



The influence of Tiktok influencer exposure on food product purchase intention: The mediating role of materialism and moderating effect of FOMO among Generation Z in Padang City

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ABSTRACT

The objective of this research is to examine the impact of Exposure to Influencers on TikTok on the intenssston to purchase food products, with materialism as a mediator and Fear of Missing Out (FOMO) as a moderator among Generation Z in Padang City. Data was collected through an online questionnaire distributed to 142 respondents. The research employed a quantitative method with data analysis using Smart PLS and a bootstrap technique. The results reveal that (1) exposure to influencers has a significant effect on materialism, (2) exposure to influencers also significantly impacts the intention to purchase, (3) materialism significantly affects the intention to purchase, (4) FOMO does not moderate the relationship between exposure to influencers and purchase intention, and (5) materialism acts as a mediator in the relationship between exposure to influencers and purchase intention. These findings provide insights into how TikTok influencers affect consumer behavior and highlight the role of materialism in this process, while showing that FOMO does not play a significant moderating role.

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INTRODUCTION

In the era of the Fourth Industrial Revolution, marked by rapid advancements in internet technology, social media has become a primary platform for marketing and product promotion. Among these platforms, TikTok stands out as one of the most popular, especially among younger generations. TikTok, launched by ByteDance in 2016, allows users to create, share, and watch short videos with music, special effects, and creative filters. Its sophisticated algorithm customizes content based on user preferences, creating a highly personalized and addictive experience. TikTok is not only a source of entertainment but also a powerful marketing tool. TikTok influencers play a significant role in influencing consumer behavior, particularly in shaping purchase intentions for food and beverage products.

A survey conducted by the Indonesian Internet Service Providers Association (APJII, 2022), as reported by KompasTekno (Riyanto & pertiw, 2024), shows that Generation Z has the highest internet usage in Indonesia, followed by millennials and Generation X. TikTok was the most downloaded app in Indonesia in 2023, reflecting a shift in user preferences towards creative and interactive short video content (muhamad, 2024b). A survey by Populix (muhamad, 2024b) found that 86% of respondents in

Indonesia had shopped through social media, with TikTok being the most popular platform. This is consistent with findings from the IDN Research Institute and Advisia (muhamad, 2024a), which revealed that 62% of Generation Z respondents in Indonesia are swayed by advertisements on social media.

According to Statista.com (2023), influencers like Fuji, Nagita Slavina, and Fadil Jaidi have significant influence in the food and beverage industry, reaching a broad audience and impacting Generation Z's purchase intentions. A survey conducted by the researcher among Generation Z respondents showed that TikTok significantly influences their purchase intentions, with the majority willing to buy products promoted on the platform. These findings support previous research indicating that Generation Z is highly engaged with social media and influenced by its content (Anderson & Jiang, 2018).

Purchase intention is a critical indicator of consumer behavior, reflecting an individual's tendency to buy specific products. Influencer marketing has proven effective due to its ability to build trust and personal connections with audiences. Influencers on TikTok can provide credible and trustworthy product recommendations (Lou & Yuan, 2019).

FOMO (Fear of Missing Out), often occurs because of social media and drives individuals to engage in consumptive behavior to stay connected with trends (Przybylski et al., 2013). Materialism also mediates the relationship between social comparison and purchase intentions, with individuals driven by materialism more likely to buy products promoted by influencers (Richins, 2013). Previous research (Dinh et al., 2023). highlights the significant impact of influencer imitation, materialism, and FOMO on purchase intentions. This study aims to investigate "The Influence of Exposure to Influencers on TikTok on Purchase Intentions for Food Products with Materialism as a Mediator and FOMO as a Moderator among Generation Z in Padang."

LITERATURE REVIEW

Purchase intention refers to the desire and tendency of individuals to buy specific products or services in the near future. Psychological, social, and economic factors influence this decision, including motivation, perception, learning, group influence, and consumer decision-making (Schiffman et al., 2010). According to (Ajzen, 1991), purchase intention is affected by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude toward a behavior represents an individual's positive or negative assessment of a particular action. Subjective norms are social pressures to perform or not perform a behavior, while perceived behavioral control is the perception of the ease or difficulty in performing the action. In the context of social media, influencers play a crucial role in shaping positive attitudes toward the products they promote, which in turn enhances purchase intention. Recent studies indicate that interaction and trust in influencers can strengthen these three factors, thereby increasing consumer purchase intention (Tandon et al., 2021). (Cheung et al., 2020) found that exposure to influencers on social media significantly boosts purchase intention, especially if followers perceive influencers as credible and authentic. Generation Z, known for their digital connectivity, tends to be influenced by the reviews and recommendations provided by influencers they follow on TikTok.

Exposure to influencers on social media platforms like TikTok has become a significant phenomenon in recent years. Influencers can shape consumer perceptions, attitudes, and behaviors through the content they share due to their ability to create personal connections with their followers. Jin and Ryu (2020) found that influencers have a substantial impact on purchasing decisions through trust and engagement factors. Influencers create a favorable environment for brands to reach a broader audience in a more personal and trustworthy manner. Lou and Yuan (2019) further show that influencer impact is not limited to cognitive aspects but also includes emotional aspects. Influencer content often evokes emotions and prompts followers to take certain actions, including purchasing promoted products. For Generation Z, an active demographic on social media, exposure to influencers on TikTok can significantly influence purchase intention.

FOMO is a psychological phenomenon describing the anxiety or concern of missing out on valuable experiences or information that others are enjoying. On social media, FOMO is often triggered by influencer content showcasing appealing lifestyles and desirable products. Przybylski et al. (2013) identified that FOMO can drive individuals to frequently check social media and follow the latest trends to reduce feelings of missing out. FOMO is a strong consumer motivator that can explain consumer purchase behavior (Hodkinson, 2016), especially under the influence of influencer marketing. Baker et al. (2016) revealed that FOMO significantly moderates the relationship between exposure to social media content and purchase decisions. Individuals experiencing high levels of FOMO are more likely to be influenced by product promotions from influencers because they do not want to feel left out of trends or their social groups. Therefore, FOMO can strengthen the relationship between exposure to influencers and purchase intention, especially among Generation Z heavily influenced by social media.

Materialism is a value orientation where individuals regard the importance of material possessions and goods as a primary goal in life. Richins and Dawson (Richins & Dawson, 2021) state that materialistic individuals tend to have a stronger desire to own goods they perceive as symbols of success and happiness. On social media, materialism is often reinforced by influencers showcasing luxurious lifestyles and branded products. Hudders and Pandelaere (2012) found that materialism can serve as a mediator in the relationship between social media exposure and purchase intention. Influencers often display coveted goods, increasing materialism among their followers. As materialistic values rise, followers are more likely to develop purchase intentions for products promoted by influencers, believing that owning such goods will enhance their social status and well-being.

Conceptual Framework and Hypothesis

Influence of Exposure to Influencers on Purchase Intention

Generation Z, known as digital natives, is highly influenced by social media content, especially from influencers on platforms like TikTok. Influencers on TikTok can create a strong attraction to products through creative and authentic content. Studies by Lou and Yuan (2019) show that the trust and engagement generated by influencers can increase purchase intention among their followers. Additionally, (Cheung et al., 2020) reveal that influencer credibility and authenticity play a vital role in building purchase intention. Consistent exposure to trusted influencers' content makes Generation Z more likely to develop purchase intentions for promoted products. Therefore, exposure to TikTok influencers is a significant factor influencing purchase intention among Generation Z (Dinh & Lee, 2022).

H₁: Exposure to TikTok influencers will have a significant positive relationship with the purchase intention of food and beverage products among Generation Z in Padang.

Influence of Exposure to Influencers on Materialism

Exposure to influencers on social media can affect materialistic values and orientation among their followers. Influencers often promote luxurious lifestyles and branded goods, which can reinforce materialistic values. Jin and Ryu (2020) indicate that exposure to content featuring luxury and branded items can increase materialism among consumers. Hudders and Pandelaere (2012) find that exposure to such content makes individuals value material goods as symbols of status and success. For Generation Z on TikTok, this exposure can increase materialism, leading them to see branded goods as a way to enhance social status and happiness (Alfina et al., 2023).

H₂: Exposure to TikTok influencers will have a significant positive relationship with materialism among Generation Z in Padang.

Influence of Materialism on Purchase Intention

Materialism can serve as a primary motivator in purchasing decisions. Individuals with a materialistic orientation are more likely to desire goods they perceive as symbols of status and success. Richins and

Dawson (2021) state that materialism enhances the desire to own certain goods, believing that ownership brings happiness and social recognition. For Generation Z on TikTok, increased materialism due to influencer content can directly influence purchase intention. Hudders and Pandelaere (2012) support this view, showing that materialistic individuals are more likely to buy products promoted by influencers to achieve desired social status (Dinh & Lee, 2022).

H3: Materialism will have a significant positive relationship with purchase intention for food and beverage products on TikTok among Generation Z in Padang.

Influence of Exposure to Influencers on Purchase Intention Mediated by Materialism

Exposure to TikTok influencers can influence purchase intention through increased materialism. Influencers promoting luxurious lifestyles and branded goods can reinforce materialistic values among their followers. (Dinh et al., 2023) identify that increased materialism can mediate the relationship between social media exposure and purchase intention. As materialism increases, followers are more likely to develop purchase intentions for products promoted by influencers. Lou and Yuan (2019) also support this, showing that visually and emotionally appealing content can increase purchase intention through heightened materialistic orientation. Therefore, materialism serves as a crucial mediator explaining how exposure to TikTok influencers can enhance purchase intention among Generation Z.

H4: Materialism mediates the relationship between exposure to TikTok influencers and purchase intention for food and beverage products among Generation Z in Padang.

Influence of Exposure to Influencers on Purchase Intention Moderated by FOMO

Fear of Missing Out (FOMO) can strengthen the relationship between exposure to influencers and purchase intention. FOMO describes the anxiety or fear of missing valuable experiences or information, often triggered by influencer content. Przybylski et al. (2013) identify that FOMO can increase social media usage frequency and the desire to follow the latest trends. Baker et al. (2016) add that FOMO significantly moderates the relationship between social media exposure and purchase decisions. Individuals experiencing high levels of FOMO are more likely to respond positively to product promotions by influencers, as they do not want to feel left out of trends or social groups. For Generation Z on TikTok, FOMO can amplify the influence of exposure to influencers on purchase intention, making it an important moderating factor in this study (Dinh et al., 2023).

H5: FOMO moderates the relationship between exposure to TikTok influencers and purchase intention for food and beverage products among Generation Z in Padang.

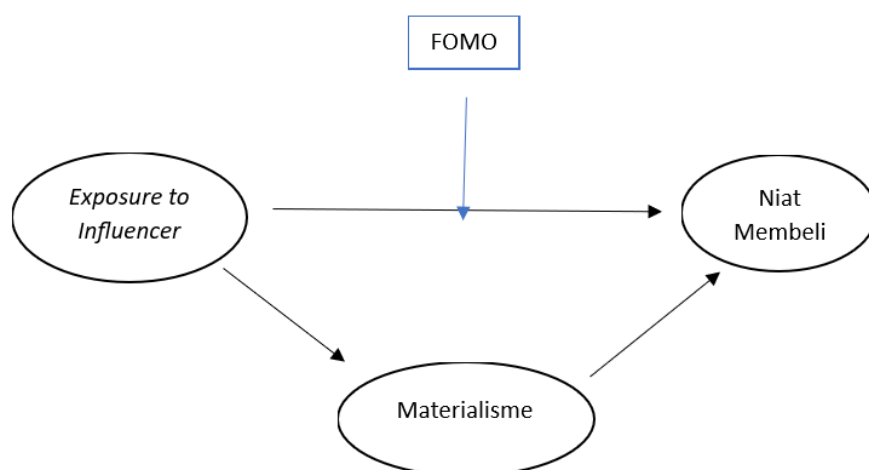


Figure 1 Conceptual Framework

METHOD

This study employs a quantitative approach to analyze the impact of Exposure to Influencer TikTok on purchase intention for food and beverage products, with materialism serving as a mediating variable and FOMO as a moderating variable. Data is collected through an online questionnaire utilizing a 1 to 5 Likert scale. The research is conducted in Padang City, Indonesia, targeting Gen Z respondents. The purposive sampling technique, as outlined by Sugiyono (2016), is used with specific criteria: active TikTok users in Padang who follow at least one prominent Indonesian food and beverage influencer and are aged between 18 and 27 years. Utilizing the representative sampling formula by Hair et al. (2021), the study selects a total of 142 respondents.

The collected data is analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) path modeling, facilitated by SmartPLS 4.0 software. This method allows for simultaneous testing of both measurement and structural models. The analysis includes descriptive statistics to outline data characteristics and inferential statistics using PLS-SEM to evaluate the relationships between variables and test hypotheses. Validity and reliability of the measurement model are assessed, while the structural model is examined based on Path Coefficients, R-squared, f-squared, and Q-squared metrics. Hypothesis testing is conducted to determine the significance of relationships and the effects of moderation within the model.

RESULT AND DISCUSSION

The characteristics of respondents based on the names of famous Indonesian influencers who create content about food and beverages followed in this study can be seen in the following table:

Table 1 characteristics respondents based on the influencers

Influencers	Total	Percentage
Fuji	22	15.49%
Nagita Slavina	7	4.93%
Fadil jaidi	26	18.31%
Raffi Ahmad	7	4.93%
Nex Carlos	9	6.34%
Tamboy Kun	47	33.10%
Tasyi Athasyia	9	6.34%
Keanu AGL	4	2.82%
Codebluuuu	6	4.23%
Farida Nurhan	3	2.11%
Others	2	1.41%
Total	142	100%

Source: Primary Data 2024

In this study, the data on influencers most frequently mentioned by respondents shows that Tamboy Kun dominates with 47 mentions, accounting for 33.10% of the total respondents. The overall total of mentions is 142, reflecting the various preferences of respondents toward these influencers.

Data analysis in this study was conducted using SMART PLS version 4.1.0.6. The measurement model assessed the validity and reliability of the research instruments using PLS-SEM. Subsequently, the structural model tested causal relationships and hypotheses through predictive modeling with the Bootstrapping technique. This approach helps determine causal links between variables and ensures that the hypotheses align with the data obtained from respondents, aiming for valid and reliable results.

To measure the extent to which indicators within a construct are highly correlated with each other, commonly used indicators for assessing convergent validity are Average Variance Extracted (AVE) and Outer Loading values.

Table 2. Outer Loading

	<i>ETI</i> (X)	<i>FOMO</i> (Z)	<i>M</i> (M)	<i>Niat Membeli</i> (Y)
Exposure to Influencers (X)				
Connecting with influencers on TikTok is a part of my daily activities	0.818			
I am proud to tell people that I watch/read posts from influencers on TikTok	0.819			
I dedicate a portion of my daily schedule to connecting with influencers on TikTok.	0.819			
I feel disconnected if I do not connect with influencers on TikTok for a day.	0.801			
I feel like part of the influencer community on TikTok.	0.846			
I would be sad if I could no longer connect with influencers on TikTok.	0.823			
FOMO (Z)				
I worry that I will regret not buying food products endorsed by influencers on TikTok.		0.892		
I would be concerned about missing out on food products endorsed by influencers on TikTok.		0.911		
I worry that others have more satisfying things than I do by using food products endorsed by influencers on TikTok		0.934		
I am concerned that others are having more fun with food products endorsed by influencers on TikTok while I am not.		0.878		
I would feel left out of trends if I do not have food products endorsed by influencers on TikTok.		0.932		
I would regret not experiencing food products endorsed by influencers on TikTok.		0.921		
I would feel anxious about not using food products endorsed by influencers on TikTok.		0.904		
I would feel bothered that I missed the opportunity to use food products endorsed by influencers on TikTok.		0.903		
Materialism (M)				
The food I own says a lot about how well I am living my life.			0.824	
Buying food gives me a lot of pleasure.			0.871	
My life would be better if I had certain food products that I do not currently have.			0.692	
I would be happier if I could afford to buy more food.			0.866	
The food I own says a lot about how well I am living my life.			0.712	
Purchase Intention /Niat Membeli (Y)				
I would be sad if I could no longer connect with influencers on TikTok.				0.781
Food products endorsed by influencers on TikTok influence my purchasing decisions.				0.862
I buy food products because I like the personality of the TikTok influencer who endorses the product.				0.886

Source: Primary Data 2024

Based on the outer loading table, all indicators have an outer loading value greater than 0.7 but if it is above 0.6, it can still be tolerated, indicating that all indicators are valid. Therefore, it can be concluded that the convergent validity of each research variable instrument in this study is reliable.

An AVE value greater than 0.5 indicates that more than half of the variance in the indicators can be explained by the construct being measured. The table below shows the value of Average Variance Extracted (AVE):

Table 3. Average Variance Extracted (AVE)

Average variance extrated (AVE)	
Exposure to Influencer	0.674
FOMO	0.827
Materialisme	0.635
Niat Membeli	0.713

Source: Primary Data 2024

Based on the table 2. the results show that the variables Exposure to Influencer (X), Materialism (M), Fear of Missing Out (Z), and Purchase Intention (Y) all have AVE values greater than 0.5. This indicates that more than half of the variance in the indicators can be explained by the constructs being measured. In other words, the variables in this study exhibit valid convergent validity.

Table 4. Discriminant Validity-HTMT

	E T I	FOMO	M	NM	FOMO x E T I
E T I					
FOMO	0.804				
M	0.725	0.717			
NM	0.841	0.745	0.807		
FOMO x E T I	0.582	0.563	0.436	0.557	

Source: Primary Data 2024

Based on the data processing results in Table 3. all HTMT (Heterotrait-Monotrait Ratio) values are below 0.90. This indicates good discriminant validity among the measured constructs. In other words, the constructs are sufficiently distinct from one another, and there are no serious issues with discriminant validity (Henseler et al., 2015). HTMT values lower than 0.90 suggest that the correlations between different constructs are not excessively high, thereby confirming that each construct measures a distinct concept.

Table 5. Construct validity alnd Reliability

Variable	Cronbach's Alpha	Composite reliability (rho_c)	Desc.
ETI (X)	0.903	0.925	Reliable
FOMO (Z)	0.970	0.975	Reliable
M (M)	0.855	0.896	Reliable
NM (Y)	0.801	0.881	Reliable

Source: Primary Data 2024

Based on Table 4, the variables exhibit good reliability in measuring their respective constructs. Specifically, Cronbach's Alpha values exceed 0.6, and Composite Reliability values are above 0.7. These results indicate that the variables demonstrate sufficient internal consistency and reliability, confirming their effectiveness in accurately measuring the constructs they are intended to represent.

Table 6. R-square

	R-square adj
Materialisme	0.430
Niat Membeli	0.622

Source: Primary Data 2024

Based on Table 5, the R-squared value of 0.430 indicates that the variable Materialism is explained by the independent variable (Exposure to Influencer) and the moderating variable (FOMO) to the extent of 43.0%. This means that 43.0% of the variability in Materialism can be explained by the model, while the remaining 57.0% is attributed to factors not included in the model.

In contrast, the R-squared value for Purchase Intention is 0.622, indicating that 62.2% of the variability in Purchase Intention is explained by the independent variable (Exposure to Influencer), the moderating variable (FOMO), and the mediating variable (Materialism). Thus, 62.2% of the variability in Purchase Intention is accounted for by the model, with the remaining 37.8% explained by other factors not included in the model.

Table 7. Goodness of FIT-SRMR

	Saturated model	Estimated model
SRMR	0.076	0.091

Source: Primary Data 2024

The SRMR values for both models indicate a good fit with the observed data. The saturated model, with an SRMR of 0.076, shows a very high level of fit, while the estimated model, with an SRMR of 0.091, also demonstrates a good fit, albeit slightly lower. This difference is expected as the estimated model is a simplified version compared to the saturated model, which includes all possible parameters

Table 8. F-Square

	ETI	FOMO	M	NM	FOMO x ETI
ETI			0.768	0.156	
FOMO				0.016	
M				0.128	
NM					
FOMO x ETI					0.013

Source: Primary Data 2024

The f-square (f^2) value measures the effect size in the structural model, indicating the influence of independent variables on dependent variables. An f^2 value of 0.768 shows that Exposure to Influencer has a large effect on Materialism, explaining a significant portion of its variability. For Exposure to Influencer on Purchase Intention, an f^2 value of 0.156 indicates a moderate effect, meaning it still explains some variability in Purchase Intention, though less than its effect on Materialism. An f^2 value of 0.016 shows that FOMO has a very small, almost negligible, effect on Purchase Intention, suggesting it doesn't explain much variability in this outcome. An f^2 value of 0.128 indicates that Materialism has a moderate effect on Purchase Intention, explaining some variability in Purchase Intention, though not as much as Exposure to Influencer on Materialism. Lastly, an f^2 value of 0.013 shows that the interaction between FOMO and Exposure to Influencer has a very small, nearly negligible, effect on Purchase Intention.

Exposure to Influencer has a large impact on Materialism and a moderate impact on Purchase Intention, while FOMO has a very small impact on Purchase Intention. Materialism has a moderate impact on Purchase Intention, and the interaction between FOMO and Exposure to Influencer has a very small impact on Purchase Intention. These f-square values help understand the strength of the influence of each independent variable on the dependent variables within the structural model.

Hypothesis Testing

In this hypothesis test, bootstrapping will be applied 5,000 times to measure the significance of a parameter. The criteria for significance are determined by a t-statistic greater than 1.96 and a p-value less than 0.05, as observed in the Path Coefficients and Specific Indirrect Effect.

a. Direct Hypothesis Testing

Table 9. Path Coefficients

	Original sample value (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
ETI -> M	0.659	0.663	0.054	12.178	0.000	Accepted
ETI -> NM	0.392	0.400	0.095	4.142	0.000	Accepted
M -> NM	0.309	0.303	0.083	3.708	0.000	Accepted
FOMO x ETI -> NM	-0.057	-0.049	0.055	1.031	0.303	Rejected

Source: Primary Data 2024

It is concluded from Table 8 and the results of statistical analysis using PLS that:

1. Exposure to Influencer (X) Positive and Significant on Materialism (M)
The influence of Exposure to Influencer (X) on Materialism (M) is highly significant, as shown by the data: original sample value (O) = 0.659, sample mean (M) = 0.663, standard deviation (STDEV) = 0.054, T statistic = 12.178, and P value = 0.000. This indicates a strong and statistically significant relationship between Exposure to Influencer (X) and Materialism (M). Therefore, the hypothesis is accepted.
2. Exposure to Influencer (X) Positive and Significant on Purchase Intention (Y)
The influence of Exposure to Influencer (X) on Purchase Intention (Y) is also significant, with data showing: original sample value (O) = 0.392, sample mean (M) = 0.400, standard deviation (STDEV) = 0.095, T statistic = 4.142, and P value = 0.000. This confirms a significant relationship between Exposure to Influencer (X) and Purchase Intention (Y). Therefore, the hypothesis is accepted.
3. Materialism (M) Positive and Significant on Purchase Intention (Y)
Materialism (M) significantly influences Purchase Intention (Y), as evidenced by: original sample value (O) = 0.309, sample mean (M) = 0.303, standard deviation (STDEV) = 0.083, T statistic = 3.708, and P value = 0.000. This indicates a statistically significant relationship between Materialism (M) and Purchase Intention (Y). Therefore, the hypothesis is accepted.
4. FOMO (Z) and Exposure to Influencer (X) Not Significant on Purchase Intention (Y).
The interaction between FOMO and Exposure to Influencer (X) on Purchase Intention (Y) is not significant. The data shows: original sample value (O) = -0.057, sample mean (M) = -0.049, standard deviation (STDEV) = 0.055, T statistic = 1.031, and P value = 0.303. This indicates no significant relationship between the interaction of FOMO and Exposure to Influencer (X) on Purchase Intention (Y). Therefore, the hypothesis is rejected.

b. Mediated/Indirrect Hypothesis Testing

Table 10. Specific Indirrect Effect

	Original sample value (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hasil
ETI -> M -> NM	0.204	0.202	0.061	3.368	0.001	Accepted

Source: Primary Data 2024

The influence of Exposure to Influencer (X) on Purchase Intention (Y) through Materialism (M) is significant. The data shows: original sample value (O) = 0.204, sample mean (M) = 0.202, standard

deviation (STDEV) = 0.061, T statistic = 3.368, and P value = 0.001. The high T statistic indicates a significant difference between the original sample value and the sample mean. The low P value suggests that the likelihood of these results occurring by chance is very small. Therefore, the relationship between Exposure to Influencer (X) and Purchase Intention (Y) through Materialism (M) is statistically accepted, indicating that this mediation path has a significant effect on Purchase Intention (Y).

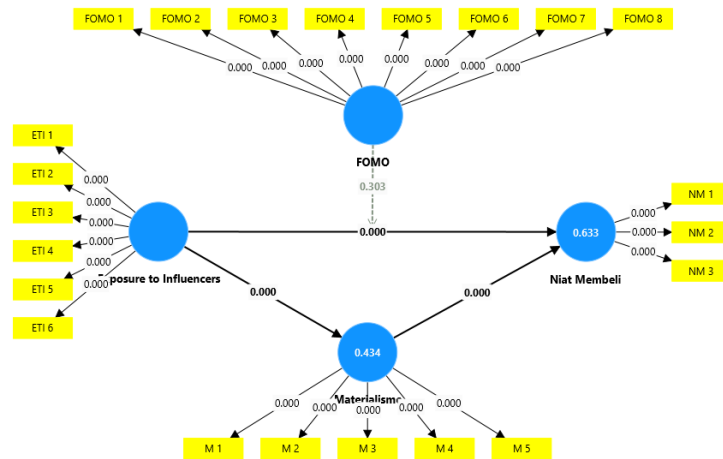


Figure 2. Hypothesis Testing

DISCUSSION

The Influence of TikTok Influencer Exposure on Materialism in Food Products

The results indicate that the more frequently individuals are exposed to influencers, the more likely they are to develop materialistic attitudes. Influencers often portray lifestyles centered around the consumption of luxury goods or a wealthy image, which in turn may drive their followers to adopt materialistic values. According to Social Comparison Theory, individuals often compare themselves to others as a way to evaluate themselves. Influencers, who frequently showcase seemingly perfect and luxurious lifestyles, can become objects of comparison, leading followers to feel the need to own luxury items to feel equal or superior. Consumer Culture Theory suggests that modern society is heavily influenced by consumer culture, where materialistic values and the possession of goods are seen as determinants of social status and happiness. Influencers, as part of popular culture, play a crucial role in reinforcing these norms through their content.

Shrum, L. J., Wong, N., Arif, F., Chugani, S., & Gunz, A. (2013) examined the relationship between media exposure and materialistic values, finding that exposure to content highlighting consumption and luxurious lifestyles can increase materialism levels among consumers. This supports the theory that influencers can affect materialistic orientations, as materialistic goals are often linked to media exposure that prioritizes wealth and social status (Dinh et al., 2023). The analysis results show that exposure to influencers is closely related to an increase in materialism. Influencers often promote lifestyles focused on consuming luxury goods, which can encourage their followers to adopt materialistic values. This significant and strong relationship indicates that influencers have a considerable impact on shaping materialistic attitudes and values among consumers.

The Influence of TikTok Influencer Exposure on Purchase Intention.

The results indicate that influencers play an essential role in shaping consumers' purchase intentions towards food products. When consumers are frequently exposed to influencers promoting specific food products, they are more likely to be interested and inclined to purchase those products.

Social Influence Theory states that individuals are often influenced by the opinions or actions of others, especially if they admire or respect those individuals. Influencers, who are often seen as authoritative figures or role models in specific niches, can influence consumer decisions through their recommendations. The Theory of Planned Behavior (TPB) states that the intention to perform an action

(e.g., purchasing a product) is influenced by attitudes toward the action, subjective norms, and perceived behavioral control. Influencers can affect all three aspects: they can shape positive attitudes toward a product, reinforce social norms supporting the purchase, and increase consumers' perceived control over purchasing decisions.

Jin, S. V., & Phua, J. (2014) found that exposure to influencer content on social media can increase consumers' purchase intentions, especially when the influencer has high credibility. Lou, C., & Yuan, S. (2019) showed that content delivered by influencers can enhance purchase intentions by increasing consumers' trust in the brand and product being promoted. This study's results are also consistent with previous research (Dinh et al., 2023), showing that exposure to influencers positively and significantly impacts consumers' purchase intentions. The analysis results show that exposure to influencers plays a crucial role in shaping consumers' intentions to purchase food products. With a positive and significant original sample value, influencers have been proven to drive purchasing decisions through their influence on social media or other platforms. These results support the theory that influencers can be an effective marketing tool in promoting products, especially consumer products like food.

The Influence of Materialism on Purchase Intention for Food Products

The results indicate that individuals with high levels of materialism tend to have stronger intentions to purchase products. Materialism, which emphasizes the importance of possessing material goods as a measure of success or happiness, tends to drive individuals to make purchases more frequently, especially for products that can enhance social status or provide emotional satisfaction.

According to Self-Determination Theory (SDT), materialism is often driven by the pursuit of external needs, such as recognition or social status, rather than intrinsic needs. When individuals pursue materialistic goals, they are more likely to have strong intentions to purchase products that are perceived to meet those needs. In the Theory of Planned Behavior, purchase intentions are influenced by attitudes, subjective norms, and perceived behavioral control. Materialism can reinforce positive attitudes toward purchasing goods as a means to achieve happiness or social status, thus increasing purchase intentions.

Research by Richins & Dawson (2021) identified that individuals with materialistic values tend to have positive attitudes towards consumption and are more likely to engage in excessive purchasing behavior. Chan, K., & Prendergast, G. (2017) showed that materialism is closely related to purchase intentions, especially among teenagers who tend to evaluate themselves and others based on material possessions. The analysis results show that materialism has a significant positive influence on purchase intentions. This means that more materialistic individuals are more likely to have strong intentions to purchase products, especially products that can enhance their self-image or social status.

The Influence of FOMO in Moderating the Relationship Between TikTok Influencer Exposure and Purchase Intention

While FOMO (Fear of Missing Out) is theoretically considered a factor that drives consumer behavior and increases purchase intentions, these results indicate that in this specific context (food products), FOMO may not be relevant or strong enough to affect the relationship between exposure to influencers and purchase intentions.

Based on Social Comparison Theory, individuals tend to compare themselves with others to evaluate themselves. In this context, although FOMO can arise from exposure to influencers, it does not appear to be strong enough to significantly influence purchasing decisions for food products. According to the Theory of Planned Behavior, the intention to purchase a product is heavily influenced by attitudes, subjective norms, and perceived behavioral control. In this case, FOMO may not have a significant role in influencing purchase intentions if it does not sufficiently strengthen the attitudes or norms supporting the purchase of food products. Tugrul, O., & Kayabaşı, A. (2018) showed that FOMO can influence the relationship between exposure to influencers and purchase intentions, but its impact varies depending on the type of product and social context. In the case of more functional products like

food, FOMO may not play a significant role. (Przybylski et al., 2013) researched how FOMO can influence individual decisions in different contexts but emphasized that the impact of FOMO is highly contextual and may not always be significant depending on the situation or product being considered.

The study results indicate that although FOMO is often seen as a factor influencing consumer behavior, in this context, its effect is not significant. This may suggest that for food products, purchasing decisions are more influenced by other factors, such as personal preferences, needs, or habits, rather than social pressures like FOMO (Dwisuardinata & Darma, 2022).

The Influence of Materialism Mediating the Relationship Between TikTok Influencer Exposure and Purchase Intention

Materialism acts as a mediator in this relationship, meaning that exposure to influencers not only directly affects purchase intentions but also through increased materialistic attitudes. In other words, influencers increase materialism among consumers, and this materialism, in turn, heightens their intention to purchase food products promoted by influencers. The value of 0.20 indicates that this mediation effect is not large but still significant. This may mean that although materialism influences purchase intentions, other factors may be more dominant in influencing consumers' decisions to purchase food products.

Based on Social Comparison Theory, consumers tend to compare themselves with others, especially those perceived to have better or more luxurious lifestyles, such as influencers. Influencers, through the lifestyles they promote, can drive consumers to pursue material goods as a way to achieve the desired social status. Consumer Culture Theory suggests that materialism in this context can be seen as a result of consumer culture driven by social media and influencers. Consumers develop the belief that happiness and satisfaction can be obtained through material possession, and influencers play a crucial role in reinforcing this belief. Materialism can be measured, and how materialistic values can influence consumption behavior, including how consumers may be motivated by materialism to purchase products promoted by influencers (Richins & Dawson, 2021). Materialism can be triggered by social influence and comparison, including through exposure to influencers, and how this affects consumption behavior (Shrum, L. J., Wong, N., Arif, F., Chugani, S., & Gunz, 2013). These results indicate that materialism plays a significant role as a mediator in the relationship between exposure to influencers and purchase intentions for food products. Although this mediation effect is not large, it is significant, showing that influencers not only directly affect purchase intentions but also through increasing materialistic attitudes among consumers. This underscores the importance of understanding the psychological and social roles that influencers play in shaping consumption behavior.

CONCLUSION

This study examines the relationships between exposure to influencers, materialism, purchase intention, and the moderating role of Fear of Missing Out (FOMO). The main conclusions of the research are as follows:

1. Exposure to influencers has a significant positive effect on materialism. This result indicates that the more frequently or intensely an individual is exposed to influencers, the higher their tendency to exhibit materialistic traits. In other words, influencer exposure can encourage individuals to place greater value on material possessions or desires for luxury foods.
2. Exposure to influencers has a significant positive effect on purchase intention. This finding shows that the more often individuals see or follow influencers, the higher their likelihood of intending to purchase products or services promoted by these influencers. Influencers can influence purchasing decisions through their recommendations or reviews.
3. Materialism has a significant positive effect on purchase intention. The results suggest that the higher an individual's level of materialism, the greater their intention to buy products. Materialistic individuals are more motivated to make purchases to satisfy their desire for material goods.

4. FOMO does not moderate the relationship between exposure to influencers and purchase intention. This finding indicates that Fear of Missing Out (FOMO) does not impact the strength of the relationship between exposure to influencers and purchase intention. Whether or not an individual experiences FOMO, the influence of exposure to influencers on purchase intention remains the same.
5. Materialism mediates the relationship between exposure to influencers and purchase intention. Materialism acts as an intermediary between exposure to influencers and purchase intention. This means that exposure to influencers increases an individual's materialism, which in turn enhances their purchase intention. In other words, influencers affect purchase intention indirectly through an increase in materialism.

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