

Fear of Missing Out? A study of Indonesia's Generation Z in Online Beauty Community

Mary Valery Gunawan ^{1*}, Cynthia Chrisnina Fakoniko ²

^{1) 2)} International College Ming Chuan University

*Corresponding author
Mary Valery Gunawan
Email : mail.maryvalery@gmail.com

Abstrak

Komunitas Kecantikan Daring (*Online Beauty Community*) menyediakan sarana yang diperlukan bagi merek (*brands*) dan konsumen untuk memperoleh manfaat serta mengembangkan citra merek. Penelitian ini meneliti pengaruh Keterlibatan Merek Konsumen Daring (*Online Consumer Brand Engagement/OCBE*) terhadap niat beli dalam konteks komunitas kecantikan daring Generasi Z Indonesia. Penelitian ini mengkaji bagaimana faktor-faktor seperti Rasa Takut Ketinggalan (*Fear of Missing Out/FOMO*), Keterlibatan Merek (*Brand Involvement*), dan Pengalaman Merek Daring (*Online Brand Experience*) berkontribusi dalam membentuk OCBE, yang pada gilirannya memengaruhi niat beli konsumen terhadap produk kecantikan. Analisis data dari 300 partisipan Generasi Z dalam komunitas kecantikan daring menunjukkan bahwa faktor-faktor ini berdampak positif terhadap OCBE, yang pada akhirnya mendorong peningkatan niat beli. Hasil penelitian ini memastikan bahwa FOMO, keterlibatan merek, pengalaman daring yang positif, dan OCBE seluruhnya berkontribusi terhadap niat beli yang lebih tinggi. Wawasan ini dapat menjadi dasar penyusunan strategi pemasaran untuk mendorong keterlibatan konsumen dan pertumbuhan bisnis. Lebih lanjut, FOMO, khususnya aspek sosialnya, menunjukkan hubungan yang lebih kuat dibandingkan faktor-faktor lain dalam memengaruhi Keterlibatan Merek Konsumen Daring (OCBE). Oleh karena itu, industri kecantikan Indonesia dapat mengadopsi strategi tarik (*pull strategy*) untuk menimbulkan rasa FOMO pada konsumen Generasi Z, yang pada gilirannya akan meningkatkan niat beli mereka.

Kata kunci: Pengalaman Merk (*Brand Experience*), Keterlibatan Merek (*Brand Involvement*), Rasa Takut Ketinggalan (*Fear of Missing Out/FOMO*), Komunitas kecantikan daring (*Online Beauty Community*), *Online Consumer Brand Engagement (OCBE)*, Niat Beli (*Purchase Intention*)

Abstract

Online Beauty Community provides brands and consumers with necessary apparatus benefit and to develop brand image. This study investigates the influence of Online Consumer Brand Engagement (OCBE) on purchase intention within the context of Indonesian Gen Z online beauty communities. It explores factors including Fear of Missing Out (FOMO), Brand Involvement, and Online Brand Experience contribute to shaping OCBE, which in turn influences consumers' purchase intention of beauty products. Data analysis from 300 Gen Z participants in online beauty communities reveals that these factors positively impact OCBE, ultimately leading to increased purchase intention. The findings confirm that FOMO, brand involvement, positive online experience, and OCBE all contribute to higher purchase intention. These insights can inform marketing strategies to drive consumer engagement and business growth. Furthermore, FOMO

especially social aspects showed a stronger relationship than other factors that influence Online Consumer Brand Engagement. Therefore, Indonesian beauty industry can adopt pull strategy to make Gen Z consumers have the sense of FOMO in turns to increase their purchase intention.

Keywords: Brand Experience, Brand Involvement, Fear of Missing Out (FOMO), Online Beauty Community, Online Consumer Brand Engagement (OCBE), Purchase Intention

INTRODUCTION

Research Background and Motivation

Indonesia is the largest archipelagic country in the world, proven by it incomparable among the top four country with the most population in the world based on United Nations Population Division data with estimates 277.5 million people dominated by young people ages between 18 and 39 years old, from the Millennials to Generation Z.

The Indonesian market comprises a wide range of users, encompassing both males and females across various age groups with various needs. 28% of Indonesian population is Gen Z that emerges as the most dynamically involved demographic in the beauty care product market, demonstrating the highest level of spending (Badan Pusat Statistik, 2023).

The Indonesian beauty industry is flourishing due to the country's large and diverse population, as well as the availability of a wide range of local products. They are blessed with multiple ethnic which affect their beauty standards. Even the Indonesian beauty sector has made the following products that are suitable for its population.

The beauty sector remains resilient even during COVID-19, This is due to significant Gen Z and Millennials consumers. Indonesian beauty market revenue is estimated to reach USD 9.27 billion in 2024 and projected to reach Compound Annual Growth Rate (CAGR) of 4.39% between 2024 and 2028. Personal Care is the largest segment with projected market volume of USD 3.88 billion in 2024, followed by skincare and makeup (Statista, 2024). The growth of the cosmetic industry in Indonesia reached up to 9.61% in 2021 and the numbers of the industry keep growing from 819 to 913 brands starting from 2021 to July 2022 (Mitra Bisnis, 2023).

The pioneer behind the beauty industry in Indonesia is Wardah, a brand from PT. Paragon

Indonesia, was established in 1995 and got halal certified in 1999. In the same year, Wardah got recognition from the World Halal Council and continues flourishing. Wardah also comprised an Online Beauty Community called Wardah Youth Ambassador.

Accordingly, the recent study serves as proof that the Indonesian Brand Community can be divided into two categories: the pre-social media era and the post-social media era. In recent years, the brand community has been using social media as a major platform to market their products. Similarly, Wardah, transitioning its business and way of marketing from only brick-and-mortar stores to serving customers through online platforms. Hence, a brand community emerged as an online community where people with certain similarities and interests met (Muqarrabin, 2017). The existence of social media and communities has been widely used as a potential alternative way of marketing by numerous companies. Because of the rapid growth of social media from year to year, it is becoming the primary component required by the community.

Online Brand Community itself known as an effective marketing tool for engaging Gen Z. In recent years, the beauty sector in Indonesia has been growing significantly. Due to high market demand, skincare and makeup products from numerous brands can be found everywhere. Therefore, the beauty brand is establishing a beauty community to retain its customers and build loyal relationships.

In recent years, the study of Fear of Missing Out (FOMO) in Gen Z has been gaining traction, as it is well said to impact a variety of consumer behaviors, including purchase intention. FOMO is often associated with excessive use of social media platforms, as individuals feel the need to constantly stay connected and updated, stay connected and updated with what others are doing (Tunc-Aksan & Akbay, 2019). It is social anxiety that can be triggered by a variety of

factors, such as seeing other people's posts, substances, hearing about other people's experiences, or even feeling like you are not keeping up with the latest trends.

Generation Z in this research represent the future of Indonesia's population. Analyzing their values, behaviors, and aspirations provides critical insights to anticipate and address future societal and economic trends. Growing as tech-savvy Gen Z, they are particularly susceptible to FOMO, as they are constantly bombarded with peer pressure with social media information and images. FOMO can have a significant impact on consumer behavior, leading to impulsive purchases, risky behaviors, and even depression. Through a multiplatform, the online beauty community can be the platform for Indonesian Gen Z to connect with others and learn about beauty products. In the context of the Online Beauty Community, FOMO can lead to Gen Z Indonesians feeling like they need to buy the latest beauty products to keep up with their peers or even fit in society.

Moreover, the previous research only examines generally between FOMO and Social Media Brand Community, our research addresses this gap by focusing exclusively on Indonesia's Generation Z, a digitally native generation, within the context of online beauty communities. It would help to shed light on the complex relationship between FOMO and purchase intention, and it would provide insights into the dynamics of how marketers can develop this knowledge to their advantage.

Engagement holds immense importance for businesses across various dimensions. Firstly, it fosters customer loyalty, as engaged customers are more likely to stick with a brand, resulting in repeat business and enduring relationships. Secondly, engagement positively impacts sales, with engaged customers showing a propensity to spend more and explore new offerings. Moreover, engaged customers become enthusiastic brand advocates, spreading positive word-of-mouth and amplifying a business's reach. Enhanced customer satisfaction, stemming from engagement, reduces the risk of negative reviews or complaints. Additionally, engagement provides businesses with valuable data and insights, fueling improvements in products and services.

This, in turn, offers a competitive edge and strengthens a brand's image. Employee engagement, closely tied to customer engagement, boosts productivity and service quality, contributing to overall success. By fostering innovation through customer feedback and ideas, engagement drives business growth and ultimately ensures long-term profitability.

Numerous scholars have endeavored to examine the correlation between engagement on social networking sites and its impact on the mental well-being of college students who engage with social media. The recently coined term, Fear of Missing Out (FOMO), pertains to the excessive and frequent use of social media as a means of maintaining social connections. It is characterized by a compelling desire to remain connected with others, without missing out on any social media events or activities. Engagement with social media interfaces fosters a constant vigilance and a propensity to compare oneself with others.

As written above FOMO is when you're anxious or scared of missing out on a social experience. Studies have shown that FOMO has a big impact on how people act online. The consumer-based brand equity model and its extension called the customer-based brand equity pyramid, show that when people want to connect with a brand, they not only interact with the brand but with other people who use it. FOMO is what drives people to engage in social media since consumer engagement is a social activity that involves posting, responding, sharing, and commenting on online content related to a brand.

The main purpose of this study is to examine the effect of FOMO on Indonesia's Generation Z's purchase intention in the Online Beauty Community. Through this research, we aim to expand relationships in the Online Brand Community in Beauty sectors, thereby contributing to the improvement of the implementation of the Online Beauty Community to Indonesian Brand.

Research Question

The purpose of this study is to examine Gen Z's Fear of Missing Out (FOMO) behavior and purchase intention toward the trending

marketing strategy. Previous research has shown that the Online Community is the best way to attract Gen Z. For instance, Ninan N (2020) demonstrated Social Media Marketing (SMM) such as Online Beauty Community is an effective way to reach and influence Gen Z consumers, who are the most digitally connected generation. SMM can improve all of which lead to increased purchase intention. Maar (2023) also explained that FOMO has a positive effect on brand engagement, especially on Instagram, where almost all of the Indonesian Online Brand Community use Instagram as one of their platforms. Additionally, research by McClure (2021) focused more specifically on millennials, which led us to find Gen Z. Subsequently, the research was addressed to Indonesia's new SMM specifically the Online Beauty Community. This study will focus solely on Indonesian Gen Z individuals. Based on the findings, the following questions are proposed:

RQ1: Does consumers' Fear of Missing Out (FOMO) affect their Online Consumer Brand Engagement (OCBE)?

RQ2: Does brand involvement affect Online Consumer Brand Engagement (OCBE)?

RQ3: Does online brand experience affect Online Consumer Brand Engagement (OCBE)?

RQ4: Does Online Consumer Brand Engagement (OCBE) effect on purchase intention?

REFERENCE

Online Consumer and Brand Engagement (OCBE)

Patterson et al (Patterson, 2006) define consumer engagement as the extent of a consumer's presence, cognitive and emotional presence in the relationship between the organization itself. Following the analysis of Brodie et al (Brodie, 2011). The extent of a consumer's cognitive, emotional, and behavioral investment in particular brand experiences is known as customer brand engagement. In short, consumer engagement focuses on the involvement of the consumers and the overall experiences. At the same time, brand engagement emphasizes the level of interaction and engagement that customers experience with the brand. If a brand has a

strong brand engagement, it will influence consumer involvement generally, which in turn may influence brand advocacy and loyalty.

Online Brand Experience

Modern online brand experience (OBE) transcends mere information delivery, evolving into a multi-dimensional symphony that resonates with consumers on three key levels: affective, cognitive, and intellectual. In the affective stage, OBE ignites emotional engagement. However, OBE doesn't stop at the heart. It seamlessly transitions to the cognitive realm, where storytelling and personalized content take center stage. Compelling narratives within the online experience educate and stimulate curiosity, leading consumers to actively seek out further information (Choi & Moon, 2022). Ultimately, OBE reaches the intellectual orchestra section, where brands facilitate discussion, feedback loops, and co-creation initiatives.

Flow Theory suggests that individuals are most engaged in activities that challenge them slightly while providing immediate feedback. OBE can create a "flow state" by offering engaging challenges and personalized feedback. (Csikszentmihalyi, 1975). It is also well proven in Interdependence Theory which posits individuals are motivated to maintain positive relationships with others, including brands. A positive OBE can strengthen this interdependence and lead to increased engagement. (Kelley & Thibaut, 1978). Past and ongoing experience with a brand will become a benchmark, it is because of building positive emotions like joy, excitement, and belonging through meaningful storytelling, community building, and interactive features strengthens brand relationships and drives advocacy (Wang, 2021, Choi & Moon, 2022). Fostering online communities through social media groups, interactive forums, and co-creation initiatives incentivizes consumer participation and content creation, enriching the brand experience (Zhang, 2021; Yang & Zheng, 2023).

Brand Involvement

Brand involvement plays a crucial role in online consumer and brand engagement. It acts as a powerful motivator for customers to interact

with brands in the digital space. By its interactive content, user generated campaigns, live social media, and personalized interaction through continuous process could strengthen and increase online engagement. In contrast to mere involvement, engagement fosters a dynamic and multifaceted relationship between consumers and brands, encompassing emotional, cognitive, and behavioral activity around specific consumer/brand interactions (Brodie, Ilic, Juric, & Hollebeek, 2013). This deepening connection, as postulated by the interdependence theory (Kelley and Thibaut, 1978) enhances the perceived value and rewards for both parties.

Purchase Intention

Purchase intention is the likelihood of a person buying a specific product or service in the future. The result of the study of Janany (2018) shows that the factors most impacting purchase intention are brand, education, price, and civil status. To specify, based on the research of Ng, C. S.-P (2013) One important aspect impacting consumers' purchase intentions to make purchases on social commerce websites is their level of trust in the social network community and the majority of consumers are influenced by social interaction (Godes, 2005) (Zhang & Zhang, 2023) mentioned purchase intention can be influenced by online and offline interactions of consumers towards the brand itself. Purchase intention is a popular marketing metric used to determine how well marketing campaigns work and may be utilized to forecast sales and market share (Nugroho, 2022).

Studies implementing the social identity theory have demonstrated that customers within a brand community tend to support the brands and goods related to the community (Muniz & O'guinn, 2001). Moreover, studies have shown that one of the key factors influencing purchase intention is the brand commitment toward the community (Dijkmans, 2015) (Hur, 2011). Consumers who participate in social media brand communities have positive opinions about the brand, including attitude, equity, and purchase intention to buy (Beukeboom, 2015); additionally, they spend more money on the

brand's merchandise and have a more positive perception of the brand (Dijkmans, 2015). Furthermore, even with all the quality that a certain brand has to offer, a buyer's intention to buy is influenced by recommendations from past users who have used the goods. This is where user-generated Word of Mouth (WoM) plays a role in consumers' spontaneous forwarding and referrals of products that are believed to be worthy of attention (Hoy & Milne, 2010). Nowadays, the Online Beauty Community will have a significant impact on their milieu.

Fear of Missing Out

Fear of Missing Out (FOMO) is a pervasive feeling of anxiety or insecurity about missing or not being a part of exciting or rewarding experiences others are having. This phenomenon is usually associated with social activities, events, or trends that are perceived as exciting, rewarding, or important. Fear of Missing Out is also a tendency of an individual to compare themselves with others on social media such as Facebook, Instagram, and Twitter, which can trigger their Fear of Missing Out, which can be intensified by social pressure or the desire to fit in with a particular social group.

The FOMO mechanism is multi-dimensional. The two fundamental elements of the multidimensional concept of Fear of Missing Out (FOMO) are comparison and relevance, these aspects emphasize the social and personal factors that influence FOMO. In the "comparison" aspect, people experience a sense of disadvantage when they compare their current circumstances with their anticipated situation, which may lead them to fear missing out on knowledge or experiences. This disparity may result from comparing oneself with others in social situations or by comparing oneself with future aspirations. The sense of "being left out" is linked to the pursuit of success in one's personal and social spheres; therefore, to fully comprehend the reasons behind the emotion of FOMO, one must take into account both influences.

The most common theory of Fear of Missing Out (FOMO) is Self Determination Theory (Przybylski, 2013). Self-determination highlights that one of

the main factors influencing motivated behavior is satisfying one's fundamental needs for independence, expertise, and relatedness (Przybylski, 2013). In addition, Herman, D. (2000) has investigated the FOMO phenomenon in the motivation, personality traits, and socio-cultural aspects. This indicates that those with high unmet social relatedness demands suffer FOMO and may use social media to stay up to date with their social network. FOMO encourages people to engage in social media behaviors, including sharing, reacting, posting, and commenting on customer-related online content (Osemeahon & Agoyi, 2020).

In the "relevance" aspect of the component of FOMO, people look for the most recent information or news depending on what they value most, both socially and personally. Although there are differences between social and personal objectives, these aspects exist in different contexts and have different levels of significance. The significance of social and personal aspects of Fear of Missing Out (FOMO) varies for each person depending on the circumstances, a person's level of importance towards social or personal characteristics might vary depending on the circumstances. The perceived relevance of experiences to minimize FOMO is a subjective measure based on individual assessment. In short, there are two aspects to FOMO: a social focus dimension and a personal focus dimension. The social focus dimension of FOMO is the fear of missing out on social events or activities that are wanted by social needs, whereas the personal focus dimension of FOMO is the personal interest in satisfying internal desires like pleasure and happiness.

A recent study expands on the new conceptualization of FOMO in the context of consumption by introducing a new construct, consumer-centric FOMO, initiated by Good & Hyman, 2020; Hodkinson, 2019. The core concept of consumer-centric FOMO is seeing FOMO as a personal tendency linked to buying things or having experiences. In short, a concern about not getting a product or having a certain experience is an early adopter (Good & Hyman, 2021), (Abdul Aziz, 2021). The consumer-centric understanding of FOMO conveys a sense of apprehension regarding potential losses, specifically tied to consumer behavior,

although this connection is comparatively more direct.

The concept of Fear of Missing Out (FOMO) and the impact of social influence on our unconscious sentiment expression are very similar (Kinasih, 2020). FOMO also significantly raises people's interest in aesthetic trends and personal skin care (Argan & Argan, 2019). Therefore, FOMO on beauty products is real. Therefore, beauty brands actively take advantage of social media to create a frenzy before the launch of new or limited-edition goods (Abdul Aziz, 2021). As a result, this will trigger consumer's desire to spend on things that are going viral to stay engaged in the social environment (Kinasih, 2020).

METODOLOGI

Hypotheses

In our research framework, consumers' FOMO, brand involvement, and online brand experience are the determinants of their OBCE which leads to consumers' purchase intention of beauty products. This research framework is rooted in Customer Engagement Theory, highlighting emotional (Fear of Missing Out), Cognitive and behaviors consumer brand interactions. It examines how FOMO and Online Brand Experience Drive Brand Engagement, influencing Purchase Intention in Online Beauty Communities. Therefore, this study proposed these following hypotheses:

H₁: Consumers' Fear of Missing Out (FOMO) has a positive impact on their Online Consumer Brand Engagement (OCBE).

H₂: Brand involvement positively affects Online Consumer Brand Engagement (OCBE).

H₃: Online brand experience positively affects Online Consumer Brand Engagement (OCBE).

H₄: Online Consumer Brand Engagement (OCBE) positively affects purchase intention.

Participants

In this research, a survey was conducted to examine the Gen Z FOMO impact on purchase intention. Our participants were the Online Beauty Community members in Indonesia, who are aged 15-27 years old which are categorized as Gen Z. Moreover, the minimum sample size was between 100 and 150 (Hair, 1998). Therefore, our sample size consisted of many Brand Beauty communities, not only limited to

one in which the participants were instructed to mention the beauty community they joined.

Data Collection Materials

This study utilized a quantitative method design that involved collecting and analyzing data to provide a more comprehensive understanding of the topic. To conduct a survey, the researchers utilized Google Forms. They formulated an English question and translated it to Bahasa Indonesia for Gen Z's Indonesian respondents. The study was disseminated to the Indonesian Beauty Community through appropriate channels.

The survey launched on January 22nd 2024, through Google Forms. Participants were approached via direct message on Instagram and by joining Online Beauty Community groups. Upon completing an explanation survey, participants responded to a series of multiple-choice questions, including demographic items (age, gender, monthly income, and profession). At the beginning of the questionnaire, respondents were asked to recall their most vital online beauty community brand(s) before answering the real questions. No incentives were given to the participants other than the understanding that the outcome of the study would provide a much richer understanding of OBCs in the beauty sector. The entire online questionnaire was estimated to take approximately 8-10 minutes to complete. To ensure the chosen results fit the study criteria, the authors visited and checked each written online beauty community after questionnaire collection. Responses were dropped if they did not meet the following criteria: (1) not Gen Z age or older than 26; (2) the community was not an Indonesian online beauty community; and (3) the respondent never joined an Indonesian online beauty community. In the preprocessing process, 21 outliers were excluded out of 321 valid responses from respondents who only qualified for Gen Z joining Online Beauty Community. As a result, 300 valid responses were obtained for analysis.

Measurement Scales

The items measuring the constructs in the model were adopted from existing studies and were measured by using a seven-point Likert scale with an endpoint of 1 as strongly disagree and 7

as strongly agree Peer communication: Fear of Missing Out, Purchase Intention, Consumer Engagement, Online Consumer Brand Engagement, Brand Involvement, and Online Brand Experience. This study adopted the construct of Fear of Missing Out from Zhang (2018), Purchase Intention from Majeed (2021), and the concepts of Brand Involvement, Online Brand Experience, and Online Consumer Brand Engagement was adopted from Loureiro (2017).

RESULT AND DISCUSSION

Data Distribution

The data presented information about a sample of 300 participants, providing insights into their demographic characteristics, income levels, skincare habits, engagement with online beauty communities, experience duration in these communities, and preferences for offline events related to beauty. The gender distribution revealed a significant skew towards female participants, accounting for 64% of the sample, while males constituted 36%. Regarding age, the largest group falls within the 18–20 year old range 33%, followed by the 21–24 year old group 29.3%. suggesting a predominance of younger adults in the sample.

Regarding preferences for offline events related to beauty, gatherings emerged as the most popular choice, attracting 33% of participants. Workshops closely followed with 28% interest, indicating a desire for interactive and educational experiences. Media conferences and free trials garnered relatively lower levels of interest, with 23.7% and 15% of participants expressing a preference for these events, respectively. Overall, the data revealed a vibrant community engaged with skincare, online beauty platforms, and a keen interest in offline events that foster learning, networking, and community-building around beauty-related topics.

Table 1. Distribution participants

Gender		
Item	Frequency	Percentages(%)
Female	192	64
Male	108	36
Age		
Item	Frequency	Percentages(%)

15-17 y.o	65	21.7
18-20 y.o	100	33.3
21-24 y.o	88	29.3
24 < x < 27 y.o	47	15.7
Activities		
Item	Frequency	Percentages(%)
Media	71	23.7
Conference	84	28
Workshop	45	15
Free trial	100	33.3
Gathering		

Source: Author Survey (2025)

Reliability Analysis

Reliability referred to the consistency and precision of a measurement scale. Cronbach's Alpha was a widely used statistical test to assess the internal consistency reliability of a scale. It provided a single estimate of reliability based on the intercorrelations among the scale items (Götz, 2011). Cronbach's Alpha essentially evaluated whether the observed variables adequately captured the underlying latent construct being measured.

When employing Likert-type scales, it was imperative to compute and report Cronbach's Alpha coefficients for the overall scale and any subscales or hypothesized dimensions (Joseph & Rosemary 2003). Subsequent analyses should have been conducted using these summated scales rather than individual items. In the present study, based on the proposed theoretical framework and hypothesis, a total of ten variables were examined. While a Cronbach's Alpha value above 0.7 was generally considered acceptable (Joseph & Rosemary 2003), our results revealed that seven out of the ten variables met this criterion. The variables of Brand Experience "Affection", "Behaviour" and "Intellectual" fell below the recommended threshold. This suggested that the respondents may not have carefully read or understood the questions. As a result of this data inconsistency, three reverse questions were deleted and excluded from each of the three Brand Experience variables. Consequently, the reverse data did not meet the criterion for our analysis. Further analysis indicated that eliminating individual items from these variables did not substantially improve their reliability.

Table 2. Reliability analysis result

Variables	Items	Cronbach's Alpha
FOMO		
Personal(FOMO_P)	5	0.850
Social(FOMO_S)	4	0.919
Purchase Intention(PUR)	6	0.792
Brand Involvement(BI)	6	0.881
Brand Experience(BE)		
Affection(BE_A)	2	0.759
Behaviour(BE_B)	2	0.705
Intellectual(BE_I)	2	0.762
Online Consumer Brand Engagement (OCBE)		
Activation(OCBE_Act)	3	0.780
Affection(OCBE_Aff)	4	0.855
Cognitive(OCBE_Cog)	3	0.818

Source: Author Calculation (2025)

Hypothesis test

Hypothesis 1: Consumers' Fear of Missing Out (FOMO) has a positive impact on their Online Consumer Brand Engagement (OCBE).

The threshold for the p-value is <0.05. The p-value of the FOMO variable is .000, indicating that Online Consumer Brand Engagement has a positive relationship with Fear of Missing Out (FOMO) and is highly significant. Therefore, hypothesis one is supported, suggesting that Fear of Missing Out (FOMO) significantly impacts Online Consumer Brand Engagement (OCBE).

Hypothesis 2: Brand involvement positively affects Online Consumer Brand Engagement (OCBE).

The results of the linear regression analysis indicate a strong relationship between Brand Involvement and Online Consumer Brand Engagement. The relationship is statistically significant, supported with p-value of 0, which means that Brand Involvement positively affects Online Consumer Brand Engagement.

Hypothesis 3: Online brand experience positively affects Online Consumer Brand Engagement (OCBE).

The finding from the linear regression analysis shows a strong link between Brand Engagement and Online Consumer Brand Engagement. Followed by the notable t-statistic of 9.848 and a p-value of 0, providing compelling evidence

that the relationship is positive and significant. Thus, Hypothesis 3 is supported. Online brand experience has positively affected Online Consumer Engagement.

Hypothesis 4: Online Consumer Brand Engagement (OCBE) positively affects purchase intention.

Purchase Intention (PI) was the dependent variable while Online Consumer Brand Engagement (OCBE) was the independent variable. The result revealed a strong relationship between Online Consumer Brand Engagement and Purchase Intention. The model was effective, with an R-squared value of 0.627, indicating that about 62.7% of the variation in Purchase Intention could be explained by changes in Online Consumer Brand Engagement. With a large t-statistic of 22.367 and a p-value of 0, it showed that the relationship between variables was highly significant. In conclusion, hypothesis 4 was supported, indicating that Online Consumer Brand Engagement strongly influences Purchase Intention, highlighting its importance in driving consumer behavior.

Table 3. Regression Model

Hypothesis	R Square	β Beta	T-Statistic
OCBE	0.627	0.792	22.367

*Dependent variable: Purchase Intention

Source: Author Calculation (2025)

CONCLUSIONS AND LIMITATION

In conclusion, this study has successfully investigated the dynamics between various factors influencing Online Consumer Brand Engagement (OCBE) and its subsequent impact on purchase intention. The findings validate all of the proposed hypotheses, demonstrating the significance of each factor in shaping consumers' interactions with brands in the online sphere.

Firstly, the positive impact of Consumers' Fear of Missing Out (FOMO) on OCBE highlights the importance of psychological triggers in driving consumer engagement. This suggests that leveraging FOMO-inducing strategies can effectively enhance brand engagement among online consumers.

Secondly, the confirmed positive relationship between Brand involvement and OCBE

underscores the role of consumer-brand relationships in fostering engagement. Brands that actively involve consumers in their online activities are likely to cultivate stronger connections, leading to increased engagement levels.

Furthermore, the positive influence of Online brand experience on OCBE emphasizes the critical role of user experience in shaping consumer perceptions and behaviors. Brands that prioritize delivering seamless and enriching online experiences are poised to foster greater engagement and loyalty among their target audience.

The positive connection between OCBE and purchase intention underscores the importance of engagement as a predictor of consumer behavior. Brands that successfully engage consumers online are more likely to convert this engagement into tangible outcomes such as purchase intention, ultimately driving business growth.

The Online Beauty Community is a rising force in marketing strategies. This research contributes to the understanding of the Online Beauty Community as a potential approach to brand marketing in Indonesia. Thus, it highlights the success of a new marketing practice for a brand scheme that can be emulated by other sectors. Collaborating with online beauty communities presents a strategic opportunity for brands. This approach is not only efficient but also cost-effective, as it leverages digital platforms to engage with a broader audience. Overall, the research contributes to the understanding of a paradigm shift in marketing strategies in Indonesia. Brands are increasingly moving beyond traditional influencer marketing and recognizing the potential of OBCs for building deeper brand relationships and driving genuine engagement. However, several limitations need to be considered for future research.

Within the burgeoning Indonesian beauty market, future research can significantly enhance our understanding of online beauty communities. A compelling avenue for exploration lies in the potential correlations between general characteristic, as gender, income, and more to purchasing decisions, and the Fear of Missing Out (FOMO) specifically within the context. Examining these

interrelationships could equip brands with invaluable insights to tailor marketing strategies for distinct Indonesian consumer segments.

The study confirmed the positive relationship between Fear of Missing Out (FOMO) and Online Consumer Brand Engagement (OCBE) as well as the positive relationship between Online Consumer Brand Engagement and purchase intention. Future research may test the direct relationship between Fear of Missing Out (FOMO) and purchase intention. This research could empower brands to optimize their marketing resource allocation within the Indonesian market.

Additionally, delving into the efficacy of diverse engagement strategies within Indonesian online beauty communities presents a fruitful area of inquiry. Brands stand to gain valuable knowledge regarding the design of high-impact campaigns and interactions that foster robust relationships with Indonesian community members.

Ultimately, acknowledging the limitations of the current study's generalizability to the broader Indonesian market underscores the need for future research endeavors that delve deeper into the unique characteristics of these communities. This could involve in-depth studies on specific community platforms or subcultures within the Indonesian online beauty space.

REFERENCES

- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- An, M. A., & Han, S. L. (2020). Effects of experiential motivation and customer engagement on customer value creation: Analysis of psychological process in the experience-based retail environment. *Journal of Business Research*, 120, 389–397. <https://doi.org/10.1016/j.jbusres.2020.02.021>
- Argan, M., & Argan, M. T. (2019). Toward a new understanding of FoMO: Fomsumerism. *Pazarlama Teorisi ve Uygulamaları Dergisi*, 5(2), 277–302.
- Beukeboom, C. J., Van De Kerkhof, P., & De Vries, M. (2015). Does a virtual like cause actual liking? How following a brand's Facebook updates enhances brand evaluations and purchase intention. *Journal of Interactive Marketing*, 32, 26–36. <https://doi.org/10.1016/j.intmar.2015.06.002>
- Bianchi, C., & Andrews, L. (2018). Consumer engagement with retail firms through social media: An empirical study in Chile. *International Journal of Retail & Distribution Management*, 46(4), 364–385. <https://doi.org/10.1108/IJRDM-07-2017-0161>
- Bisnis, M. (2023, April 24). Perkembangan industri kecantikan (bagian 2). *DAYA.ID - Inspirasi Usaha & Kesehatan Terpercaya*. <https://www.daya.id>
- Bright, L. F., & Logan, K. (2018). Is my fear of missing out (FOMO) causing fatigue? Advertising, social media fatigue, and the implications for consumers and brands. *Internet Research*, 28(5), 1213–1227. <https://doi.org/10.1108/IntR-03-2017-0112>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Choi, J., & Moon, J. (2022). The effect of online brand experience on brand engagement and purchase intention: A multi-sensory perspective. *International Journal of Advertising*, 41(4), 529–551. <https://doi.org/10.1080/02650487.2021.1992771>
- Countries in the world by population (2023). *Worldometer*. (2023, July 16). <https://www.worldometers.info/world-population/population-by-country/>
- De Valck, K., Van Bruggen, G. H., & Wierenga, B. (2009). Virtual communities: A marketing perspective. *Decision Support Systems*, 47(3), 185–203. <https://doi.org/10.1016/j.dss.2009.02.008>
- Dijkmans, C., Van De Kerkhof, P., & Beukeboom, C. J. (2015). A stage to engage: Social media use and corporate reputation. *Tourism Management*, 47, 58–67. <https://doi.org/10.1016/j.tourman.2014.09.005>
- Dutta, N., & Bhat, A. (2016). Exploring the effect of store characteristics and interpersonal trust on purchase intention in the context of online social media marketing. *Journal of Internet Commerce*, 15(3), 239–273. <https://doi.org/10.1080/15332861.2016.1191052>
- Godes, D., Mayzlin, D., Chen, Y., Das, S., Dellarocas, C., Pfeiffer, B., Libai, B., Sen, S., Shi, M., & Verlegh, P. (2005). The firm's management of social

- interactions. *Marketing Letters*, 16, 415–428. <https://doi.org/10.1007/s11002-005-5902-5>
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161. <https://doi.org/10.1016/j.chb.2014.04.016>
- Hair, J. F. (2009). *Multivariate data analysis*. Pearson.
- Herman, D. (2000). Introducing short-term brands: A new branding tool for a new consumer reality. *Journal of Brand Management*, 7(5), 330–340. <https://doi.org/10.1057/bm.2000.23>
- Hodkinson, C. (2019). 'Fear of missing out' (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 25(1), 65–88. <https://doi.org/10.1080/13527266.2018.1462848>
- Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49(7), 1194–1213. <https://doi.org/10.1108/00251741111151217>
- Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement. *Online Information Review*, 41(7), 985–1005. <https://doi.org/10.1108/OIR-05-2016-0136>
- Maar, D., Kefi, H., & Orhan, M. A. (2023). The impact of FOMO on brand engagement on Instagram. *Journal of Interactive Marketing*, 65(1), 109–125. <https://doi.org/10.1016/j.intmar.2022.12.003>
- McClure, D. M., & Seock, Y.-K. (2021). The role of FOMO in millennials' brand engagement. *Journal of Marketing Communications*, 27(7), 719–744. <https://doi.org/10.1080/13527266.2020.1837108>
- Mohammed, M., Owusu-Ansah, M., & Ashmond, A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1936367>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Muniz Jr, A. M., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432. <https://doi.org/10.1086/319618>
- Muqarrabin, A. M., & SE, M. (2017). Teori yang biasa digunakan untuk mengukur perilaku konsumen (Theory of Planned Behavior). *School of Business & Management*.
- Ng, C. S. P. (2013). Intention to purchase on social commerce websites across cultures: A cross-regional study. *Information & Management*, 50(8), 609–620. <https://doi.org/10.1016/j.im.2013.07.002>
- Nosi, C., Pucci, T., Melanthy, Y., & Zanni, L. (2021). The influence of online and offline brand trust on consumer buying intention. *EuroMed Journal of Business*, 16(3), 1–20. <https://doi.org/10.1108/EMJB-05-2020-0047>
- Osemeahon, O. S., & Agoyi, M. (2020). Linking FOMO and smartphone use to social media brand communities. *Sustainability*, 12(6), 2166. <https://doi.org/10.3390/su12062166>
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14. <https://doi.org/10.1002/dir.20015>
- Schüller, S., Dietrich, D., & Spielmann, L. (2018). The future role of physical touchpoints in luxury retailing. *Marketing Review St. Gallen*, 35(6), 18–25. <https://doi.org/10.1007/s11621-018-0039-1>
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10. <https://doi.org/10.1007/s11747-007-0069-6>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>
- Wang, L., Zhou, L., & Yu, C. (2021). Building brand love through positive online brand experiences: The mediating role of perceived emotional bonding and brand passion. *Journal of the Academy of Marketing Science*, 49(1), 121–140. <https://doi.org/10.1007/s11747-020-00728-0>
- Wirtz, J., Den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., Van De Klundert, J., ... & Kandampully, J. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management*, 24(3), 223–

244. <https://doi.org/10.1108/0956423131132698>

Z

Yang, Y., & Zheng, F. (2023). Collective brand engagement in online brand communities: The roles of emotional attachment and co-creation activity. *Psychology & Marketing*, 40(8), 806–824. <https://doi.org/10.1002/mar.21812>

Zhang, X., & Wang, T. (2021). Understanding purchase intention in O2O E-Commerce: The effects of trust transfer and online contents. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(2), 101–115. <https://doi.org/10.3390/jtaer16020007>