The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FoMO) on the Intention to Purchase Skincare Products in Purwokerto

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ABSTRACT

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| **Aims:** This study aims to test, analyze, and discuss the impact of social influence, product knowledge, and fear of missing out on skincare purchase intention in Purwokerto. Next, the variable fear of missing out was added as a mediating variable.**Study design:** Quantitative**Place and Duration of Study:** Sample: the number of samples tested by 121 respondents who live in Purwokerto who use skincare products and have never done treatment at a beauty clinic with an age range of 13 to 35 years. Data collection using a questionnaire technique with a purposive sampling method.**Methodology:** Statistical analysis used the Partial Least Square Structural Equation Modeling (PLS-SEM) method, which uses an inner model, an outer model, and hypothesis testing.**Results:** These findings reveal that social influence and product knowledge have a positive and significant effect on purchase intention, while product knowledge has a negative and significant effect on FoMO. However, FoMO does not have a positive and significant effect on purchase intention, as well as social influence and product knowledge do not have a positive and significant effect on FoMO.**Conclusion:** This study implies that consumers should be more selective and prioritize logical choices based on personal needs and clear information about skincare products. Therefore, marketing strategies need to be tailored to consumer characteristics in order to achieve maximum results. |

*Keywords: Social Influence, Product Knowledge, Fear of Missing Out (FoMO), Purchase Intention, Skincare*

1. INTRODUCTION

 The cosmetics industry in Indonesia is predicted to experience significant growth, with total revenue estimated to reach USD 1.94 billion in 2024 or around IDR 31.77 trillion (Indonesia.go.id, 2024). Skincare remains one of the most popular segments in the cosmetics industry, driven by increasing awareness of skincare (LifestyleKompas, 2023). Looking at skincare sales data in Central Java, including Purwokerto, there is a continuing upward trend. In the first quarter of 2024, skincare products sales on national e-commerce platforms are estimated to reach Rp 8.9 trillion, an increase of 42% compared to the same period in 2023 (DataBooks, 2024).

 Skincare is not just about aesthetics, but also about overall skin health, as the skin is the largest organ in the human body and serves as a protective barrier aginst various external factors such as pollution, sunlight, infections, etc. Therefore, maintaining skin health throught a appropriate skincare routine is crucial. With the abundance of skincare products available, each offering various benefits, the use of skincare products has become a primary need, and dependence on these products continues to grow. The purchase of skincare products is influenced by social factors within society, such as family, friends, or social class. The use of skincare is important because appearance is one of the factors needed to enter certain social groups, wheter in school, among peers, or in other environments, according to Hurlock (2017) in (Simanjuntak et al., 2024.) Social groups or reference groups can also influence consumers purchase intention toward a product.

 Then, according to Setiadi (2003:268) in (Hayyuna et al., 2016), consumers tent to be more influenced by reference groups if the information provided is considered valid and relevant to the problem at hand, and the source providing the information is considered trustworthy. Social influence refers to the extent to wich other people influence a person’s behavioral decisions. Therefore, the higher the social influence, the higher the purchase intention for a product. This phenomenon is supported by the research of Hoyer & Innis (2007), as cited in (Rangkuti & Sulistyawati, 2014) that general consumption is influenced by inspirational using different social media channels such as Facebook, Twitter, Blogs, and Email, it is clear that social influence is a dominant factor influencing a consumer’s purchase intention toward skincare products. However, this finding differ from the results of a study conducted by (Susiang, 2020), wich showed that social influence does not have a positive and significant effect on purchase intent.

 In addition to social influence, consumers also consider other factors when purchasing skincare products, namely product knowledge. Good product knowledge makes consumers more critical and confident in their intention to purchase a skincare product. According to research conducted by Hadi & Keni (2022), as cited in (Chrisvinlya,2022), consumers who have knowledge about the product tent to have a higher intention to purchase, meaning that product knowledge influences consumer’s purchase intentions. Supported by findings from Ariestania & Dwiarta (2020), product knowledge has a significant positive influence on purchase intent. However, other findings from (Utomo et al., 2023) indicate that product knowledge does not significantly influence purchase intent.

 With the phenomenon of increasing purchases of skincare products, consumers tend to feel anxious about missing out on trends if they are late in buying skincare products. This condition can be described as FoMO of Fear or Missing Out. Some studies define the fear of missing out as anxiety and jealously over missed experiences (Josep Reagle, 2015), while others view FoMO as a sociocultural phenomenon, a new motivator, and a personality factor influencing customer psychology (Kamalia et al., 2023). The FoMO phenomenon in Purwokerto is driven by consumerist impulses, particularly among young people who are frequently exposed to social media ads.

 Other findings indicate that FoMO effects commonly occur in individuals with unmet basic psychological needs (Dani & Kurniawan, 2024). Additionally, recent research has explored the influence of FoMO on the intention to purchase skincare products, with FoMO proven to positively impact the intention to purchase a product (Ardianti & Sofyan, 2024). The study mentioned that the higher the anxiety triggered by FoMO, the greater the urge to buy. However, findings from the study (Elviana et al., 2024) indicate that FoMO has no significant effect on consumer purchase intentions.

 Furthermore, according to (Ajzen, 1991), purchase intention is the stage where consumers assess or evaluate the information they have received. Purchase intention can be described as the likelihood of consumers acquiring a particular product. A greater desire to acquire a product means a higher likelihood of purchasing it, but does not necessarily mean that they will actually purchase it. This study is a replication of a previous study (Dwisuardinata & Darma, 2022) titled “The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FoMO) towards Purchase Intention on Alcoholic Beverages in Bali.” Therefore, the researcher is interested in conducting the same study with the tittle “ The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FoMO) towards Purchase Intention on Skincare in Purwokerto,” aiming to provide a new perspective on teenagers who purchase skincare products in Purwokerto.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 literature Review

Theory of Planned Behavior

 The Theory of Planned Behavior is a development of the Theory of Reasoned Action (TRA) proposed by Ajzen (1991). This theory is used to predict specific individual behavior. In this theory, three constructs are used as antecedents of intention, namely attitude toward behavior, subjective norms, and feelings about the ability to control something that influences whether to perform the behavior. These three factors have been proven to significantly influence an individuals behavioral intentions (Ajzen, 1991). This theory is based on the assumption that individuals often act based on feelings. All considerations made by individuals will lead to a form of intention. Intention can determine whether or not an action is carried out (Ajzen, 2020).

2.2 Hypotheses development

**2.2.1 Social Influence**

Social influence is an influence that can affect others and change their behavior (Vahdat et al., 2021). As started by Kelman (1958) in (Liang et al., 2024), social influence refers to the attitudes, beliefs, and subsequent actions or behaviors of individuals who are influenced by others. Social influence reflects an individuals perception of social pressure to perform or refrain from perfoming certain actions (Ajzen, 1991). According to (Li et al., 20222), strong social influence increase a persons intention to purchase certain products, including skincare products. Furthermore, the study by (Liang et al., 2024) support this by showing that social influence has a positive and significant effect on purchase intention.

**H1 :** Social influence has a positive and significant effect on purchase intention.

**2.2.2 Product Knowledge**

Product knowledge is a factor that influences consumer attitudes and trust toward a product. According to (Peter & Olson, 2010), consumers with high product knowledge can improve their ability to make more satisfying choices. (Jakubowska et al., 2024) argue that a lack of product knowledge can hinder purchase intention, so consumer education regarding product knowledge is important. Furthermore, according to (Sanita et al., 2019), product attributes in product knowledge indicators have a positive and significant effect on purchase intention. Consumers with more knowledge will influence consumer perceptions and how that knowledge is used in decision making

**H2 :** Product knowledge has a positive and significant effect on purchase intention.

**2.2.3 Fear of Missing Out**

FoMO is anxiety that arises from the fear of missing out on social trends, prompting people to stay constanly connected with others. FoMO is also associated with impulsive purchasing behavior when products are actively marketed through social media. The emotional pressure caused by FoMO can drive consumers to immediately purchase products to stay connected with others (Przybylski et al., 2013) found that FoMO has a positive and significant influence on purchase intent, as FoMO is identified as the primary factor causing individuas to feel they must make a purchasing decision to avoid feeling left behind. Supported by research (Good & Hyman, 2021), FoMO has a positive and significant effect on purchase intent because, specifically, appeal can increase consumer anticipation and self enhancement and strengthen purchase intent.

**H3 :** Fear of Missing Out has a positive and significant effect on purchase intention,

**2.2.4. Social Influence on Fear of Missing Out**

(Baumister & Leary, 1995) related to the theory of belonging states that there is a strong urge for humas to be part of a social group. Additionally, the loss of social cennections can lead to a fear of being ignored by others and encourage individuals to remain connected to a group. FoMO has a positive influence on social media use and the desire to be part of social group (Beyens et al., 2016). Furthermore, research conducted by (Reinsenwitz & Fowler, 2023) found that social identify has a positive and significant influence on FoMO. The stronger an individuals social identify, especially in relation to a particular social group, the higher the likelihood that the individual will experience FoMO. This occurs because individuals with strong social identities tend to feel the need to stay connected, be recognized, or be actively involved in their groups activities.

**H4 :** Social influence has a positive and significant effect on Fear of Missing Out

**2.2.5. Product Knowledge on Fear of Missing Out**

According to (Saavedra & Bautista Jr, 2020), product knowledge positively and significantly influences FoMO. This indicates that the higher the product knowledge of consumers, the greater their sense of FoMO. Marketers can encourage FoMO through a sense of exclusivity. Obtaining oppurtunities that are only available to a select few individuals can boost ego.

**H5 :** Product knowledge has a positive and significant effect on Fear of Missing Out.

**2.2.6. Fear of Missing Out mediates Social Influence on Purchase Intention**

Research conducted by (Chan et al., 2022) suggest that individuals with high levels of FoMO tend to feel happy and excited during the pre-purchase stage, as they know that regular interaction with social communities can help maintain and strengthen relationships. Additionally, individuals with psychological issues related to social dependence rely on social reference groups or influencers to understand an seek validation. When consumers feel unsure of themselves to catch up (Shengcheng Xie, 2023). Furthermore, research (Dwisuardinata & Darma, 2022) reinforces that FoMO as a mediating variable has a positive and significant effect because teenagers, or what can be referred to as the social group prone to FoMO, consider this identify as an important past of themselves as it allows them to highlight their uniqueness from others. Therefore, it can be concluded that social influence has a positive and significant effect on purchase intent through fear of missing out.

**H6 :** Fear of Missing Out mediates the relationship between social influence on purchase intention.

**2.2.7. Fear Of Missing Out mediates Product Knowledge on Purchase Intention**

Research conducted by (Dwisuardinata & Darma,2022) found that product knowledge has a positive and significant effect on FoMO as mediating variable that mediates consumer purchase intention. This means that the higher the consumer knowledge of the product, the greates the likelihood that they will experience FoMO related to the social benefits or experiences they will have if they do not purchase the product.

**H7 :** Fear of Missing Out mediates the relationship between product knowledge on purchase intention.

**Social Influence**

**Product Knowledge**

**Fear of Missing Out**

**Purchase Intention**

**H1**

**H2**

**H3**

**H4**

**H5**

**H6**

**H7**

**Fig 1. Conceptual Framework**

3. Methods

The type of data in this study is quantitative. Quantitative data is data based on positivism or concrete data that collects measureable data in the form of numbers, wich are then analyzed using statistical methods as a tool for assessing, testing calculations related to research problems, ad the results are used to improve decision making (Sugiyono, 2017). Furthermore, the population is a generalized area consisting of object or subject with specific qualities and characteristic recorded by the researcher for study and research, wich then serve as the basis for decision making (Sugiyono, 2017). The study population consisted of individuals aged 13 until 35 years who were general users of skincare products in Purwokerto, Indonesia, with a total of 121 respondents using non probability sampling and purposive sampling methods with specific requirements in the questionnaire distributed via Google Forms. Respondents who met the criteria were asked to indicate whether they strongly disagreed, disagreed, were neutral, agreed, or strongly agreed using Likert scale. In this study, data analysis was conducted using the SEM (Structural Equation Modeling) method based on components, with PLS (Partial Least Squares) selected as the analytical tool used.

4. RESULT AND DISCUSSION

4.1 Respondent charactheristics

This study uses the SEM (Structural Equation Modelling) method with PLS (Partial Least Square) version 3.0 analysis tool which is used to test the proposed hypothesis. With a total sample of 121 respondents who had data according to the criteria. Based on the survey findings, most of the respondents were female with an age ranging from 21 years to 30 years. In this study, there were 142 respondents who filled out questions but there were 21 respondents who did not meet the requirements because they had already done treatment at a beauty clinic. So the data used according to the criteria were 121 respondents. The sampling strategy is with the non-probability sampling technique and the purposive sampling method with the criteria (1) interested in buying skincare products (2) having the intention to buy skincare products (3) having never done treatment at a beauty clinic (4) interested in doing treatment at a beauty clinic. The source of the data obtained is from the initial data collected through Google Form with the aim of getting responses from respondents.

**Table 1. Charactheristic Respondent**

|  |  |
| --- | --- |
| Respondent profile | Presentation |
| Domicile | South PurwokertoWest PurwokertoEast PurwokertoNorth Purwokerto | 26,2%18,3%35,7%19,8% |
| Gender | MaleFemale | 27,8%72,2% |
| Age | 13 – 20 year21 – 30 year31 – 35 year | 30,2%69,8%0,00% |
| Work | StudentPrivat EmployeesPNS (Civil Servant)Other | 95,2%4%0,00%0,8% |
| Income per month | < Rp 1.000.000Rp 1.000.000 – Rp 2.000.000Rp 2.000.000 – Rp 3.000.000> Rp 3.000.000 | 51,6%34,1%7,9%6,3% |

*Source: develop by authors (2024)*

Based on the respondent characteristics table, the questionnaire was distributed to respondents in February 2024 with a total of 142 respondents but only 121 were taken who met the criteria. Of the total respondents who filled out, the dominant ones were domiciled in East Purwokerto, female, student status or students with an age range of 13 – 35 years. The criteria that can fill out the questionnaire are 13 – 35 years old because at the age of 13 years is considered as the ideal age to start using skincare products. In addition, at the age of 13 years old, it is recommended to introduce basic skin care using skincare products such as facial cleansers, moisturizers, and sunscreens. The technique used in calculating the sample size and population uses the Rao Purba formula. The Rao Purba formula is used if the population in the study is an infinite population. In principle, there is no definitive rule for determining the right presentation to determine the sample. The margin of error (e) that can be accepted in this formula is 0.10 or 10% (Sugiyono, 2017).

4.2 outer model analysis

Model or outer model evaluation can begin with the values of reliability and composite reliability indicators. Measurements were also carried out to test the average variance extracted (AVE) (Laten & Ghozali, 2016). Not all indicators pass the first round, social influence indicators marked with (X1.1), (X1.4), and (X1.5), product knowledge indicators marked with (X2.1), (X2.3), (X2.4), and (X2.5) indicators of purchase intent marked with (Y1.6) because they have loading factors that are less than the criteria. Thus, the analysis continued in round 2 as shown in table 2. Likewise with AVE, all variables meet the criteria for convergence validity which is > 0.7. So, all indicators and variables are valid. This model can be said to be reliable if the composite reliability value > 0.6. If you look at table 2, all variables meet the reliability criteria.

**Table 2. Indicator, Factor Loading, AVE, Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| Indicator | Factor Loading | AVE | Reliability |
| **Social Influence**Family influence of consumers. (X1.2)A group that becomes a role model and reference from consumers. (X1.3) | 0,7330,924 | 0,696 | 0,819 |
| **Product Knowledge**When buying skincare products, I always consider the advantages & consequences of using them. (X2.2)Consider skincare products as an investment to improve health and appearance. (X2.6)Using the right skincare products provide added value or satisfaction to my skincare. (X2.7) | 0,7840,8000,902 | 0,690 | 0,896 |
| **Fear of Missing Out**I was worried if other people were more active in buying skincare products that were popular than me. (M1.1)Feeling left behind the trend if you are late to buy skincare products that are being talked about by the social environment. (M1.2)Tend to buy skincare skincare products at discounted prices even though they don’t need the product yet. (M1.3)Tend to buy skincare products at discounted prices for fear of missing out on trends. (M1.4)Anxiety increases when seeing others post positive experiences with certain skincare products. (M1.5) | 0,7670,9050,7670,9140,863 | 0,712 | 0,925 |
| **Purchase Intention**Interested in buying skincare products because there are many skincare products available according to the needs of the skin. (Y1.1)Willing to recommend skincare products to others. (Y1.2)Choosing skincare products according to my skin type in meeting my skin needs. (Y1.3)Interested in buying skincare products so I gather as much information as possible before buying skincare products. (Y1.4)Interested in owning and trying to use skincare products because there are various types of products available and each product has good benefits for facial health. (Y1.5) | 0,6950,6330,7650,8400,718 | 0,538 | 0,852 |

*Source: primary data proceseedby (2024)*

AVE : Average Variant Extract

a. Acceptable loading factor value greater than 0.5

b. Acceptable AVE values greater than 0.5

c. Acceptable composite reliability value greater than 0.6



**Fig 2. Bootstrapping Result Model**

*Research model diagram during the bootstrapping process in SmartPLS. Data Processing result, 2024*

4.3 Inner model analysis

The measurement model can be continued to the inner model stage if it meets valid and reliable criteria. In the structural or inner model, it starts with the percentage of variance explained in the R-Square value (Laten & Ghozali, 2017).

**4.3.1 R-SQUARE VALUE**

According to Purwanto & Sudargini, 2021) states that R-Square is used to measure structural model evaluation and can consider the predictive ability of the model. The R-Square value for the influence of the independent variable (X) on FoMO as a mediating variable (M) was 0.064 or 64%, the remaining 93.6% was influenced by other variables outside this study and for the dependent variable (Y) was 0.591 or 59.1%, other variables outside this study affected by 40.9%.

**Table 3. Relationship, Path Coefficients, P Value, Result**

|  |  |  |  |
| --- | --- | --- | --- |
| Relationship | Path Coefficients | P Value | Result |
| Social Influence → Purchase Intention | 0,346 | 0,000 | **Accepted** |
| Product Knowledge → Purchase Intention | 0,527 | 0,000 | **Accepted** |
| FoMO → Purchase Intention | 0,060 | 0,201 | Rejected |
| Social Influence → FoMO | -0,085 | 0,278 | Rejected |
| Product Knowledge → FoMO | -0,193 | 0,033 | **Accepted** |
| Social Influence → FoMO → Purchase Intention | -0,05 | 0,352 | Rejected |
| Product Knowledge → FoMO → Purchase Intention | -0,012 | 0,257 | Rejected |

*Source: Primary data (2024)*

Based on the relationship between the path coefficient, and the P value described in table 3, there are five hypotheses that are directly related and two hypotheses that are indirectly related. Based on the table above, there are three hypotheses that are accepted and the other two are rejected on the hypotheses that are directly related. Meanwhile, the hypothesis that is indirectly related has a rejected result.

5. discussion

The FoMO variable that mediates the relationship between social influence and product knowledge, this study seeks to test its impact on the intention to buy skincare products in Purwokerto. This study tested the impact of each variable by testing seven hypotheses.

5.1 first hypotheses testing results

Based on table 3, the results of the measurement of social influence variables have an effect on purchase intention with a P-Value of 0.000 smaller than sig (0.05). This is supported by research (Li et al., 2022) which similarly assumes that social has a positive and significant effect on purchase intent. Because consumers often associate social opinions with expected outcomes. If they hear friends or family say that a skincare product is effective, then they are likely to believe that they will get the same results. Then, in some cultures that exist in a social environment, having healthy and clean skin is often considered a sign of good self-care. The social environment often encourages individuals to follow these cultures or norms. This hypothesis is in line with the construct of subjective norms in planned theory of behavior because it refers to the impulse from the social environment that a person feels to take a certain action or avoid it. In this study, social influences that come from family, friends, or influencers on social media can encourage a person's intention to give skincare products. Hoyer & Innis (2007) in (Rangkuti & Sulistyawati, 2014) argue that social groups have a significant influence on consumer choices, especially in terms of trending skincare products.

5.2 second hypotheses testing results

Based on table 3, there is a positive and significant influence on the variable of product knowledge on purchase intention with a P-Value of 0.000 smaller than sig (0.05). This is the same as the opinion (Sanita et al., 2019) that product attributes in the product knowledge indicator have an effect on purchase intent. Because consumers with good product knowledge can enable them to make more targeted purchasing decisions and according to personal needs, thus increasing purchase intent. Then it refers to the theory of planned behavior antecedent attitudes which discusses a person's assessment of certain behaviors. In this study, a good attitude can emerge if consumers feel confident that the product provides benefits for skin health and aesthetics (Hochscild et al., 2019). Product knowledge is an important factor because it can influence attitudes with sufficient information and can increase confidence in the benefits of the product (Peter & Olson, 2010).

5.3 third hypotheses testing results

Examining the relationship between the influence of FoMO on purchase intention. The test results showed that FoMO had no effect on buying intent with a P-Value of 0.201 which was greater than sig (0.05). This is because skincare is a long-term need that involves consistency in use, not just a mere trend. Skincare is personalized in nature that is chosen based on individual skin needs where consumers tend to focus on what they need rather than just following trends. Furthermore, with a very competitive skincare market, many products are sold with similar claims, so consumers do not feel pressured or worried to buy immediately for fear of missing out. In addition, consumers are more critical to sort products by looking for more credible information such as dermatological test results or expert reviews so as not to encourage consumers to behave FoMO.

5.4 fourth hypotheses testing results

By looking at the hypothesis results in table 3, it can be concluded that social influence has no effect on FOMO with a P-Value of 0.278 which is greater than the sig value (0.05). It has no effect because consumers are more careful and rational in sorting products to reduce risk. Then, consumers are more likely to consider the opinions of dermatologists, beauty experts, or clinical trial results because trust in professional sources is more dominant. In addition, consumers prefer product benefits based on facts and scientific evidence, reducing the urgency to participate.

5.5 fifth hypotheses testing results

Looking at table 3, product knowledge has a negative and significant effect on FoMO with a path coefficient value of -0.193 and a P-Value of 0.033 smaller than the sig value (0.05). This is because product knowledge allows consumers to make more rational decisions than emotional ones. Consumers focus on their needs, not on what they lose if they don't buy trendy products. In addition, many skincare products are over-promoted, this makes highly knowledgeable consumers tend to be skeptical of claims that are not supported by scientific evidence, so consumers are not easily seduced by the trends that trigger FoMO.

5.6 sixth hypotheses testing results

Examining the social influence mediated by FoMO on buying intention, the results had no effect with a P-Value of 0.352 which was greater than sig (0.05). Social influences such as trends, influencers, or recommendations from reference groups may be irrelevant if consumers feel that the source is not or lacks credibility. In addition, buying skincare often involves a long evaluation process such as reading online reviews, trying samples, and understanding product ingredients. Therefore, the social influence that triggers FoMO is only a temporary encouragement so that it is not influential enough to generate purchase intent for products that require careful consideration such as skincare.

5.7 seventh hypotheses testing results

Based on table 3, the product knowledge mediated by FoMO on purchase intention had no effect with a path coefficient value of -0.012 and a P-Value of 0.257 which was greater than sig (0.05). This has no effect because consumers with good product knowledge tend to buy considering quality and benefits and feel that there is no need to rush to buy certain skincare products just for fear of missing out. In addition, consumers with high knowledge focus on facts and personal experiences.

Conclusion

This study reveals the complex dynamics of skincare purchase intention in Purwokerto which is influenced by social influence, product knowledge, and fear of missing out (FoMO) phenomenon. Significantly, social influence and product knowledge were shown to increase purchase intention, confirming the importance of interpersonal factors and consumer understanding in skincare purchase decisions. However, the results that FoMO has no significant effect on purchase intention deserves more critical attention. This indicates that, in contrast to some impulsive consumptive trends in other products, skincare as a long-term necessity product involves a more rational and benefit conscious consideration process, rather than being driven by social anxiety or momentary trends. The rejection of social influence on FoMO and the negative effect of product knowledge on FoMO indicate that skincare consumers in Purwokerto tend to be selective and skeptical of emotional impulses or temporary social pressure. This means that education and the credibility of product information are much more determinant of purchasing behavior than just hypersocial media encouragement. This finding also confirms the limitations of the effectiveness of marketing strategies that rely solely on virality or social media trends, especially in the skincare segment which demands consistency and scientific evidence. In addition, the unsuitability of FoMO as a mediator in the relationship between social influence and product knowledge on purchase intention suggests that despite social and cognitive predispositions, skincare purchase intention is still influenced by a mature evaluation process and is not entirely impulsive. This phenomenon opens up room for further research into how other psychological factors or contextual variables might moderate the relationship. Overall, the findings of this study invite cosmetics industry players not to focus solely on viral influences or fast trends in skincare marketing, but to emphasize more on delivering credible information and fostering deep product understanding for consumers to build loyalty and sustainable purchasing decisions.

Disclaimer (Artificial intelligence)

The author hereby declares that no generative artificial intelligence (AI) technologies such as ChatGPT, COPILOT, etc., or text-to-image generators were used during the writing or editing of this manuscript.

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