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The Influence of Ewom and Fear of Missing Out in the Intention to Buy Skincare Products Through Tiktok

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ABSTRACT

The current social media platform provides a variety of social content that raises new phenomena to become viral, and beauty content is one of the most popular content. This study examines the influence of eWOM and Fear of Missing Out (FOMO) in the purchase intention of Scientific skincare products through TikTok. To understand the influence of eWOM, this study combines the information adoption model with self-determination theory as a theoretical basis. Data collection was conducted by an online survey with a purposive sampling method using 235 selected respondents. The data was then processed by applying PLS-SEM to test the proposed hypotheses. The findings show that information usefulness has a positive effect on information adoption, information adoption and FOMO have a positive effect on purchase intention, information credibility and information quantity have a positive effect on information usefulness, and information quality has no significant effect on information usefulness. The direct managerial implication of this finding will be a valuable addition to the academic understanding of FOMO in the information adoption model and provide direction for companies in formulating digital marketing designs that focus on the credibility and frequency of content broadcast to provoke consumer desire to use the company's products so as not to be left behind by others.

Introduction

The diffusion of social media has emerged over the past decade as the main communication channel in marketing activities (Rialti et al., 2017). In the era of the social media boom, a company's presence on social platforms is very important. It is part of an online marketing strategy, given its extraordinary ability to reach consumers (Koay et al., 2020). One of them is TikTok as the top social platform in the world and Indonesia is the number 2 country with 113 million active TikTok users aged 18 years and over in April 2023 (Geisel-Zamora, 2023). Influencers widely use TikTok to demonstrate online content and share it with their followers. In addition, users also actively create and publish

multimedia content, including their opinions about brands and products. Such content is known as user-generated content, which has proven to be more popular and effective than professional advertising (Aral et al., 2013).

The most popular content on TikTok is beauty products, one of which is Skintific which has stolen a lot of attention from skincare lovers and has gone viral on social media since the beginning of 2022. The commercial attraction of Skintific is qualified to make individuals experience Fear of Missing Out (FOMO), the commercial in question is the company's effort to make a profit (Hodkinson, 2019). According to (Yoga et al., 2022), attractiveness as a condition of FOMO can increase purchase intention when individuals anticipate positive outcomes. Therefore, companies must create attractive FOMO marketing because it can provide opportunities to increase sales volume for companies (Yoga et al., 2022).

To better understand consumer behavioral intentions, consumer attitudes towards eWOM are important to analyse. Seeing the fact that TikTok is becoming a popular social media, skincare brands have started using TikTok for their marketing strategies.

Because online recommendations and reviews or eWOM have a high influence on consumers, it is interesting to examine the influence of eWOM on TikTok on skincare purchase intention (Yones & Muthaiyah, 2023). EWOM is a form of computer-mediated communication thus, the Information Adoption Model (IAM) can provide a strong explanation regarding the eWOM adoption process and its consequences (Leung, 2022). IAM offers five elements in its model, namely information qulity, information credibility, information quantity, information usefulness, and information adoption, where these five elements can affect purchase intention.

From the consumer's point of view, information quality influences them in the decision-making process. The higher the information quality, the more it will help consumers in evaluating the quality and performance of the brand (Filieri, 2015). Information quality contributes positively to information usefulness (Yones & Muthaiyah, 2023). (Filieri, 2015) also states that information credibility or accuracy affects the ability to convince customers about which information is trustworthy and can be used as a simple evaluation to make decisions that determine the usefulness of a message. Information credibility has a positive relationship with information usefulness. Information quantity or the number of times eWOM information is exposed to consumers, can help consumers in evaluating the quality of (Filieri, 2015), brands, because the number of people who provide reviews about products means that the product has good sales and reduces doubts when buying products. (Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020) show that information quality has been proven to be supported and has an influence on information usefulness. Furthermore, information usefulness is considered a major predictor of (Bae, Lee, Suh, & Suh, 2017) information adoption purchase intent because people tend to engage with information when they find it useful. Social media users, either intentionally or unintentionally, are exposed to very large amounts of eWOM information,, and previous research has found that eWOM information affects purchase intention. (Yones & Muthaiyah, 2023) Their research stated

that eWOM information such as information quality, information credibility, and information quantity affect information usefulness, information usefulness affects information adoption, and information adoption mediates the relationship between information usefulness and purchase intention.

In addition, (Jiang et al., 2021) revealed that trends in the market can increase people's anxiety not to miss trends. Capturing new trends and satisfying customer needs, in turn, increases materialism and evokes FOMO in customers (Dinh & Lee, 2022). The literature on regret about "what should I be doing" versus "what I did" implies that FOMO can affect the likelihood of a purchase. One of the determining factors linking FOMO and possible purchases is anticipated excitement. FOMO-laden messages often include fear-inducing recommendations to protect against "loss"; protective motivations reflect the importance of the appeal of fear of power; the higher the anxiety triggered by the appeal of FOMO, the greater the impulse to buy. This is evidenced in empirical studies that FOMO contributes positively to purchase intention.

The current research is different from the previous research (Jiang et al., 2021), where the current research also combines with Self Determination Theory represented by FOMO variables to see its direct influence on consumer behavioural intentions on purchase intention. It is hoped that this study can increase the depth of knowledge about digital marketing by examining the determinants that influence consumer behavioural intentions, which, of course, can also be used as consideration in formulating company marketing strategies.

Research Methods

This research is a causal deductive research using quantitative methods. The data used in this study was obtained through the self-administering survey method where the questionnaire link written on the Google Form was disseminated to respondents online through social media Whatsapp, TikTok, Instagram and X. This study collected resource person response data twice in the period November 2023 – January 2024 wherein the first survey, 35 response data were collected to be used as quality and consistency testing data from research indicators While the second survey was conducted to collect the final data needed for testing models and hypotheses using valid and reliable indicators.

Measurement

Measurements for information quality variables were adopted from (Ismagilova et al., 2020) with 8 points of statements; information credibility was adopted from (Erkan & Evans, 2016), with 5 points of statements; information quantity was adopted from López & Sicilia (2014) with 2 points of statements, information usefulness was adopted from (Hussain et al., 2020) with 4 points of statements, information adoption was adopted from Shen et al. (2014) with 3 points of statement, FOMO was adopted from Good & Hyman (2020) with 8 points of statement, while purchase intention was adopted from (Ismagilova et al., 2020) with 5 points of statement. Thus, the total operationalisation of this research variable consists of 35 indicators attached to Appendix 2 while the details

of the questionnaire are attached to Appendix 3. All indicators are measured on the same 5-point Likert scale where 1 is strongly disagree (STS) while 5 is strongly agree (SS).

Population and Sample

The population in this study is all individuals domiciled in Indonesia who are interested in using beauty products in unknown numbers. Thus, this study uses a non-probability sampling method with purposive sampling techniques because the characteristics of respondents have been focused and determined so that the sample can better represent relevant information for this study. Additional characteristics of respondents were individuals who accessed TikTok at least five times in the past week, liked to search for skincare product references on TikTok, knew or had seen Skintific content on TikTok and followed or unfollowed Skintific on TikTok. The number of samples is determined using the formula Hair et al. (2019), where the minimum number of samples required is 5 times the total number of research indicators. With 35 indicators used, the minimum number of samples required is 175 respondents.

Analyses Data

The data analysis method applied in this study consists of 3 stages. The first stage is a pretest of the quality of indicators by applying Confirmatory Factor Analysis (CFA) for validity tests and Cronbach's Alpha for reliability tests conducted using the first survey data. Then, after the second survey data was collected, Sofyan et al. (2024) conducted a potential Common Method Variance (CMV) problem by applying Harman's Single Factor Test method; it was stated that it did not indicate a CMV problem if the total variance value of all indicators used accounted for < 50% (Podsakoff &; Organ, 1986). In the last stage, this study applies PLS-SEM to test the models and hypotheses used. The analysis carried out consists of two stages, namely in the first stage, a measurement model analysis is carried out by evaluating convergent validity, discriminant validity and reliability, while in the second stage, testing of model suitability and hypothesis testing is carried out.

Results and Discussion

This study applies Confirmatory Factor Analysis (CFA) to ensure the quality and consistency of the indicators used. The measuring instrument is declared valid and reliable if the Kaiser-Meyer-Olkin (KMO) value > 0.5, Measures of Sampling Adequacy (MSA) ≥ 0.5 and Cronbach's Alpha > 0.6 (Hair et al., 2019). The pre-test analysis results showed that all 35 indicators used were declared valid and reliable. The following are the results of the CFA analysis test presented in Table 1.

Table 1
CFA Analysis Results

Variable	Item	MSA	KMO and Bartlett's Test	Cronbach's Alpha
Information Quality	IQ1	0.909	0.893	0.947
	IQ2	0.851		

Variable	Item	MSA	KMO and Bartlett's Test	Cronbach's Alpha
	IQ3	0.861		
	IQ4	0.932		
	IQ5	0.904		
	IQ6	0.888		
	IQ7	0.925		
	IQ8	0.869		
Information Credibility	IC1	0.678	0.73	0.896
	IC2	0.649		
	IC3	0.736		
	IC4	0.877		
	IC5	0.726		
Information Quantity	IQn1	0.5	0.5	0.871
	IQn2	0.5		
Information Usefulness	IU1	0.668	0.66	0.873
	IU2	0.649		
	IU3	0.668		
	IU4	0.657		
Information Adoption	IA1	0.663	0.584	0.856
	IA2	0.549		
	IA3	0.578		
FOMO	Fo1	0.935	0.848	0.942
	Fo2	0.809		
	Fo3	0.799		
	Fo4	0.882		
	Fo5	0.849		
	Fo6	0.839		
	Fo7	0.79		
	Fo8	0.898		
Purchase Intention	PI1	0.838	0.819	0.913
	PI2	0.806		
	PI3	0.839		
	PI4	0.832		
	PI5	0.781		

The response rate of the survey conducted was 94%. The characteristics of 235 valid respondents show that the majority are female, as many as 88% (206) respondents. The majority of respondents have an age range of 17-23 years, namely 66% (156), private employees as much as 43% (102), and domiciled in Java as much as 67% (158). Furthermore, the results of CMV testing with Harman's Single Factor method showed that the total variance described from all indicators used was 48.168% smaller than 50%. Thus, it can be concluded that the data used is free from CMV problems. A summary of respondents' demographics is shown in Table 2, and CMV test results are attached to Appendix 5.

Table 2
Tabulation of Respondent Characteristics (n=235)

Information		Sum	Percentage
Gender	Law Law	29	12%
	Woman	206	88%
Age	17 - 23 years	156	66%
	24 - 30 years	68	29%
	31 - 37 years	9	4%
	38 - 45 years	2	1%
Work	Student	98	42%
	Entrepreneurial	11	5%
	Civil Servants	5	2%
	Private Employees	102	43%
	Other	19	8%
Domisili (Feat.	Sumatera	67	29%
	Jawa	158	67%
	Kalimantan	1	0.04%
	Sulawesi	5	2%
	Maluku	1	0.04%
	Bali	1	0.04%
	Riau	1	0.04%
	Bangka Belitung	1	0.04%

In the evaluation of the measurement model, all variables have loading, Composite Reliability (CR) and Cronbach's Alpha (CA) values > 0.70 and AVE > 0.50. The measurement of construct validity in this study can be accepted and declared valid because the majority of indicators in each variable have a loading factor value of > 0.70 and only the IQ1 indicator that has a loading factor <of 0.70 which is 0.699, is still acceptable. At the same time, the AVE value of all constructs can meet as a reliability requirement. In addition, the results of the discriminant validity analysis by applying the Fornell-Larcker Criterion show that the value on the diagonal axis is greater than the correlation between variables, which means that the validity of the Fornell-Larcker Criterion discriminant is met. However, it was found that the value of the information quality construct was smaller than the correlation with other constructs. A summary of the results of convergent validity and reliability analysis is presented in Table 3, while the results of discriminant validity are attached to Appendix 5.

Table 3
Convergent Validity and Reliability

Variable	Indikator	Validity Konvergen		Reliability	
		Loading	AVE	CR	CA
Information Quality	IQ1	0.699	0.616	0.914	0.910
	IQ2	0.770			
	IQ3	0.798			
	IQ4	0.746			
	IQ5	0.802			
	IQ6	0.800			
	IQ7	0.839			
	IQ8	0.815			
Information Credibility	IC1	0.863	0.781	0.932	0.930
	IC2	0.891			
	IC3	0.910			
	IC4	0.865			
	IC5	0.888			
Information Quantity	IQn1	0.852	0.731	0.845	0.633
	IQn2	0.858			
Information Usefulness	IU1	0.861	0.710	0.866	0.864
	IU2	0.863			
	IU3	0.819			
	IU4	0.825			
Information Adoption	IA1	0.867	0.780	0.86	0.859
	IA2	0.875			
	IA3	0.907			
FOMO	Fo1	0.837	0.718	0.948	0.943
	Fo2	0.796			
	Fo3	0.737			
	Fo4	0.867			
	Fo5	0.845			
	Fo6	0.899			
	Fo7	0.867			
	Fo8	0.914			
Purchase Intention	PI1	0.876	0.787	0.933	0.932
	PI2	0.899			
	PI3	0.936			
	PI4	0.878			
	PI5	0.842			

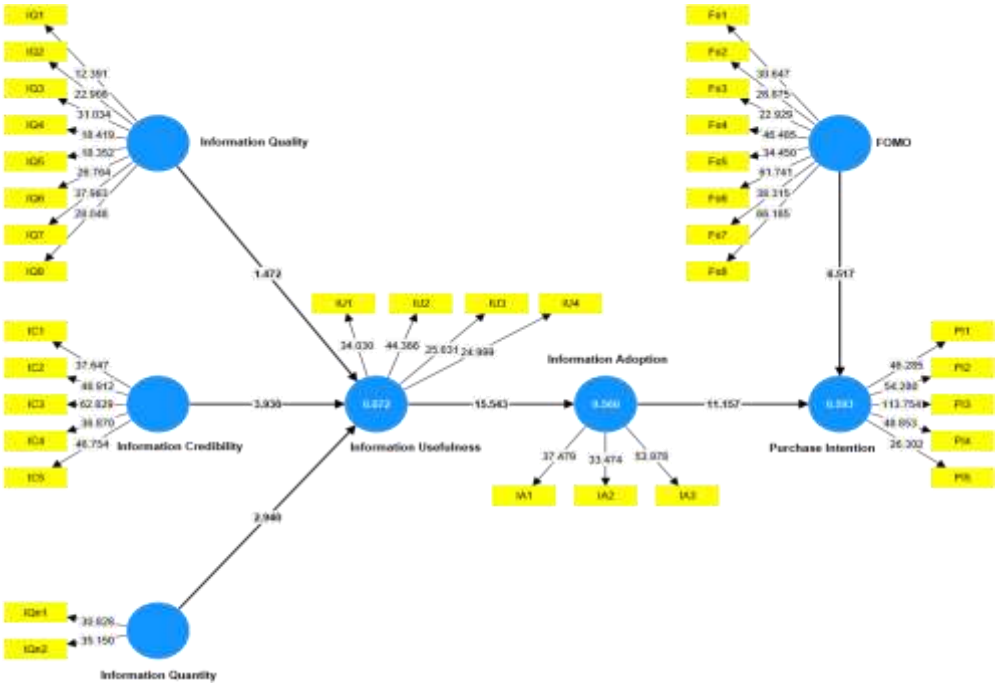
Furthermore, this study also conducted a testing test on the potential problem of multicollinearity. Hair et al. (2019) stated that a VIF value of < 3.30 indicates a multicollinearity problem-free, while a VIF value of < 5.0 indicates a minor multicollinearity problem. The test results show that the majority of correlations have a VIF value of < 3.30, and 2 correlations indicate minor multicollinearity problems. Thus, it was concluded that the structural equations used were still feasible for use because they

did not face severe multicollinearity problems that required further modification of structural equations. Details of the test results are shown in the following Table 4.

Table 4
Collinearity Statistics (VIF)

Collinearity statistics (VIF) - inner model - List	VIF
FOMO -> Purchase Intention	1.161
Information Adoption -> Purchase Intention	1.161
Information Credibility -> Information Usefulness	4.299
Information Quality -> Information Usefulness	4.671
Information Quantity -> Information Usefulness	2.618
Information Usefulness -> Information Adoption	1

Furthermore, to evaluate the structural model from the Goodness Fit Model test results with SRMR values of 0.089 (<0.10) and NFI of 0.812 (< 0.90), it can be said that the structural model in this study is a good fit. For the R-square value of information usefulness of 0.673, 67.3% of the variance of information usefulness is explained by information quality, information credibility, and information quantity. Information adoption of 0.559 makes 55.9% of the information adoption variance explained by information usefulness. A purchase intent of 0.593 makes up 59.3% of the variance of purchase intention, which is explained by information adoption, information usefulness, information quality, information credibility, and information quantity. Based on these results, it is concluded that information usefulness has the strongest predictive power, while information adoption and purchase intention are considered moderate (Hair et al., 2019). Full results of the Goodness Fit Model test are attached to Appendix 5. The path analysis of the structural model used can be seen in Figure 2 as follows.



Gambar 2 Path Diagram T- Values

Furthermore, a hypothesis can be said to be accepted if the T-statistic value is greater than the T-table value of 1.96 (5%). Based on the hypothesis test table below, it is known that 5 hypotheses have T-statistic values above 1.96, so it is concluded that the hypothesis can be accepted. While 1 hypothesis (H1) has a T-statistic below 1.96 so, the hypothesis is rejected. A summary of the hypothesis test results is shown in Table 5, and complete information on the hypothesis test results is presented in Appendix 5.

Table 5
Hypothesis Test Results

Hipotesis	Hypothesis Statement	T-Statistic	Coefficient	Conclusion
H1	Information quality positively affects information usefulness	1.472	0.197	The data do not support the hypothesis.
H2	Information credibility berpengaruh positif terhadap information usefulness	3.93	0.593	The data support the hypothesis.
H3	Information quantity positively affects information usefulness	2.94	0.321	The data support the hypothesis.
H4	Information usefulness positively affects information adoption	15.543	0.748	The data support the hypothesis.
H5	Information adoption has a positive effect on purchase intention	11.157	0.593	The data support the hypothesis.

Hipotesis	Hypothesis Statement	T-Statistic	Coefficient	Conclusion
H6	Fear of missing out has a positive effect on purchase intention	6.517	0.317	The data support the hypothesis.

Based on hypothesis testing, the study produced several findings. First, information quality does not have a significant effect on information usefulness. This is because the information on Skintific through TikTok is not relevant to user needs. In addition, the information in the content provided is difficult for users to understand because the information on Skintific is less detailed. That is, although information quality is improved, it does not increase information usefulness. These results support the findings of Rizal et al. (2021) and Fanoberova and Kuczkowska (2016) that information quality does not have a significant effect on information usefulness. When users search for information on TikTok, they may not consider the quality of information from Scientific Skincare; they tend to see its credibility without considering its quality.

Second, information credibility has a positive effect on information usefulness. These results show that Skintific has succeeded in convincing customers through TikTok by providing reliable, reliable, and fact-consistent information. If information about a product is credible, then the information can be considered capable of causing perception and trust for users (Rizal et al., 2021). This finding is supported by (Filieri, 2015), who argues that customer beliefs about information can be influenced by information credibility, which is useful for customers in conducting simple evaluations to make decisions (Sussman & Siegal, 2003). This means that the content received and responded to positively by many TikTok users indicates that the response to Scientific information is considered good and useful.

Third, information quantity has a positive effect on information usefulness. This is because, on TikTok, there is much content about Skintific, and the information is useful for customers. This finding is in accordance with research from Jones & Muthaiyah (2023) and Ngarmwongnoi et al. (2020). High review frequency helps consumers evaluate the quality of a product compared to a small frequency of reviews, so it can be useful to reduce perceived risk and can help review consistency.

Fourth, information usefulness has a positive effect on information adoption. This finding shows that TikTok provides informative and useful information for customers to get to know about scientific products. The usefulness of such information may influence customers to adopt it. Since the information on TikTok about Skintific shows reviews from many old and new consumers about the product, it helps customers to know the product more and get to know it, thereby increasing their knowledge and acceptance. This result is in line with research from Sardar et al. (2021), which states that information that is considered useful according to customer needs and goals will have a greater possibility for customer information adoption.

Fifth, information adoption has a positive effect on purchase intention. These results show that customers receive information about Skintific based on recommendations from content that demonstrates Skintific products through TikTok, such as content popularised by influencers or content from customer engagement itself. When customers adopt information, they can learn something new from Skitinfic, thus driving the customer's intent to make a purchase. This research is relevant to research from Sardar et al. (2021), who found that most information adoption models are used to improve understanding of how intentions are formed through messages received through eWOM communication.

Sixth, FOMO has a positive effect on purchase intention. This finding shows that customers are worried about being left behind by others when it comes to getting the latest information about Scientific products on TikTok. They also feel anxious about missing moments when using Skintific products, so this affects their intention to make a Skintific purchase. A statement from Van Parijs et al. (2020) explains that strong feelings of FOMO influence the increase in purchase intention in consumers. In line with this statement, revealed that trends on social media can increase people's anxiety not to miss trends. Capturing new trends and satisfying customer needs, in turn, increases materialism and evokes FOMO in customers (Bae et al., 2017). So that FOMO can increase purchase intention.

Conclusion

In this study, the majority of hypotheses were successfully proven, namely, that information quality does not have a significant effect on information usefulness. This result shows that users do not feel the benefits of the scientific content displayed because the information received is difficult to understand. Therefore, marketers need to present scientific product content that will be shared with users that is easy to understand and relevant to their needs, for example, by paying attention to content that better explains the usefulness of the product in detail and in accordance with the facts for users. While information credibility and information quantity positively affect information usefulness, and information usefulness mediated by information adoption affects purchase intention, FOMO subsequently positively affects purchase intention. These results show that users are encouraged to make purchases when evaluating products, and the usefulness of information from scientific content received can be felt. Based on this, marketers must focus on credibility and frequency of content aired that can provoke consumers' desire to use Scientific products so as not to be left behind with others. This can be done by the company taking part by briefing content creators for content that is relevant to user needs. Furthermore, the popularity of content will increase feelings of anxiety in users because they feel afraid of being left behind by what others are feeling, thus strengthening purchase intent. Self-determination theory by (Ryan & Deci, 2017) is used as a reference better to understand the direct influence of FOMO on purchase intention.

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