure 1. Promotions carried out by the Cupika online shop use Tiktok

Based on researchers' observations, the Cupika online shop has made various efforts to increase their sales by creating interesting promotional content. Figure 1 depicts promotional data carried out by the Cupika online shop via TikTok during March, April and May. This graph shows three main aspects: video revenue (IDR), product video viewers, and Gross Merchandise Value (GMV) obtained from sales videos (IDR).

According to Mahmud et al. (2023), several factors influence purchase decisions, including hedonic motivation, influencer marketing, and Fear of Missing Out (FOMO). In this context, Cupika, an online store focusing on educational toys like Rubik's cubes, operates on various e-commerce platforms in Indonesia. Despite various marketing efforts, including influencer marketing, Cupika still faces challenges in overall sales growth.

This research aims to examine the influence of hedonic motivation and influencer marketing on purchase decisions, with FOMO as a mediating variable, specifically for Cupika's online store. The study will focus on customers of Cupika's online store across various e-commerce platforms, including Shopee, Tiktok Shop, Tokopedia, and Lazada. This research addresses a significant gap in understanding the role of FOMO in various marketing contexts and purchase decisions, as well as how the interaction between hedonic motivation and FOMO can influence consumer behavior.

Hedonic Motivation

A. According to Tyrväinen et al. (2020), hedonic motivation is defined as the drive that compels individuals to seek sensory, emotional, or aesthetic satisfaction, such as pleasure, happiness, or artistic fulfillment. Chang et al. (2023) describe hedonic motivation as an intrinsic impulse that drives individuals to seek positive sensory and emotional experiences from an activity. Hu et al. (2023) characterize hedonic motivation as an intrinsic drive centered on positive sensory and emotional satisfaction derived from an experience or activity, which may include pleasure, happiness, artistic satisfaction, or other enjoyable experiences.

Hedonic motivation refers to the drive based on pleasure, positive emotions, and enjoyable sensory experiences (Chang et al., 2023). Consumers motivated by hedonic factors tend to seek products and services that offer satisfying emotional experiences and appealing aesthetics (Mahmud et al., 2023). When individuals are influenced by hedonic motivation, they are more likely to make purchase decisions driven by emotional and experiential aspects, rather than solely based on the utility or practical function of the product. This often occurs in the context of entertainment products such as toys, where aesthetic satisfaction and emotional experience become key factors in purchase decisions.

Research by Mahmud et al. (2023) indicates that hedonic motivation has a significant and positive impact on purchase decisions. This finding suggests that consumers driven by the desire for pleasure, positive emotional experiences, and sensory satisfaction are more likely to make favorable purchase decisions. Hedonic motivation

influences consumers to choose products or services that not only meet functional needs but also provide emotionally satisfying experiences.

Aldaning and Achmad (2018) define purchase intention as part of consumer behavior in consumption attitudes, representing the tendency of respondents to act before a purchase decision is actually implemented. Purchase intention also occurs in consumers browsing online stores. Online purchase intention can be triggered by hedonic motivation as well. This raises questions about the effectiveness of electronic word-of-mouth (EWOM) combined with hedonic motivation on purchase intention and consumer decisions.

H1: Hedonic Motivation has a positive and significant effect on Purchase Decision.

Purchase Decision

Influencer marketing is a rapidly growing industry that focuses on promoting products or increasing brand awareness through content disseminated by social media users who have influence over others (Carter, 2016). It involves individuals with the ability to impact others' purchasing decisions, helping them determine product specifications and providing information necessary to evaluate various product alternatives (Kotler et al., 2021). Bakker (2018) defines it as a marketing strategy that leverages individuals or groups with significant social media influence to promote specific products or services to their audience, relying on the influencer's reputation, authority, and reach to create strong engagement with potential consumers, build brand awareness, and increase sales. Chopra, Avhad, and Jaju (2021) further explain that influencer marketing utilizes individuals with large, influential social media followings to promote products or services to target audiences. These influencers can be bloggers, social media celebrities, or experts in specific fields who have high credibility and trust among their followers. The strategy involves using these individuals with substantial social media followings to reach desired audiences and promote brand messages effectively.

Influencers, who often have large and loyal followings on social media platforms, can significantly impact consumer behavior through product recommendations and reviews. The high level of trust followers place in influencers makes their recommendations more credible and persuasive compared to traditional advertising (Li et al., 2021). Influencers are often perceived as authentic and reliable sources of information, making consumers more likely to trust and follow their advice (Mahmud et al., 2023). Additionally, content created by influencers is typically more relatable and personal, which can create emotional connections with the audience (Vrontis et al., 2021). As a result, consumers are more motivated to try products or services recommended by influencers, thus increasing purchase decisions. Research also indicates that factors such as the credibility and expertise of influencers in a particular field play crucial roles in shaping consumer perceptions and purchase decisions.

A study conducted by Pratiwi and Patrikha (2021) found that influencer marketing has a positive and significant effect on purchase decisions. Their research framework demonstrated that influencer marketing positively impacts purchase decisions at Se'i Sapiku restaurant. In this study, consumer trust in the information provided by influencers played a crucial role in purchase decisions at Se'i Sapiku restaurant.

Mahmud et al. (2023) also reported that influencer marketing has a positive and significant influence on purchase decisions. According to research by Airout et al. (2023), despite demographic differences between respondents in their study and previous research, the importance of trust in influencer marketing remained consistent. Respondents tended to follow influencers who were attractive, honest, and knowledgeable in the fashion sector to stay informed about the latest trends.

Based on the elaboration of the relationships between variables and previous research, the hypothesis for this study can be formulated as follows:

H2: Influencer Marketing has a positive and significant effect on Purchase Decision.

Purchase Decision

According to Kotler and Keller (2016), purchase decision is the result of a complex process in which consumers gather, evaluate, and select products or services deemed most satisfactory to meet their needs or desires. Purchase decision is also defined as the outcome of consumers' evaluation of various products or services to fulfill their needs or wants (Kotler & Armstrong, 2021). Tjiptono (2016) describes purchase decision as part of consumer behavior involving direct activities in searching, assessing, and choosing products or services, as well as the decision-making process involved in these actions.

The relationship between Fear of Missing Out (FOMO), hedonic motivation, influencer marketing, and purchase decisions is a complex and multifaceted area of study in consumer behavior and digital marketing. FOMO, characterized by the apprehension of missing valuable opportunities or experiences, can significantly drive consumers to make immediate purchases to avoid feeling left behind (Przybylski et al., 2013). Marketers often leverage FOMO by creating a sense of urgency or exclusivity through limited-time offers, special discounts, or limited-edition products (Supriyanto

et al., 2022). This phenomenon can substantially boost sales, particularly in promotional campaigns designed to create an impression of scarcity or high popularity.

Hedonic motivation, defined as the individual's drive to seek pleasure, enjoyment, and positive emotional experiences from various activities (Arnold & Reynolds, 2003), plays a crucial role in influencing FOMO and, subsequently, purchase decisions. Individuals with high hedonic motivation tend to have a strong desire to constantly engage in pleasurable activities and acquire new, exciting experiences (Kamalia et al., 2023). This desire propels them to continuously monitor social media and other social activities to avoid missing opportunities for enjoyment, thereby intensifying their susceptibility to FOMO (Davis & Venkatesh, 1996).

Influencer marketing has emerged as a powerful strategy that significantly impacts the occurrence of FOMO among consumers (Mahmud et al., 2023). Influencers often showcase ideal and attractive lifestyles that captivate their followers' attention and promote exclusive products or events with limited access, triggering anxiety or fear of missing out among their audience (Dinh & Lee, 2022). The social influence of influencers is particularly potent as they are regarded as credible figures with authority in lifestyle and trends, making their recommendations significantly impactful on their followers' purchase decisions (Li et al., 2021).

The interplay between hedonic motivation, influencer marketing, and FOMO in shaping purchase decisions is intricate and dynamic. Hedonic motivation drives consumers to seek pleasure and positive emotional experiences, while FOMO amplifies this drive by creating a sense of urgency and desire to avoid missing out (Sun & Bao, 2023). Influencer marketing capitalizes on both these psychological factors by presenting desirable products or experiences and creating a perception of limited availability or exclusive access. This combination can lead to more impulsive and rapid purchase decisions as consumers strive to fulfill their emotional needs and avoid the discomfort of missing out (Mahmud et al., 2023).

Recent studies have highlighted the mediating role of FOMO in the relationship between influencer marketing and purchase decisions, particularly in the fashion and beauty sectors (Marín et al., 2024). While influencer recommendations may not always lead to immediate purchases, they can trigger further information seeking and influence the purchase process later, mediated by FOMO. Additionally, research by Ardianti and Sofyan (2024) emphasizes the positive influence of information usefulness on information adoption, and the subsequent positive effect of both information adoption and FOMO on purchase intention. These findings have important managerial implications, contributing to the academic understanding of FOMO in information adoption models and guiding companies in designing digital marketing strategies that emphasize content credibility and frequency to trigger consumers' desire to use their products. Then a hypothesis can be drawn

- H3*: FOMO (Fear of Missing Out) has a positive and significant effect on Purchase Decision.
- H4*: Hedonic Motivation has a positive and significant effect on FOMO.
- H5*: Influencer Marketing has a positive and significant effect on FOMO.
- H6*: Hedonic Motivation has a positive and significant effect on Purchase Decision, mediated by FOMO.
- H7*: Influencer Marketing has a positive and significant effect on Purchase Decision, mediated by FOMO.

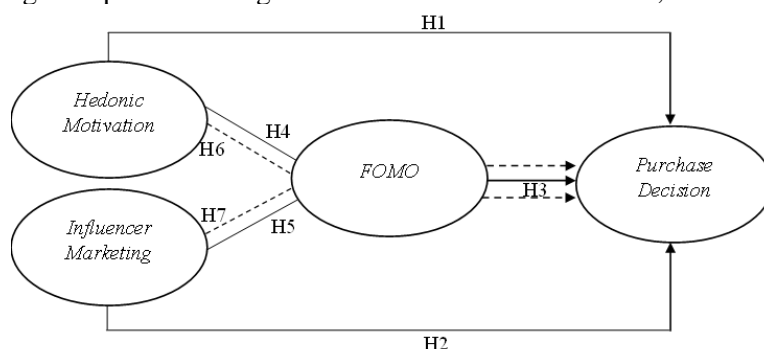


Figure 1. Research Model

RESEARCH METHODS

This research employs an explanatory approach with a quantitative methodology, aiming to elucidate the relationships between variables both theoretically and through field testing. The study utilizes a cross-sectional survey design, collecting data at a single point in time to describe attitudes, behaviors, and characteristics of the sample population (Creswell & Creswell, 2018). The research focuses on four key variables: Hedonic Motivation, Influencer Marketing, Purchase Decision, and Fear of Missing Out (FOMO), each operationally defined to explore consumer behavior in the context of online shopping at Cupika's e-commerce store.

The study's population comprises Cupika online store customers across various e-commerce platforms, including Shopee, TikTok Shop, Tokopedia, and Lazada. Employing a purposive sampling technique, the research targets

respondents meeting specific criteria, such as being e-commerce users, having purchased from Cupika within the last three months, and residing in DKI Jakarta. The sample size is determined using the rule of thumb suggested by Hair et al. (2020), with 5 to 10 samples per indicator, resulting in a total of 130 respondents. Data collection is conducted through a questionnaire using a 5-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5).

The research employs Structural Equation Modeling (SEM) for hypothesis testing, combining factor analysis and regression concepts to examine relationships between variables simultaneously (Sekaran & Bougie, 2017). The analysis includes evaluating both the measurement model (outer model) and the structural model (inner model). The measurement model is assessed through Convergent Validity, Discriminant Validity, and Composite Reliability tests, while the structural model is evaluated using Goodness of Fit (GOF) measures. Hypothesis testing is conducted using p-values and Critical Ratio (CR) at a 95% confidence level, with hypotheses accepted if $p\text{-value} \leq 0.05$ and $CR \geq 1.967$ (Hair et al., 2020). This comprehensive analytical approach aims to provide robust insights into consumer behavior and effective marketing strategies in the modern e-commerce context.

RESULTS AND DISCUSSION

Results

The aim of this research is to analyze the influence of hedonic motivation, influencer marketing, and Fear of Missing Out (FOMO) on purchasing decisions in the online sales of the Cupika brand, including how FOMO mediates the effects of hedonic motivation and influencer marketing.

Table 1. Respondents socio-demographic profile

<i>Variable</i>	<i>Category</i>	<i>Frequency</i>	<i>Percent</i>
Marketplace	Lazada	11	8.3%
	Shopee	66	50.0%
	TikTok Shop	19	14.4%
	Tokopedia	36	27.3%
Jakarta Residence	Yes	127	96.2%
	No Response	5	3.8%
Gender	Male	73	55.3%
	Female	59	44.7%
Age	7-18 Years	45	34.1%
	19-26 Years	47	35.6%
	27-45 Years	35	26.5%
	> 45 Years	5	3.8%
Shopping Frequency at Cupika	1 time	37	28.0%
	2-5 times	61	46.2%
	6-10 times	20	15.2%
	> 10 times	14	10.6%

Table 1 presents a comprehensive demographic and behavioral profile of the survey respondents. Among the e-commerce platforms, Shopee emerges as the most popular, used by 50% of respondents, followed by Tokopedia (27.3%), TikTok Shop (14.4%), and Lazada (8.3%). The vast majority of respondents (96.2%) reside in Jakarta, aligning with the study's geographical focus. There's a slight gender skew towards males (55.3%) compared to females (44.7%). Age distribution is concentrated in the younger segments, with 35.6% aged 19-26 years and 34.1% aged 7-18 years. Regarding shopping frequency at Cupika, most respondents (46.2%) have made 2-5 purchases, indicating a moderate level of customer loyalty. These insights provide valuable information for understanding the customer base and tailoring marketing strategies accordingly.

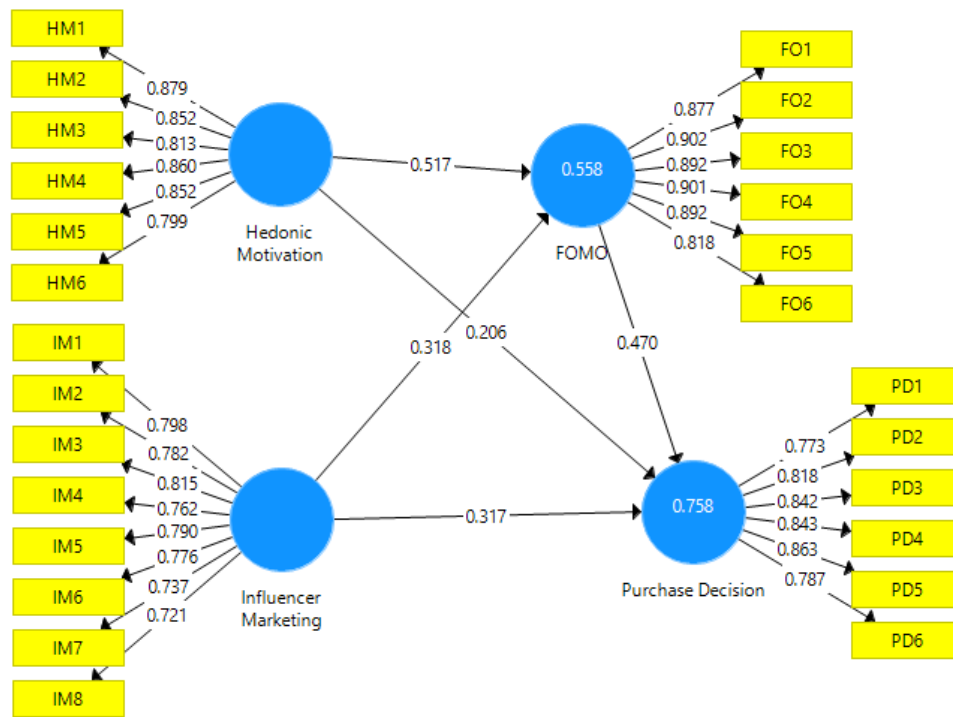


Figure 1. Structural Equation Model

Figure 1 presents a structural equation model depicting the relationships between Hedonic Motivation, Influencer Marketing, FOMO (Fear of Missing Out), and Purchase Decision. The model shows the standardized path coefficients (beta coefficients) between these constructs. Hedonic Motivation has a strong positive effect on FOMO ($\beta = 0.517$) and a moderate positive effect on Purchase Decision ($\beta = 0.206$). Influencer Marketing also positively influences both FOMO ($\beta = 0.318$) and Purchase Decision ($\beta = 0.317$). FOMO, in turn, has a substantial positive impact on Purchase Decision ($\beta = 0.470$). The model also displays the factor loadings for each construct's indicators, all of which appear to be above 0.7, indicating good construct validity. The R-squared values for FOMO (0.558) and Purchase Decision (0.758) suggest that the model explains a considerable portion of the variance in these constructs. Overall, this model demonstrates the complex interplay between marketing strategies, consumer psychology, and purchasing behavior in the context of online shopping.

Table 2. Factor loadings and Cronbach's alpha

Indicators	Loading Factor	Cronbach's Alpha
FO1	0.877	0,942
FO2	0.902	
FO3	0.892	
FO4	0.901	
FO5	0.892	
FO6	0.818	
HM1	0.879	0,918
HM2	0.852	
HM3	0.813	
HM4	0.860	
HM5	0.852	
HM6	0.799	
IM1	0.798	0,904
IM2	0.782	
IM3	0.815	
IM4	0.762	
IM5	0.790	
IM6	0.776	
IM7	0.737	
IM8	0.721	

IM8	0.721	
PD1	0.773	0,903
PD2	0.818	
PD3	0.842	
PD4	0.843	
PD5	0.863	
PD6	0.787	

All factor loadings exceed 0.7, indicating good indicator reliability. Cronbach's alpha values for all constructs are above 0.9, showing excellent internal consistency. The model reveals significant positive relationships between Hedonic Motivation, Influencer Marketing, FOMO, and Purchase Decision. Notably, Hedonic Motivation has the strongest direct effect on FOMO, while FOMO exhibits the most substantial influence on Purchase Decision. These findings underscore the importance of emotional factors and social influence in shaping consumer behavior in online shopping contexts.

Table 3. Reability Test Result

	ρ_A	Composite Reliability	Average Variance Extracted (AVE)
X_1	0.919	0.936	0.711
X_2	0.904	0.908	0.922
Z	0.942	0.942	0.954
Y	0.903	0.904	0.926

Table 3 demonstrates robust reliability and validity for all constructs in the study. The Composite Reliability values (0.904-0.954) and ρ_A coefficients (0.903-0.942) significantly exceed the 0.7 threshold, indicating excellent internal consistency. Average Variance Extracted (AVE) values (0.711-0.954) are well above the 0.5 benchmark, confirming strong convergent validity. These results collectively provide strong evidence for the measurement model's reliability and validity, establishing a solid foundation for the structural model analysis and hypothesis testing.

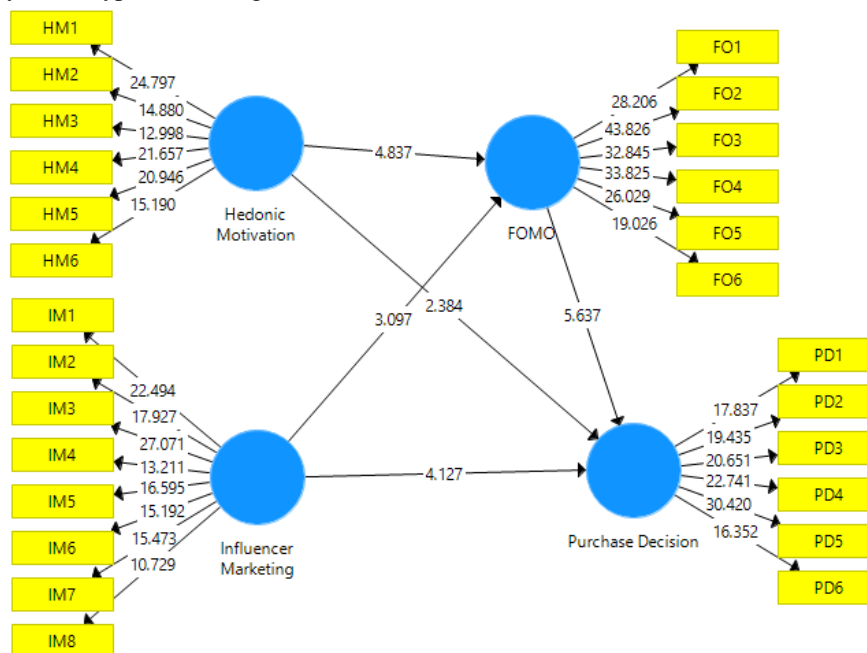


Figure 2. T-statistics for Structural equation model

Figure 2 illustrates the t-statistics for the structural equation model, providing insights into the statistical significance of the relationships between constructs:

1. Hedonic Motivation significantly influences FOMO ($t = 4.837$) and Purchase Decision ($t = 2.384$).
2. Influencer Marketing has a significant effect on both FOMO ($t = 3.007$) and Purchase Decision ($t = 4.127$).
3. FOMO shows a strong significant impact on Purchase Decision ($t = 5.637$).

All t-values exceed the critical threshold of 1.96, indicating that these relationships are statistically significant at the 0.05 level. The highest t-value is observed for the FOMO to Purchase Decision path, suggesting this is the strongest relationship in the model. These results support the hypothesized relationships and underscore the importance of hedonic motivation, influencer marketing, and FOMO in driving purchase decisions in the context studied.

Table 4. Direct Hypothesis Test Output

	T Statistics	P Values
FOMO -> Purchase Decision	5.637	0.000
Hedonic Motivation -> FOMO	4.837	0.000
Hedonic Motivation -> Purchase Decision	2.384	0.017
Influencer Marketing -> FOMO	3.097	0.002
Influencer Marketing -> Purchase Decision	4.127	0.000

Table 4 presents the results of direct hypothesis tests in the structural equation model. All hypothesized relationships demonstrate statistical significance at the 0.05 level or better. The strongest relationship is observed between FOMO and Purchase Decision ($t = 5.637$, $p < 0.001$), indicating that fear of missing out strongly influences purchasing behavior. Hedonic Motivation shows significant effects on both FOMO ($t = 4.837$, $p < 0.001$) and Purchase Decision ($t = 2.384$, $p = 0.017$), underscoring the importance of emotional factors in consumer decision-making. Similarly, Influencer Marketing exhibits significant impacts on FOMO ($t = 3.097$, $p = 0.002$) and Purchase Decision ($t = 4.127$, $p < 0.001$), highlighting the effectiveness of this marketing strategy. These findings collectively support the theoretical framework, demonstrating the intricate relationships between psychological factors, marketing strategies, and consumer behavior in the context of online purchasing decisions.

Table 5. Direct Hypothesis Test Output

	T Statistics	P Values
Hedonic Motivation -> FOMO -> Purchase Decision	3.295	0.001
Influencer Marketing -> FOMO -> Purchase Decision	2.773	0.006

Table 5 presents the results of indirect hypothesis tests, examining the mediating role of FOMO (Fear of Missing Out) in the relationships between Hedonic Motivation and Influencer Marketing with Purchase Decision. Both indirect paths show statistical significance at the 0.01 level. The indirect effect of Hedonic Motivation on Purchase Decision through FOMO is significant ($t = 3.295$, $p = 0.001$), indicating that FOMO mediates this relationship. Similarly, the indirect effect of Influencer Marketing on Purchase Decision via FOMO is also significant ($t = 2.773$, $p = 0.006$), suggesting FOMO's mediating role in this relationship as well.

These findings underscore the importance of FOMO as a mediating mechanism in the consumer decision-making process. They demonstrate that both hedonic motivations and influencer marketing strategies not only directly affect purchase decisions but also indirectly influence them by intensifying consumers' fear of missing out. This nuanced understanding of the pathways influencing purchase decisions provides valuable insights for marketers and researchers in the field of consumer behavior and digital marketing.

Discussion

The aim of this research is to analyze the influence of hedonic motivation, influencer marketing, and Fear of Missing Out (FOMO) on purchasing decisions in the online sales of the Cupika brand. Additionally, it seeks to examine how FOMO mediates the effects of hedonic motivation and influencer marketing on purchasing decisions.

Influence of Hedonic Motivation on Purchase Decision

The study reveals a significant positive effect of hedonic motivation on purchase decisions ($t = 2.384$, $p = 0.017$), aligning with findings from Mahmud et al. (2023) and Chang et al. (2023). This relationship underscores the importance of emotional and experiential factors in consumer decision-making, particularly for products that offer aesthetic satisfaction and emotional experiences, such as the educational toys sold by Cupika. The results suggest that consumers are more likely to make purchases when driven by the desire for pleasure, positive emotional experiences, and sensory satisfaction. This finding has important implications for marketing strategies, indicating that emphasizing the hedonic aspects of products or services can significantly influence consumer purchasing behavior.

Influence of Influencer Marketing on Purchase Decision

The research demonstrates a significant impact of influencer marketing on purchase decisions ($t = 4.127$, $p < 0.001$), corroborating the findings of Li et al. (2021) and Vrontis et al. (2021). This result highlights the effectiveness of influencer recommendations in shaping consumer behavior, particularly in the context of online shopping. The strong influence of

influencers can be attributed to the high level of trust followers place in them, making their recommendations more credible and persuasive than traditional advertising. This finding emphasizes the growing importance of influencer marketing as a key strategy in digital marketing campaigns.

Influence of FOMO on Purchase Decision

The study reveals a strong direct effect of FOMO on purchase decisions ($t = 5.637, p < 0.001$), consistent with Przybylski et al. (2013) and Andrew et al. (2023). This result highlights the powerful role of FOMO in driving consumer behavior, especially in e-commerce environments where limited-time offers and exclusive products are common. The fear of missing out on valuable opportunities or experiences can prompt consumers to make quicker purchase decisions, often with less deliberation. This finding suggests that marketing strategies that create a sense of urgency or exclusivity can be particularly effective in driving sales.

Influence of Hedonic Motivation on FOMO

The research indicates a significant relationship between hedonic motivation and FOMO ($t = 4.837, p < 0.001$). This finding extends our understanding of how hedonic motivations can intensify feelings of FOMO, as suggested by Kamalia et al. (2023) and Przybylski et al. (2013). Individuals with high hedonic motivation tend to have a strong desire to engage in pleasurable activities and acquire new, exciting experiences. This desire can make them more susceptible to FOMO, as they constantly monitor social media and other channels to avoid missing out on enjoyable opportunities. This insight suggests that marketing strategies that appeal to hedonic motivations may also indirectly increase FOMO, potentially leading to more impulsive purchase decisions.

Influence of Influencer Marketing on FOMO

The study shows a significant effect of influencer marketing on FOMO ($t = 3.097, p = 0.002$), supporting the notion that influencers can create a sense of urgency and exclusivity that triggers FOMO among their followers, as proposed by Dinh and Lee (2022). Influencers often showcase idealized lifestyles and promote exclusive products or experiences, which can make their followers feel anxious about missing out. This finding highlights the potential of influencer marketing not only in directly influencing purchase decisions but also in creating a psychological state (FOMO) that can further drive consumer behavior.

Mediated Influence of Hedonic Motivation on Purchase Decision through FOMO

The research reveals a significant indirect effect of hedonic motivation on purchase decisions mediated by FOMO ($t = 3.295, p = 0.001$). This finding expands our understanding of how hedonic motivations can lead to purchase decisions through the intensification of FOMO, as suggested by Mahmud et al. (2023) and Sun & Bao (2023). The desire for pleasure and positive experiences (hedonic motivation) can make consumers more susceptible to FOMO, which in turn increases the likelihood of making a purchase. This complex relationship suggests that marketing strategies that appeal to both hedonic motivations and create a sense of FOMO may be particularly effective in driving sales.

Mediated Influence of Influencer Marketing on Purchase Decision through FOMO

The study demonstrates a significant indirect effect of influencer marketing on purchase decisions mediated by FOMO ($t = 2.773, p = 0.006$). This supports the concept that influencer marketing can drive purchase decisions by triggering FOMO among consumers, aligning with the findings of Marín et al. (2024) and Li et al. (2021). When influencers promote products or experiences, they often create content that highlights the benefits and positive aspects, making their followers feel compelled to have similar experiences. The fear of missing out on these experiences or products can then lead to quicker purchase decisions.

These findings collectively contribute to the growing body of literature on consumer behavior in digital marketing contexts and offer practical implications for marketers. They underscore the importance of creating marketing strategies that not only appeal to consumers' hedonic motivations but also leverage the power of influencer marketing and strategically utilize FOMO to drive purchase decisions. The study highlights the complex psychological processes involved in online consumer behavior, where emotional factors, social influence, and fear of missing out interact to shape purchasing decisions.

For marketers, these results suggest the potential effectiveness of multi-faceted strategies that combine appealing to hedonic motivations, utilizing influencer partnerships, and creating a sense of urgency or exclusivity to trigger FOMO. However, it's important to note that while these strategies can be effective, they should be used responsibly and ethically, considering the potential negative impacts of excessive FOMO on consumer well-being.

CONCLUSION

In conclusion, this study provides valuable insights into the complex interplay between hedonic motivation, influencer marketing, Fear of Missing Out (FOMO), and purchase decisions in the context of online shopping. The findings reveal significant direct and indirect effects among these variables, highlighting the multifaceted nature of consumer decision-making in digital environments. Hedonic motivation and influencer marketing both demonstrate strong direct effects on purchase decisions, while also indirectly influencing purchases through the mediating role of FOMO. The study underscores the powerful impact of FOMO on consumer behavior, particularly in e-commerce settings where limited-time offers and exclusive products are prevalent. These results contribute to the growing body of literature on digital consumer behavior and offer a nuanced understanding of the psychological processes driving online purchases.

The implications of this research are substantial for both marketing practitioners and researchers. For marketers, the findings suggest the potential effectiveness of integrated strategies that combine appeals to hedonic motivations, strategic use of influencer partnerships, and the creation of a sense of urgency or exclusivity to trigger FOMO. Such approaches could be particularly potent in driving sales and engagement in online retail environments. However, marketers must also consider the ethical implications of leveraging FOMO and ensure that their strategies do not negatively impact consumer well-being. For researchers, this study opens up new avenues for investigation, including exploring these relationships across different product categories, demographic groups, and cultural contexts. Future research could also examine the long-term effects of FOMO-driven purchases on consumer satisfaction and brand loyalty, providing insights for developing sustainable marketing strategies in the digital age.

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