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The Influence of Exposure to Influencers and Materialism on Purchase Intention through Fear of Missing Out (FoMO) on Pop Mart Labubu Products

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ABSTRACT

The increasing integration of social media into everyday life has amplified the influence of digital content creators, particularly among younger consumers. This study examines how exposure to influencers and materialistic values affect purchase intention toward Pop Mart Labubu products, with Fear of Missing Out (FoMO) serving as a mediating variable. Employing a quantitative approach, data were collected via online questionnaires from 208 respondents familiar with Labubu and regularly exposed to influencer content. SEM PLS was applied using SmartPLS 4.0 to analyze the relationships among variables. The results reveal that both influencer exposure and materialism significantly increase FoMO, which in turn positively influences purchase intention. Notably, FoMO fully mediates the effect of influencer exposure on purchase intention and partially mediates the effect of materialism. The model explains 80.2% of the variance in purchase intention (R^2 = 0.802), indicating strong predictive power. These findings underscore the psychological mechanisms behind consumer behavior in digital environments and provide valuable insights to maximize influencer-based strategies, particularly in promoting exclusive or trend-driven products.

Keywords*: Exposure to Influencers, Materialism, Fear of Missing Out, Purchase Intention.*

1. INTRODUCTION

The development of technology now digitally and significantly transformed consumer behavior, through the increased use of the internet and social media as primary means of obtaining information, communicating, and shaping lifestyles (Pratama Haris et al., 2024). Social media already coming as an integral part of modern human life. According to DataReportal, as of January, the number of social media users worldwide reached 5.24 billion, accounting for approximately 63.9% from the population globally. This figure represents a 4.1% increase over the past year, with 206 million new users. In Indonesia, social media usage is also notably high, with 139 million active users—equivalent to 49.9% of the total population—highlighting the significant role of digital platforms as primary tools for communication and entertainment in society (Zelda, 2025).

The rise of influencer trends is closely linked to the rapid growth of social media. Influencers and content creators often reflect contemporary lifestyles through their content, encompassing aspects such as appearance, hobbies, and entertainment (Machfir, 2024). Influencers are individuals who have built a loyal following on social media by consistently sharing content that showcases their knowledge and expertise (Cruz et al., 2025). Attributes such as expertise, attractiveness, and credibility significantly influence consumer behavior and help establish emotional connections between brands and audiences (Hani et al., 2024). The content they share typically reflects their personal lifestyles and interests, thereby

encouraging followers to engage with and often imitate their behaviors on social media (Dinh et al., 2023).

Influencers who maintain their credibility and consistently deliver meaningful content are more likely to positively influence consumers' purchase intentions (Natalia & Candra, 2025). As followers are exposed to curated content and idealized lifestyles, they often emulate the behavior of influencers, leading to increased social comparison and the adoption of materialistic values. Such behaviors can intensify the fear of missing out (FoMO), which subsequently reinforces consumers' purchasing intentions (Dinh & Lee, 2022). FoMO has also been associated with heightened levels of anxiety, dissatisfaction, and stress, particularly among individuals who are highly engaged with social media platforms (Azzaki et al., 2024). This dynamic is exemplified by the recent phenomenon of Labubu Pop Mart, a collectible character that surged in popularity through social media exposure.

Labubu was designed by Hong Kong artist Kasing Lung. Originally introduced in 2015, the character gained broader recognition in 2019 when Kasing Lung collaborated with Pop Mart, officially launching Labubu as a product under the Pop Mart brand (Ma, 2022). In April 2024, a prominent influencer featured the Labubu figure on their personal Instagram account, significantly increasing audience engagement and amplifying the character's popularity across social media platforms (Lutfi, 2024). As a result, Labubu gained widespread popularity in several countries, particularly in Asian nations such as Thailand, Indonesia, Malaysia, and Singapore (Stylo.id, 2024). Influencers further contribute to materialism among their audiences by consistently incorporating product promotions into their content (Kim et al., 2021).

Figure 1. *The growth of Pop Mart's revenue over the years*
Source(s): Good Stats

This phenomenon directly increased demand for the character, with many Labubu editions selling out within minutes of their release. According to Google Finance, the impact of this trend is reflected in Pop Mart's financial performance, which has shown consistent growth since 2019. In 2020, when Labubu began attracting broader public attention, the

company's revenue rose significantly to IDR 37.65 trillion, up from IDR 24 trillion the previous year (Al-Fajri, 2024). These developments indicate that materialistic values play a substantial role in the emergence of FoMO, which subsequently influences consumers' purchase intentions. Exposure to social media influencers (SMIs) further amplifies this effect by fostering social comparison and triggering FoMO, ultimately encouraging the consumption of conspicuous goods (Dinh & Lee, 2024).

Materialism has been linked to compulsive buying behavior, with FoMO functioning as a mediating factor. Individuals who endorse strong materialistic values are more prone to experiencing FoMO, which in turn drives impulsive purchasing behavior as a means of conforming to prevailing trends and societal expectations (Hussain et al., 2023; Ditha et al., 2025). Social media platforms and influencers further intensify this relationship by promoting materialistic ideals. Through product and lifestyle endorsements, influencers encourage followers to mimic their consumption patterns in an effort to avoid social exclusion from current trends (Dinh et al., 2023). While materialism and FoMO are often associated with negative psychological and behavioral consequences, some studies underscore the potential positive aspects of materialism. When maintained within a healthy balance, materialism can enhance economic motivation, stimulate innovation, and contribute to technological advancement. This alternative viewpoint challenges traditional criticisms of materialism by highlighting its capacity to promote economic development and individual well-being (Park, 2025).

While previous studies have examined influencer exposure, FoMO, and materialism as separate constructs, this research integrates all three to explore their combined influence on consumers' purchase intentions toward Labubu Pop Mart products. Despite Labubu's increasing popularity in offline and niche collector markets, its demand surge in digital environments highlights the emotional and psychological factors that drive online consumer behavior. By analyzing the important position or contribution of FOMO among the on purchase intention, this study aims to serve more substantial understanding of how digital influences shape consumption in the era of social media. The findings are expected to offer valuable insights for marketers and brand strategists in designing emotionally resonant campaigns, particularly for exclusive or limited-edition products in highly competitive online marketplaces. Based on relevant theories and prior empirical studies, the following hypotheses are proposed:

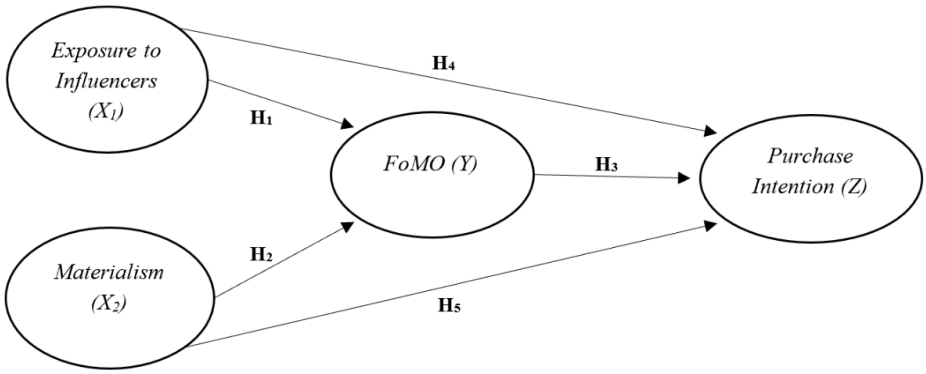

Figure 2. Research Model

Hypothesis 1 (H_1): Exposure to Influencers has a positive effect on FoMO
Hypothesis 2 (H_2): Materialism has a positive effect on FoMO
Hypothesis 3 (H_3): FoMO has a positive impact on Purchase Intention
Hypothesis 4 (H_4): FoMO mediates the relationship among Exposure to Influencers and Purchase Intention
Hypothesis 5 (H_5): FoMO mediates the relationship among Materialism and Purchase Intention

2. METHODS

The approach here implementing quantitative technique maintaining SEM PLSfor data analysis in order to use PLS is to predict the relationships between constructs, validate theoretical frameworks, and examine the connections among latent variables (Riyanto & Setyorini, 2024).

This study targets individuals in Indonesia who are familiar with Labubu Pop Mart products and actively use social media as its population. This population is selected to align with the research objective: to comprehensively examine consumer behavior, particularly how exposure to influencers and materialistic values affect purchase intention through the FoMO's mediating role and the context of exclusive collectible products promoted online.

For this research, the sample includes all individuals, who demonstrated familiarity with Labubu products and exposure to influencer content. The researchers employed the Cochran Formula to determine the sample size, considering the population was extremely large and undefined. This method aligns with the guidelines outlined by Cochran Formula (Sugiyono, 2019), which is as follows:

$$n = \frac{Z^2pq}{e^2}$$

Where:

- n: minimum required sample size
- Z: Z-score corresponding to the desired confidence level (e.g., 1.96 for 95%)
- p: estimated proportion of thepopulation with a particular characteristic (commonly 0.5

Moe: Margin of Error or maximum tolerable error rate. The confidence level used is 95% where the Z value is 1.96 and the maximum error rate is 10%. The number of sample sizes in this study is as follows:

$$n = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}10)^2}$$

$$n = 96{,}04 = 97\ people$$

Based on these calculations, the minimum number of samples that must be used in this study is 97 respondents.

This study employs a 4-point Likert scale to measure four key variables: Exposure to Influencers and Materialism as independent variables. FOMO as mediation and the Purchase Intention as the other one variable. The detailed dimensions of each variable are presented in Table 1 below:

Table 1. *Variables and Measurements*

Variables	Dimensions	Symbol	Sources	Scale
Exposure to Influencers (X_1)	Agreeableness	IA 1 IA 2	Ross et al., 2009	4-Point Likert Scale
	Conscientiousness	IC 1 IC 2		
	Extraversion	IE 1 IE 2		
	Neuroticism	IN 2		
	Openness	IO 1 IO 2		
Materialism (X_2)	Centrality	MC 1 MC 2 MC 3	Oliveira 2020	4-Point Likert Scale
	Happiness	MH 1 MH 2 MH 3		
	Success	MS 1 MS 2 MS 3		
FoMO (Y)	Anxiety	FA 1 FA 2 FA 3	Pryzbylski, Murayama, DeeHaan, & Gladwell (2013)	4-Point Likert Scale
	Fear	FF 1 FF 2 FF 3		
	Worry	FW 1 FW 2 FW 3		
Purchase Intention (Z)	Commitment to Purchase Recommended Products	PK 1 PK 2	Macheka et al., 2023	4-Point Likert Scale
	Making Purchases on Recommendations	PM 1 PM 2		
	The Influence of Recommendations on Purchase Intention	PP 1 PP 2		
	Willingness to Purchase Recommended Products	PT 1 PT 2		

Source(s): Author's own creation/work

3. RESULTS AND DISCUSSIONS

3.1. Respondent Summary

Table 2. *Respondent Summary*

Item	Characteristics	Frecuency	%
Gender	Male	48	23.08%
	Female	160	76.92%
Age	< 25	60	28.85%
	25 – 35	102	49.04%
	36 – 45	12	5.77%
	> 45	34	16.35%
Education	Collage or below	34	16.35%
	Bachelor	160	76.92%
	Master or above	14	6.73%
Employment	Employed full time	146	70.19%
	Employed part-time	10	4.81%
	Unemployed, looking for work	2	0.96%
	Unemployed, not looking for work	4	1.92%
	Student	28	13.46%
	Retired	18	8.65%
Marital Status	Never married	152	74.515
	Married	52	25.49%

Source(s): Author's own creation/work

Table 2 presents a summary of respondents by their age, gender , education, employment, and marital status, indicating that most respondents are female (76.92%), aged 25–35 years (49.04%), and hold a bachelor's degree (76.92%). Most respondents are employed full-time (70.19%), and a significant portion (74.52%) have never been married.

3.2. Structural Model

Evaluation outer model was conducted to analyze the reliability and validity of all factors related to each variable studied, namely Exposure to Influencers, Materialism, FoMO, and Purchase Intention. The assessment includes reliability and validity testing, discriminant validity applicating HTMT criterion, and the coefficient of determination (R^2), all of which align with the established criteria for evaluating the measurement model in this research.

Figure 3. Structural Model

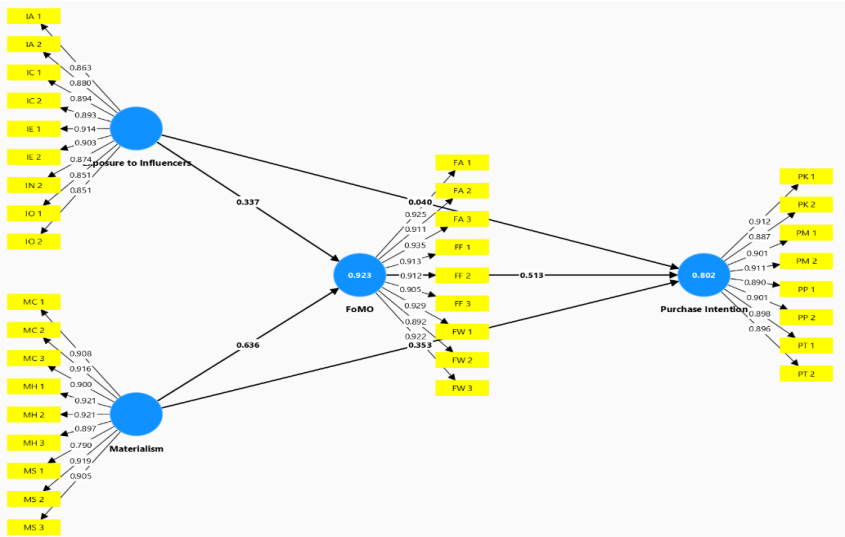

Table 3. *Result of Measurement Model Assessment (Reliability and Validity)*

Construct	Items	Loading	Cronbach's Alpha	CR	AVE
Exposure to Influencers	IA 1	0.863	0.964	0.969	0.775
	IA 2	0.880			
	IC 1	0.894			
	IC 2	0.893			
	IE 1	0.914			
	IE 2	0.903			
	IN 2	0.874			
	IO 1	0.851			
	IO 2	0.851			
FoMO	FA 1	0.925	0.976	0.979	0.839
	FA 2	0.911			
	FA 3	0.935			
	FF 1	0.913			
	FF 2	0.912			
	FF 3	0.905			
	FW 1	0.929			
	FW 2	0.892			
	FW 3	0.922			

Materialism	MC 1	0.908	0.970	0.974	0.807
	MC 2	0.916			
	MC 3	0.900			
	MH 1	0.921			
	MH 2	0.921			
	MH 3	0.897			
	MS 1	0.790			
	MS 2	0.919			
	MS 3	0.905			
Purchase Intention	PK 1	0.912	0.966	0.971	0.810
	PK 2	0.887			
	PM 1	0.901			
	PM 2	0.911			
	PP 1	0.890			
	PP 2	0.901			
	PT 1	0.898			
	PT 2	0.896			

Source(s): Processed Data, 2025

Based on Table 3, the Exposure to Influencers construct consists of 5 dimensions with a total of 9 items, Materialism has 3 dimensions with 9 items, FoMO includes 3 dimensions with 9 items, and Purchase Intention comprises 4 dimensions with 8 items. All indicators within each dimension exhibit outer loading values greater than 0.70, indicating a strong correlation between the factors and their latent respective construct (Hair et al., 2022). The Cronbach's Alpha values for all constructs exceed 0.80, demonstrating high internal consistency and strong reliability. Generally, Cronbach's Alpha values > 0.70 assumes to be acceptable, while values above 0.80 indicate good reliability (Hair et al., 2022). Furthermore, the Composite Reliability values are all above 0.70, suggesting that the constructs possess strong and stable reliability (Hair et al., 2022). The AVE values also exceed 0.50, confirming good convergent validity, as the latent constructs are able to explain a substantial proportion of variance in their associated indicators (Hair et al., 2022).

Table 4. *Discriminant Validity*

	Exposure to Influencers	**FoMO**	**Materialism**	**Purchase Intention**
Exposure to Influencers				
FoMO	0.867			
Materialism	0.879	0.880		
Purchase Intention	0.887	0.814	0.810	

Source(s): Processed Data, 2025

As maintained on the table, discriminant validity assessment implementing the HTMT criterion. According to (Henseler et al, 2015) the values of it among the construct recommended to be < 0,90. . As shown in the table, all HTMT Scale value from 0.810 to 0.887, remaining below the specified threshold. These results indicate that each construct within the model is conceptually distinct and not excessively correlated with other constructs, thereby confirming satisfactory discriminant validity.

Table 5. *R-Square*

	R-square	**R-square adjusted**
FoMO	0.923	**0.922**
Purchase Intention	0.802	**0.799**

Source(s): Processed Data, 2025

Table 5 presents the results of the Inner Model testing, where the adjusted R-square value indicates the level of influence that independent variables have in explaining the dependent variable. The indicators are as follows: 0.67 (strong model), 0.33 (moderate model), and 0.19 (weak model) (Savitri et al., 2021: 35). The adjusted R-square value for the FoMO variable is 0.922, indicating that the Exposure to Influencers and Materialism variables can explain 92.2% of the variance FoMO, suggesting a strong model. Similarly, the adjusted R-square value for the Purchase Intention variable is 0.799, showing that the Exposure to Influencers, Materialism, and FoMO variables can explain 79.9% of the variance in Purchase Intention, also indicating a strong model. Since the adjusted R-square values for both FoMO and Purchase Intention exceed 0.67, all variables in the model are considered strong.

Table 5. *Hypothesis Testing*

Direct Effect	**Original sample (O)**	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
H_1: Exposure to Influencers -> FoMO	0.337	0.332	0.083	**4.060**	**0.000**
Exposure to Influencers -> Purchase Intention	0.040	0.038	0.135	0.300	0.764
H_2: Materialism -> FoMO	0.636	0.640	0.083	**7.646**	**0.000**
H_3: FoMO -> Purchase Intention	0.513	0.508	0.149	**3.448**	**0.001**
Materialism -> Purchase Intention	0.353	0.362	0.130	2.724	0.006
Inderect Effect	**Original sample (O)**	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
H_4: Exposure to Influencers -> FoMO -> Purchase Intention	0.173	0.171	0.071	**2.433**	**0.015**
H_5: Materialism -> FoMO -> Purchase Intention	0.326	0.322	0.098	**3.344**	**0.001**

Source(s): Processed Data, 2025

Table 5 shows that direct effect and indirect effect hypothesis was carried out implementing the t value threshold of 1,96 by the measurement for 5% significance level

(Savitri et al., 2021: 35). If the (T-statistic > 1,96 and the P-value < 0,05 (5%)), the result is considered positively significant, leading to the conclusion that the hypothesis is accepted.

The conclusion is H_1, which examines the relationship between exposure to influencers and FoMO, demonstrates a significant effect. This result is consistent with previous research by (Daffanur et al., 2025), which confirmed that exposure to influencers significantly impacts FoMO by increasing individuals' awareness of exclusive trends and limited-edition items.

H_2, which investigates the relationship between materialism and FoMO, also shows a positive effect. This is supported by a study conducted by (Long et al., 2019) which found a positive correlation between materialism and FoMO. The study suggests that higher levels of materialism increase adolescents' susceptibility to FoMO, which in turn mediates their purchase intention—particularly in the context of exclusive collectible products such as Labubu, where scarcity and influencer-driven promotions heighten emotional urgency to purchase.

Furthermore, H_3, which analyzes the relationship between FoMO and purchase intention, also reveals a significant influence. This finding is supported by (Oktavian et al., 2024), who reported that FoMO significantly and positively affects purchase intention. It is suggested that marketers leverage this psychological factor to boost user engagement and drive purchasing decisions on digital platforms.

In line with these findings, H_4, which investigates the indirect effect of exposure to influencers on purchase intention through FoMO, also demonstrates a significant impact. Similarly, H_5, which examines the indirect relationship between materialism and purchase intention through FoMO, also reveals a significant effect. These results are relevant study by (Dinh et al., 2023b) who demonstrated that FoMO strengthens the indirect effect of influencer exposure and materialism on purchase intention by enhancing followers' psychological engagement and social comparison tendencies.

4. CONCLUSION

Result confirm that exposure to influencers and materialism significantly influence the FoMO, which in turn affects consumers' purchase intention toward Pop Mart Labubu products. Notably, FoMO fully mediates the relationship between influencer exposure and purchase intention, while it partially mediates the relationship between materialism and purchase intention. These results highlight the crucial role of psychological and emotional factors—especially FoMO—in shaping consumer behavior in digital environments. The study also demonstrates the strong predictive power of the model, with an R^2 value of 0.802 for purchase intention, indicating that the proposed framework effectively captures the dynamics of decision making from consumer in case of collectible and trend-driven products.

Despite these important insights, this research is not without limitations. It focuses solely on Labubu Pop Mart products and relies on data from respondents within Indonesia, that can maintain the broader acceptance from the study. Additionally, the study does not

explore other potential variables such as cultural context, digital fatigue, or brand loyalty that may further influence consumer behavior. Future research is encouraged to that consist of the set diverse of collectible brands and expand respondent demographics across different countries or regions. Further investigation into the role of other psychological factors and digital marketing elements—such as scarcity marketing, parasocial interaction, or algorithm-driven content exposure—would also enrich the understanding of consumer motivations in online consumption landscapes.

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