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The Impact of Celebrity Endorsement: FOMO and FOPO on Consumer Decision-Making in the Digital Age

KOMANG WIDHYA SEDANA PUTRA P.*
IDA BAGUS GDE AGUNG YOGA PRAMANA
I PUTU DHARMAWAN PRADHANA
SAHRI AFLAH RAMADIANSYAH
Universitas Pendidikan Nasional, Indonesia

ABSTRACT

In the age of the internet, the marketing strategy of celebrity endorsement has increased in popularity. This line of thinking misses out on understanding the increasing psychological nuances of consumers and more specifically on the aspects of FOMO and FOPO. Earlier marketing theories suggested that FOMO is a strong motivator for unplanned purchases, yet recent patterns in consumer behaviour suggest that social anxiety may, in fact, make people less likely to purchase things. Likewise, FOPO may restrict the benefit that a company hopes to gain from celebrity endorsement as more and more consumers pay attention to how their decisions are socially perceived. The target population of this research is highly active digital platforms mostly appealing to the Generation Z demographic. The collected data will be analysed using structural equation modelling to determine the mediating effects of FOMO and moderating effects of FOPO on the relationship between celebrity endorsement and consumer behaviour. The central results suggest that FOMO does not necessarily promote impulsive purchases; rather, it may trigger anxiety that causes purchases to be postponed or avoided altogether. This unexpected finding highlights the complexity of psychological responses in digital consumer culture. Furthermore, the effect of celebrities marketing products is less effective because of FOPO, which implies that concern for social validation makes consumers overly suspicious of influencer marketing. These results challenge the widely accepted belief that consumption is immensely influenced by celebrity endorsement. Practically, marketers are advised to emphasize authenticity and trust-building strategies, rather than relying solely on celebrity appeal. More attention should be given regarding how these digital consumption strategies influence consumer trust in the long run, as well as the cross-cultural differences in the psychological impact of FOMO and FOPO on purchasing behaviour.

Keywords: *Celebrity endorsement, FOMO, FOPO, consumer behaviour, digital marketing.*

INTRODUCTION

As a result of social media based marketing strategies, it has become easier for consumers to make decisions concerning products to purchase (Duffett, 2017). A famous example of this strategy is the use of celebrity endorsement which is the use of public figures to promote a brand and directly influence the preferences of consumers (Schouten et al., 2020). Many product brands use celebrity FOMO endorsement to improve the image of their products, especially to the youth who are active on digital platforms (Macheka et al., 2024). Furthermore, the need for trending products among young people as a means to prevent the feeling of being left out has increased due to the emergence of FOMO (Alfina et al., 2023). This tendency often pushes individuals to make purchases not based on necessity, but to avoid social exclusion. The urge to follow trends is further moderated by FOPO (Fear of other

*Corresponding author: widhyasedana@undiknas.ac.id
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people's opinions) where people are concerned with the judgments that other people are likely to make out of their purchases (Li et al., 2021a). In such settings, FOPO does not only inhibit impulsive buying but can also guide consumer self-censorship. In modern consumer markets, the interrelationship of celebrity endorsement, FOMO and FOPO is important in influencing consumers issues in marketing (Liu, 2022). These days, the majority of a person's free time is spent on social media, and it has been noted that such people are exposed to numerous marketing messages from celebrities and other public figures. People are often driven to buy the same product or service that their peers do, as they want to fit in with their social circles. The existence of FOMO can trigger impulsive purchases, and on the other hand, FOPO could exacerbate or diminish that effect (Hamizar et al., 2024). With the digital age comes an increased availability of information, which has made communication between consumers and brands instant and decision-making quicker (Zhang & Zhang, 2023).

Despite the growing body of research on celebrity endorsement, FOMO, and FOPO, there remain notable gaps in the literature—particularly regarding the role of FOPO as a moderating influence on the relationship between FOMO and consumer behaviour. While previous studies have examined the individual impacts of influencer marketing, follower attachment, and celebrity endorsements, as well as the psychological effects of FOMO on targeted consumer behaviour, there is still insufficient evidence to clarify how these variables interact within the digital marketing context. Some researchers argue that celebrity endorsements intensify FOMO (Freire et al., 2018), whereas others emphasize that psychological constructs such as FOPO may exert a stronger influence on consumer decisions (Mason et al., 2023). Therefore, this study addresses the problem of limited understanding concerning how FOPO moderates the influence of FOMO on purchase intentions that arise from celebrity-driven digital marketing.

This research is done to fill in gaps that are in existence and to gain greater insight into psychological aspects in digital marketing. As Wang et al. (2025) suggested claimed, social media has become the core of economic and social activities, therefore, attempting to understand the intersection of celebrity endorsement, FOMO and FOPO in shaping consumer behaviour is imperative. There is a competition amongst firms to use influencers and celebrities for marketing and advertising (Ahmadi & Ieamsom, 2022), however, understanding of the psychological concepts like FOMO and FOPO and their role to amplify or diminish the effectiveness of these marketing tactics is lacking. There is also an increase in impulsive consumption brought about by FOMO (Zhang et al., 2022), and this seems to be the norm among millennials (Elkatmış, 2024). Additionally, FOPO helps to explain the consumption phenomenon where an individual will buy to show off his or her possessions and receive social acceptance (Kang et al., 2019). Recognizing these behavioural tendencies is essential for marketers to better segment and target audiences, particularly Generation Z. The study seeks to enhance academic knowledge regarding consumer behaviour theories and assist marketing specialists in developing powerful marketing programs by analysing motivational factors of FOPO and FOMO through celebrity endorsement.

This research enriches the literature on how consumers use technology and FOMO as a mediating variable and FOPO as a moderating variable. Practically, these results can help brands formulate better marketing strategies, especially when using social media and influencer marketing. Most studies on the use of celebrity endorsement, FOMO and FOPO have looked at each factor on its own. However, the myriad FOMO hype as a mediating variable in the nexus of celebrity endorsement and consumer behaviour, as well as FOPO as a

moderating variable that enhances or diminishes the impacts of Celebrity endorsement, remains unstudied. Moreover, within the framework of digital marketing, the role of the consumer in digital communication is frequently neglected in the study of consumer behaviour (Winell et al., 2023). Therefore, additional research is required to examine how these variables interact with each other in impacting purchase behaviour in the modern world. The proposed study is novel because it examines FOMO effects as a mediating variable and FOPO effects as a moderating variable in the nexus of celebrity endorsements and consumer behaviour. This study therefore provides an attempt to deepen the understanding of the psychological processes of consumer decision making. It also demonstrates that in this age of technology, celebrity endorsement indirectly affects the individual through the fear of missing out (FOMO) and fear of other people's opinions (FOPO).

This study seeks to investigate the effects that the endorsement of celebrities has on consumers, taking into consideration the feelings of FOMO (Fear of Missing Out) and FOPO (Fear of Other People's Opinion) as intervening variables. It specifically aims to address the extent to which the endorsement of celebrities increases the FOMO phenomenon and its impact on consumers" purchase intentions as well as how FOPO moderates the relationship between celebrity endorsement and consumer purchasing behaviour. Thus, this research aims to uncover more aspects of the consumer behaviour's psychological digital marketing triad. Most importantly, the results shall assist companies in developing effective social media marketing strategies, especially those that use influencers.

LITERATURE REVIEW

Celebrity Endorsement

Social Influence Theory describes two workings models and effects of influence—normative and informational (Jia et al., 2023). Normative influence compels individuals to conform to social norms to achieve social acceptance (Huang et al., 2025), whereas informational influence involves making decisions based on trusted authorities such as celebrities (Sowden et al., 2018). In digital marketing, celebrity endorsements capitalize on these influences because consumers view celebrities as trustworthy experts and role models (Kalam et al., 2024). This phenomenon is reinforced by social media, where constant exposure to celebrity content amplifies social pressure and conformity needs (Nolan et al., 2008). However, prior studies reveal inconsistencies regarding the strength and direction of celebrity influence on consumers, with some research emphasizing the role of personal autonomy or cultural contexts in moderating such effects (El-Shihy, 2024; Liu, 2022). This highlights the need to further investigate these moderating factors, especially FOPO (Fear of Other People's Opinion), which emerges from normative social pressure and impacts purchase decisions.

FOMO and Consumer Behaviour

According to Forner et al. (2020), motivation emerges from the needs our autonomy, competence, and relatedness which Self-Determination Theory (SDT) identifies. Marketing practices that undermine autonomy, especially on social media, trigger the phenomenon termed FOMO, where younger consumers feel the pressure to adhere to trending behaviours to foster social acceptance (Gupta & Sharma, 2021; Ngo et al., 2024). Celebrity endorsements further exacerbate this marketing strategy by fostering a sense of connectedness with social groups they admire (Chen et al., 2022). Regardless, the impact from FOMO on behaviour tends to differ with culture and age, demonstrating stronger impulsive buying tendencies among

Gen Z compared to Millennials (Tandon et al., 2021; Sun et al., 2023). While FOMO is widely recognized as a critical driver of impulsive purchases, gaps remain in understanding how it interacts with digital media exposure and consumer autonomy in diverse social settings.

FOPO and Social Anxiety

FOPO reflects consumers' concerns about others' judgments and is rooted in normative social influence (Nolan et al., 2008). This fear can both amplify and restrain consumer behaviour, depending on social approval or disapproval of products (Calvo-Porral et al., 2021). FOPO is particularly salient in social media contexts where peer evaluation is constant and pervasive, intensifying social anxiety (Lewis & Holm, 2022). Cross-cultural studies suggest that FOPO's moderating effect varies, influenced by cultural norms around conformity and individualism (Kim & Kuo, 2022). Despite its potential significance, FOPO remains underexplored as a moderator in the relationship between celebrity endorsement, FOMO, and purchasing behaviour, especially in digital marketing.

Synthesis and Research Gap

While previous research confirms that celebrity endorsements impact consumer behaviour (El-Shihy, 2024; Liu, 2022), and FOMO motivates impulsive purchases (Tandon et al., 2021; Sun et al., 2023), there is limited consensus on how FOPO moderates these effects. Moreover, studies rarely integrate these variables within the rapidly evolving digital marketing landscape characterized by influencer culture and social media dynamics (Kalam et al., 2024; Asakdiyah et al., 2024). Finally, most studies focus on Western contexts or single generations, limiting the generalizability of findings to diverse cultural and demographic groups. This study aims to fill these gaps by investigating the interplay between celebrity endorsement, FOMO, and FOPO on consumer behaviour across generational cohorts in a digital environment.

Hypotheses Development

H1: Celebrity Endorsement Influences Consumer Behaviour

Based on Social Influence Theory and evidence that consumers emulate opinion leaders, celebrity endorsements are expected to positively affect purchasing decisions (El-Shihy, 2024; Liu, 2022; Shi et al., 2021).

H2: Celebrity Endorsement Influences FOMO

Celebrity endorsements increase exposure to aspirational lifestyles on social media, intensifying FOMO, especially among younger consumers striving to meet social standards (Asakdiyah et al., 2024; Dinh & Lee, 2024).

H3: FOMO Influences Consumer Behaviour

FOMO triggers impulsive buying and rush decisions driven by social pressure and compromised autonomy, which are critical motivations in consumer behaviour today (Tandon et al., 2021; Sun et al., 2023).

H4: FOMO Mediates the Relationship Between Celebrity Endorsement and Consumer Behaviour

FOMO acts as a psychological mechanism linking celebrity influence on increased purchasing, where consumers feel compelled to avoid missing out on endorsed trends (Dinh & Lee, 2024; Li et al., 2021b).

H5: FOPO Moderates the Relationship Between Celebrity Endorsement and Consumer Behavior

FOPO influences the extent to which celebrity endorsements affect purchasing behaviour, enhancing or dampening this effect depending on social approval or disapproval of the product (Calvo-Porral et al., 2021; Kim & Kuo, 2022). Figure 1 illustrates the hypothesized relationships.

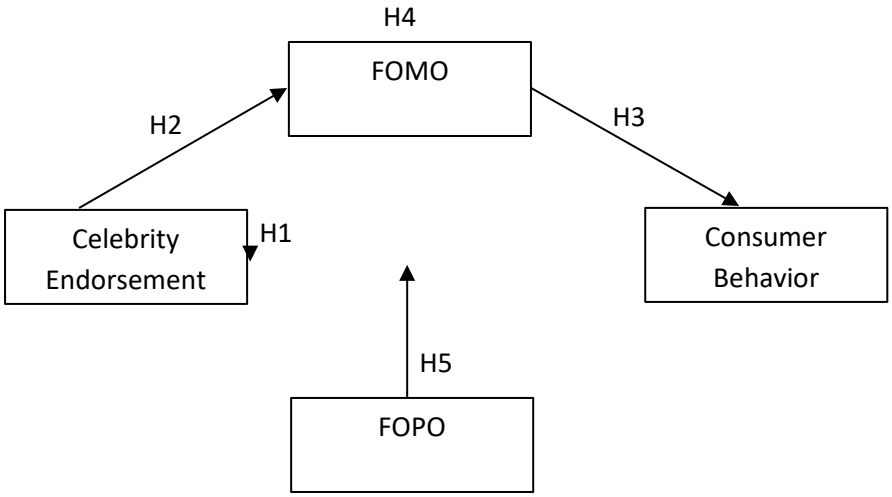


Figure 1. Hypothesis Structure

METHODOLOGY

Research Location

As a research site, Denpasar City in Bali is deemed as the most suitable place for the research due to the socio-economic characteristics and cultures as well as the impacts of the tourism industry. The mixture of the locals' treasured customs and contemporary practices makes it easier to study the effect of endorsement marketing, FOMO, FOPO, and digital communication on consumer behaviour. Denpasar, with its high use of technology and social media, provides a unique context to study Generation Z's engagement with the digital world and its influence on buying choices, as supported by Dinas Komunikasi Informatika Dan Statistika Kota Denpasar Data Center, which reports 79,339 Gen Z individuals (ages 13 to 27) residing in the city. This demographic is especially relevant because of their high consumption of digital media content and susceptibility to social influences in purchasing decisions. The choice of Denpasar is also justified by its status as a regional urban center with diverse cultural dynamics and a growing digital economy, which represent an ideal environment for the study's objectives.

Sampling Method

This study used purposive sampling to achieve objectives aligned with the research. The respondents must be part of Generation Z living in Denpasar City, aged 13 to 27, with ready access to gadgets and social media, and active daily users. In addition, they must be willing and able to answer the questionnaire fully. The sample size was determined by estimating 5 to 10 times the number of indicators, resulting in 200 respondents. This number is adequate for providing reliable data relevant to the research. This study acknowledges a digital access bias, as the sampling criteria favour digitally active Gen Z individuals, potentially limiting generalizability across the entire cohort.

Research Instrument Design

The key variables studied are celebrity endorsement, FOPO, FOMO, and digital communication, measured using a structured questionnaire with Likert scale items ranging from strongly disagree to strongly agree. The questionnaire items were adapted and validated from prior studies (Arachchi & Samarasinghe, 2023) to ensure content validity. A pilot test was conducted with 30 respondents from a similar demographic to evaluate clarity and reliability, with Cronbach's alpha exceeding 0.7 for all constructs, indicating acceptable internal consistency (Hair, 2022). The standardized closed-ended questions enhance the reliability and validity of data focusing on Generation Z's consumer engagement with digital platforms.

Ethical Considerations

This study followed ethical research guidelines by obtaining informed consent from all participants before data collection. Approval was secured from the Ethics Committee of Universitas Pendidikan Nasional (Approval No. 036/KO.IN.UND.VI/2025). Participants were assured of anonymity and confidentiality, and their data were handled according to data protection regulations to prevent unauthorized access or misuse.

Data Analysis

The collected data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) version 4.0. This approach is appropriate for examining complex interdependent variable relationships and simultaneously assessing measurement and structural models. The analysis focused on the mediating roles of FOPO and FOMO between celebrity endorsement, digital communication, and consumer behaviour. Model evaluation included assessing the measurement model for reliability (Cronbach's alpha and composite reliability above 0.7), convergent validity (AVE > 0.5), and discriminant validity (Fornell-Larcker criterion). The structural model was evaluated using R^2, path coefficients, and effect sizes, following recommended guidelines (Cepeda et al., 2024; Hair, 2022). Generation Z's behaviour was modelled as a complex system necessitating robust PLS-SEM for exploratory analysis.

FINDINGS

Descriptive Analysis

Table 1: Descriptive profile of the respondents

Category	Sub-Category	Frequency (N=200)	Percentage (%)
Gender	Male	92	46%
	Female	108	54%
Age Group	13–17 years	45	22.50%
	18–22 years	87	43.50%
	23–27 years	68	34%
Educational Level	Junior High School	32	16%
	Senior High School	78	39%
	Undergraduate	72	36%
	Postgraduate	18	9%
Gadget Ownership	Smartphone only	50	25%
	Smartphone & Laptop	95	47.50%
	Multiple devices (Tablet, PC, etc.)	55	27.50%
Daily Social Media Usage	Less than 2 hours	30	15%
	2–4 hours	85	42.50%
	More than 4 hours	85	42.50%
Main Purpose of Social Media Use	Communication	48	24%
	Entertainment	67	33.50%
	Shopping/Marketing	52	26%
	Information/Education	33	16.50%

Table 1 shows a fairly balanced gender distribution, with 54% female and 46% male. The majority of respondents are aged 18–22 (43.5%), followed by 23–27 (34%) and 13–17 (22.5%), representing a comprehensive cross-section of Gen Z in Denpasar. Most respondents are students, with 39% at senior high school, 36% undergraduates, and a smaller proportion at postgraduate level (9%).

Device ownership is high, where 47.5% own both smartphones and laptops, 27.5% multiple devices, and only 25% rely solely on smartphones. Daily social media usage is intensive, with 85 respondents (42.5%) using it for over 4 hours per day, reflecting digital immersion. Entertainment (33.5%) is the top reason for usage, followed by shopping/marketing (26%), communication (24%), and education (16.5%). This pattern suggests Gen Z's digital behaviour is emotionally driven and lifestyle-integrated.

Reliability and Validity Test

Table 2: Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Celebrity Endorsement	0.856	0.935	0.908	0.687
Consumer Behaviour	0.778	0.899	0.858	0.592
FOMO	0.748	0.887	0.812	0.512
FOPO	0.801	0.874	0.864	0.579

The reliability and validity assessments for each construct were evaluated using Cronbach's alpha and Average Variance Extracted (AVE). Celebrity Endorsement scored α = 0.856 and AVE = 0.687, indicating strong internal consistency and convergent validity. Consumer Behaviour showed acceptable reliability with α = 0.778 and AVE = 0.592. FOMO yielded α = 0.748 and AVE = 0.512, which, while lower than the others, still met the minimum threshold for construct validity. FOPO demonstrated good reliability with α = 0.801 and AVE = 0.579. Overall, these results support the robustness of the measurement model, as all values exceeded the minimum recommended cut-offs (Hair, 2022).

Hypothesis Test

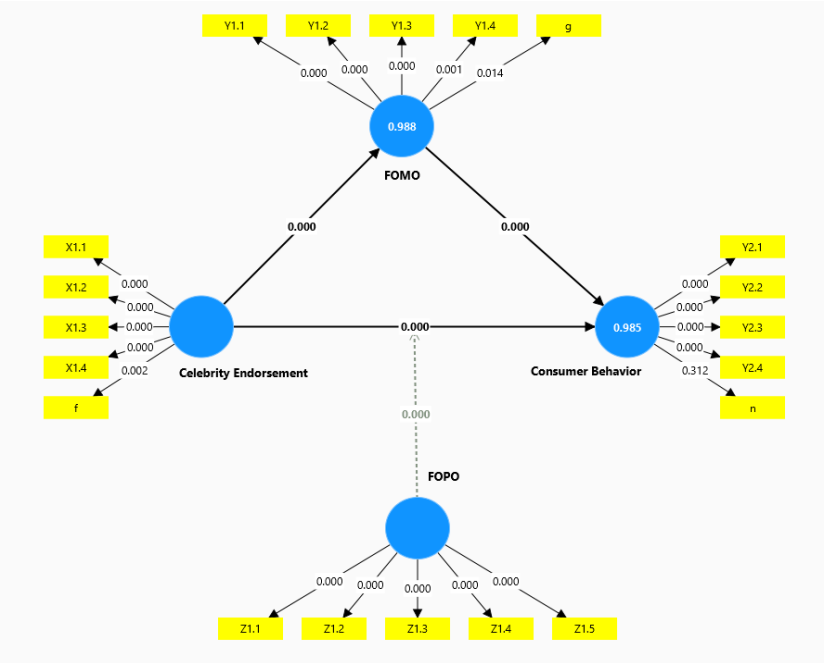


Figure 2: Structural model

The figure 2 illustrates the tested structural equation model, confirms the hypothesized relationships, including the mediating role of FOMO and the moderating effect of FOPO on the influence of celebrity endorsement on consumer behaviour.

Table 3: Regression weight structural equational model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Celebrity Endorsement -> Consumer Behaviour	1.039	1.041	0.147	7.076	0.000
Celebrity Endorsement -> FOMO	0.994	0.994	0.002	491.301	0.000
FOMO -> Consumer Behaviour	-1.124	-1.120	0.163	6.896	0.000
Celebrity Endorsement -> FOMO -> Consumer Behaviour	-1.117	-1.113	0.163	6.845	0.000
FOPO x Celebrity Endorsement -> Consumer Behaviour	-0.033	-0.032	0.008	4.210	0.000

Table 3 presents the regression weights from the structural equation model analysis. All path coefficients are statistically significant ($p < 0.001$), indicating support for all five proposed hypotheses, as summarized in the Hypothesis Support Table.

H1 is supported, showing that celebrity endorsement significantly increases consumer behaviour ($\beta = 1.039$, $T = 7.076$). This aligns with previous findings that perceived expertise and attractiveness of celebrities can positively shape purchasing intentions (El-Shihy, 2024; Liu, 2022). H2 is also strongly supported, with a very high path coefficient from celebrity endorsement to FOMO ($\beta = 0.994$, $T = 491.301$). This affirms that social media exposure to celebrities heightens the fear of missing out, consistent with the view that endorsements amplify social comparison and urgency (Asakdiyah et al., 2024; Dinh & Lee, 2024). H3, however, reveals a negative effect of FOMO on consumer behaviour ($\beta = -1.124$, $T = 6.896$), contradicting prior studies that associate FOMO with impulsive buying (Tandon et al., 2021; Sun et al., 2023). This suggests that excessive FOMO may trigger psychological fatigue (Baumeister, 2002), anxiety, or over choice paralysis (Schwartz, 2004), where consumers become overwhelmed and defer or avoid making purchases.

H4 confirms the mediation role of FOMO in the relationship between celebrity endorsement and consumer behaviour ($\beta = -1.117$, $T = 6.845$). This indicates that although celebrity exposure increases desire through FOMO, the emotional overload it induces may dampen actual buying behaviour. The finding adds a paradoxical nuance to Emotional Consumption Theory—desire may not always translate into action if psychological strain intervenes. H5 shows that FOPO negatively moderates the effect of celebrity endorsement on consumer behaviour ($\beta = -0.033$, $T = 4.210$). Individuals with high FOPO may fear social disapproval, leading them to suppress consumer impulses even when exposed to persuasive endorsements. This aligns with literature linking FOPO to self-censorship and behavioural inhibition in social settings (Calvo-Porral et al., 2021; Kim & Kuo, 2022).

In summary, while celebrity endorsement activates FOMO and purchasing tendencies, this relationship becomes complex when moderated by social anxiety (FOPO) and emotional overload. The findings offer both theoretical and practical insights into how digital marketing strategies may have unintended psychological consequences for younger consumers. Based on the structural model results in Table 3, all five hypotheses (H1–H5) are statistically supported. Table 4 summarizes the outcomes of the hypothesis testing, indicating which paths are confirmed by the data.

Table 4: Hypothesis support summary

Path	Supported
H1: Celebrity Endorsement → Consumer Behaviour	✓ **Supported**
H2: Celebrity Endorsement → FOMO	✓ **Supported**
H3: FOMO → Consumer Behaviour	✓ **Supported** (Negative effect)
H4: Celebrity Endorsement → FOMO → Consumer Behaviour	✓ **Supported** (Mediated)
H5: FOPO x Celebrity Endorsement → Consumer Behaviour	✓ **Supported** (Moderated)

Marketing Implications

The findings carry important implications for marketers targeting Generation Z. While celebrity endorsements remain effective in shaping attitudes and stimulating engagement, the emotional pressure triggered by FOMO can paradoxically reduce purchase intent when not managed carefully. Overexposure to idealized lifestyles may overwhelm young consumers, causing avoidance rather than conversion. Therefore, marketers should balance

aspirational elements with relatable and authentic narratives. In addition, high FOPO individuals tend to avoid action due to social evaluation anxiety, suggesting that celebrity campaigns might be more effective when coupled with peer validation or micro-influencers. Emotional appeals should focus on empathy and social relevance rather than status projection to prevent disengagement among socially conscious or anxious segments of Gen Z.

Study Limitations

This study is not without limitations. First, the use of online distribution and the requirement for social media access may have introduced sampling bias, limiting generalizability to more digitally literate Gen Z populations. Second, while this research emphasizes psychological constructs such as FOMO and FOPO, it does not control for contextual factors such as cultural background, parental influence, or financial capacity, which may moderate the endorsement-behaviour relationship. Third, as the study is cross-sectional and location-bound to urban Denpasar, it cannot capture longitudinal behavioural shifts or account for regional diversity. Future research should explore comparative analyses across generational cohorts or conduct studies in rural or suburban settings to test external validity and cultural sensitivity.

DISCUSSION

H1: Celebrity Endorsement Influences Consumer Behaviour

The result confirms that endorsement by a celebrity does alter consumer purchases as clearly stated in Social Influence Theory and Self-Determination Theory. According to Social Influence Theory, celebrities are opinion leaders and trusted figures whose views affect buying behaviour (Sowden et al., 2018). Self-Determination Theory explains how consumers seek social belongingness and authentication through behaviours popularized by celebrities (Forner et al., 2020). Other studies found consumers frequently purchase products endorsed by credible and authoritative figures (Shi et al., 2021). The demographic profile of respondents, with many followers of social media influencers, supports this effect. This underscores the significant impact of celebrity endorsement on consumer decisions, especially in beauty, fashion, and technology sectors.

H2: Celebrity Endorsement Influences FOMO

Celebrity advertising contributes to the formation of FOMO, consistent with prior studies (Asakdiyah et al., 2024). Social media amplifies this by exposing users to seemingly unattainable lifestyles. Social Influence Theory conceptualizes this as normative influence, where individuals behave contrary to their preferences due to the presence of celebrities (Jia et al., 2023). Younger respondents, active in seeking social acceptance, show stronger effects. Addressing this is critical because FOMO can lead to impulsive consumption, negative emotions, and unrealistic social comparisons, key concerns for marketers and researchers

H3: FOMO Influences Consumer Behaviour

Contrary to some prior assumptions, FOMO negatively affects consumer behaviour here. Individuals with higher FOMO levels tend to be more conservative in purchasing. Rather than spurring impulsivity, FOMO generates anxiety that limits quick buying. This relates to social pressure restricting freedom of choice, leading to abstention or no purchase. From a digital psychology perspective, this aligns with phenomena like overthinking and social anxiety,

where excessive social comparison triggers avoidance rather than action. Hence, under certain conditions, FOMO-induced anxiety may counteract impulsive consumption.

H4: FOMO Mediates the Relationship Between Celebrity Endorsement and Consumer Behaviour

FOMO functions as a negative mediator between celebrity endorsement and consumer behaviour. While celebrities increase product attractiveness, high FOMO levels increase anxiety that suppresses purchase behaviour. Thus, social media endorsements do not always trigger impulse buying but can create peer pressure that induces scepticism. This suggests FOMO can suppress the impact of celebrity endorsement, particularly undermining "hype" marketing strategies that rely on urgency. Adolescents bombarded with social pressure may be resistant to such tactics.

H5: FOPO Moderates the Relationship Between Celebrity Endorsement and Consumer Behaviour

FOPO (Fear of Other People's Opinions) negatively moderates the effect of celebrity endorsement on consumer behaviour. High FOPO individuals hesitate to adopt celebrity-endorsed behaviours due to concern over social judgment. FOPO acts as a filter on purchasing decisions, especially where social risk is perceived. This reinforces the argument that celebrity endorsement's effectiveness diminishes for socially anxious consumers, who may procrastinate or avoid purchases due to anticipated negative opinions.

The Realities Surrounding Rational Decision-Making and Urgency

This study reveals a complex dynamic beyond a direct link between celebrity endorsement and consumer behaviour. Social pressures from FOMO and FOPO tend to make individuals more conservative in spending, contradicting the idea that consumers passively follow celebrity trends. Social anxiety—amplified by digital social environments—plays a key role in inhibiting consumption. From a marketing standpoint, hype, urgency, and social attention are less effective for demographics high in FOPO and FOMO. Such consumers may become cynical of celebrity endorsements to avoid social embarrassment. This signals a shift away from unethical pressure tactics toward marketing approaches that ethically consider psychological impacts. These findings deepen the understanding of Social Influence Theory and Self-Determination Theory by showing that psychological factors like anxiety and social fear can modulate or override direct influence from celebrities. Theories thus should incorporate these mediating/moderating psychological processes when applied to modern digital consumer behaviour.

Practical Implications for Marketers

To minimize the discomfort associated with FOMO, marketers should focus on strategies that offer social support, self-care, positive feedback, and allow for real consumer decision-making as opposed to working with urgency or scarcity. To manage FOPO, brands ought to work towards building non-discriminatory brand communities where consumers feel safe to express their preferences without social ridicule. Marketing that is grounded within ethical approaches by taking psychological barriers into account and granting greater freedom to the consumer's decision making stands to be more effective than hype or fear-infused appeals.

Limitations and Future Research Directions

The study was conducted within the context of a highly social media savvy adolescent demographic which might limit the applicability of the results. Additionally, the research design does not allow for causation to be established due to the cross-sectional nature of the study; in this case, FOMO and FOPO would be better served with longitudinal or experimental approaches that seek to understand the processes over time. Other avenues for later investigation could include analysing the impacts of FOMO and FOPO from a cultural perspective or integrating other psychological factors such as self-image and digital literacy. Moreover, addressing the gap of preventing social anxiety in consumers could be beneficial from both a marketing and consumer perspective.

CONCLUSION

The most important thing to consider in this work is that consumers do not react to celebrity endorsements and make impulsive purchases in a homogeneous fashion. Rather, factors like psychology FOMO and FOPO selectively filter this influence. While it was assumed that FOMO would encourage impulsive spending, the finding was that it increases social anxiety and restriction. The same applies to FOPO which diminishes the effect of celebrity endorsements because consumers are more reluctant to spend due to fear of negative social evaluation. These findings go against marketing expectations and highlight the need for more profound consideration of consumer psychology to traditional marketing frameworks. Therefore, businesses should design advertisements that do not aim to increase social and anxiety reduction, thus more ethically and effectively navigating consumer strategies. This work affects the marketing concepts by showing the influence of psychology in moderating and mediating consumer response to endorsement advertising and fosters additional work focusing on these relations.

BIODATA

Komang Widhya Sedana Putra P indonesian nationality is a lecturer in Financial Management at Universitas Pendidikan Nasional, Denpasar, Indonesia. He is trained in academic and professional practices as a financial analyst, risk manager, and investment strategist. His studies are centred on the management of business finance, financial literacy of the populace, and issues concerning technology in the finance industry. Alongside his teaching responsibilities, he conducts research as well as provides service to the community in the scope of inclusion finance and sustainability business. Email: widhyasedana@undiknas.ac.id

Ida Bagus Gde Agung Yoga Pramana is a lecturer in Psychology at Universitas Pendidikan Nasional, Denpasar, Indonesia. Social psychology, developmental psychology, and consumer psychology are his areas of specialization. His explorations of the digital world include social media's effect on the mental health and decision-making processes of an individual. Other areas of interest include academic work and studies in the intersection of other branches of psychology and technology and its advances in the modern world and society. Email: yogapramana@undiknas.ac.id

I Putu Dharmawan Pradhana's area of focus is Human Resource Management at Universitas Pendidikan Nasional, Denpasar, Indonesia where he lectures. His specialty areas include workforce planning, business leadership, and organizational culture. His research analyses employee development strategies, workforce digitally transformed well-being, and changes in HR management. Apart from teaching, he is a speaker and facilitates seminars and training programs on Human Resource issues in business and education. Email: dharmawan@undiknas.ac.id

Sahri Aflah Ramadiansyah is a lecturer in Communication Studies at Universitas Pendidikan Nasional, Denpasar, Indonesia. His students research on digital media and its connectedness with strategic communication and media's role in shaping public discourse. Social media in particular, its impact on marketing, consumer behaviour, and political communication fascinates him. He not only conducts research, but also participates in curricula development of digital communication and provides media training for students and communication professionals. Email: shariaflah@undiknas.ac.id

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