

THE INFLUENCE OF EXO AS A BRAND AMBASSADOR AND ADVERTISING ON IMPULSE BUYING ON SCARLETT WHITENING PRODUCTS WITH FEAR OF MISSING OUT (FOMO) AS AN INTERVENING VARIABLE

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Abstract

This research aims to determine the partial influence of brand ambassadors and advertising on impulse buying and understand the role of Fomo as a variable that mediates this relationship. The population in this study were exo fans throughout Indonesia, using a purposive sampling technique for sampling, and a total of 100 respondents were sampled. This research is quantitative, the data used in this research was obtained through a questionnaire method. The data analysis method for this research is a descriptive statistical analysis using the Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis tool in the SmartPLS 4 application. The results of the research show that Brand ambassadors have a positive and significant effect on Fomo, Advertising has a positive and significant effect on Fomo, Brand ambassadors have a positive and significant effect on impulse buying, Advertising has a positive and significant effect on impulse buying, Fomo has a positive and significant effect on impulse buying. Brand ambassadors have a positive and significant influence on impulse buying through Fomo, advertising has a positive and significant influence on impulse buying through Fomo.

Keywords: Brand Ambassador, Advertising, Impulse Buying, Fear of Missing Out

Introduction

Era Society 5.0 currently brings technology into the lives of the wider community in improving the quality of life, where this is in line with the application of technology in the field of marketing which continues to innovate at all times as well as marketing 5.0 which focuses on the use of technology and creating customer experience (Nainggolan et al., 2023). The concept is in the form of how business actors use technology to achieve sales targets and business optimization can be achieved. Camalia (2023) stated that currently, due to the globalization of the industry, business competition has become tighter, this encourages business actors to be more creative and innovative.

Nowadays, with the increasing variety of customer consumption, business actors not only collaborate with artists in the capital city but also collaborate with foreign artists such as idols and artists from the Land of Ginseng or South Korea to encourage customers to buy. Selection of Korean celebrities as Brand ambassador Local brands are carried out to encourage a wider market area and to penetrate the international market and gain support from the celebrity's fans (Indriningtiyas, 2022). With the collaboration of the two countries and the mixing of two cultures that affect the market, it will create a new space for buyers and fans of artists or idols. Along with this cooperation, South Korea's cultural trends have expanded globally in recent decades. This can be easily accepted by the wider community, especially the next generation at the time to create a phenomenon Korean Wave.

By election Brand Ambassador and in the form of a match between the brand identity built by celebrities and Brand Related to celebrities also having a level of popularity globally can increase the desire to buy by fans either spontaneously or with more careful consideration. Other marketing strategies that can be done are the use of advertising where it is a message that can help convey information to customers. According to Losung et al., (2022) Advertising is all forms of presentation and promotional sales that do not include parties who are required to make payments for the promotion of these goods and services. With advertising will be the most efficient way to share information, products advertised through social media become a bridge for the public to obtain information about a product

With the existence of social media, it can help the process of marketing activities of a business unit with a more economical cost range, this makes social media a positive side from a business perspective because it is able to increase sales. However, not only the positive side obtained from the use of social media, there are also negative things experienced by its users in facing the trend that continues to innovate, namely the phenomenon Fear of Missing Out (Wirasti et al., 2023). Thus, many fans when they know their idol has become an icon Brand Indonesia finally made a spontaneous purchase with the intention of not missing the opportunity to take a closer look and buy the products promoted by its idols.

Based on the above explanation, this study was conducted to see how the loyalty of exo fans, namely exo-l, to the products promoted by the idol and see how the fanaticism of kpop fans who are famous for being high is

followed by high consumptive behavior. Moreover, this study uses fomo mediation, which is currently experienced by many Korean celebrity fans, resulting in findings related to the role of the feeling of fear of being left behind experienced by fans as an internal condition as a result of the stimulus of the use of brand ambassadors and advertisements for purchases made spontaneously.

Literature Review

Brand Ambassador

According to Kotler & Keller (2016) Brand ambassador It can be said that as a brand representative or icon of the selected product identity because it is considered credible and has an alluring appearance so that it affects consumer memory related to the brand, brand representatives are able to invite the audience to make a purchase. In marketing activities, the use of brand ambassadors is better considered using the VisCAP model (presenter effects in advertising) that is visibility, credibility, attraction and Power.

Advertisement

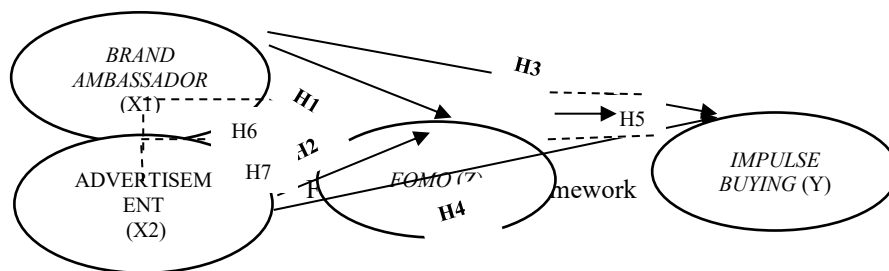
According to Firmansyah (2019) Advertising is a display of information about a brand and a company's goods with a certain nominal. The purpose of the advertisement is to provide information, invite and as a reminder of information from the product. Advertising is focused on influencing customer attention and awareness so that they are influenced to buy the product. According to Andrews & Shimp (2018) There are five advertising indicators (advertising) that is Informing, Persuading, Reminding, Value, Assisting.

Impulse Buying

According to Herlina & Widyaningrum, (2022) impulse buying is a purchase that is made quickly and spontaneously without prior planning due to the drive in the individual to buy a product. Impulse buying making a great contribution to the business world, this situation occurs when consumers lose control because of the emotional feeling of wanting to have without thinking about the impact of the purchase (Rahmawati et al., 2022).

Fear of Missing Out

According to McGinnis (2020) FOMO It is an unexpected feeling of anxiety due to the view of other people's experiences when a person thinks that other people's experiences are more satisfying than their own, usually due to social media exposure. According to Kaloeti et al, (2021) There are several indicators from The fomo is Missed Experience, Compulsion, Comparison with friends, Being Left Out.



Research Methods

This research is a research with a quantitative approach with a descriptive analysis method. The collection was carried out with the help of research instruments in the form of questionnaires. The data used included primary data obtained from filling out a questionnaire by the respondent, namely exo-l. The secondary data is in the form of books, journals, and relevant previous research. The research population is exo fans throughout Indonesia, with a sample determination method, namely purposive sampling, so that 100 respondents with the criteria of exo-l and have bought scarlett whitening products were obtained.

The data analysis method of this study is a descriptive statistical analysis using the Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis tool in the SmartPLS 4 application, to measure the direct or indirect influence of each independent variable on the dependent variable, supported by validity, reliability, R-square, and bootstrapping to see the influence in direct effect and indirect effect. In SEM-PLS, there are 2 stages of evaluation of the measurement model used, namely the outer model and the inner model with the aim of assessing the reliability and validity of a model.

Result And Discussion

Characteristics of Respondents

From the data describing the characteristics of the respondents, it can be seen that the majority of consumers who are also EXO fans are women (99%) who live in 40 different cities, with the most age being 21-25 years old (69%). The respondents' occupations are students/students (56%) with an income of Rp 500,000-1,500,000 (59%) and D1-S3 education status with a percentage of 51%.

Evaluation of Measurement Model (Outer Model)

Convergent Validity

In the evaluation of convergent validity with individual item communality checks using standardized outer loading on each indicator and average variance extracted. Standardized outer loading shows how much variation an item or indicator has by the measured construct. Correlation can be said to be valid if it has > 0.7 .

Table 1. Outer Loading

Variable	Indicators	Outer Loading	Information
Brand ambassador (X1)	X1.1	0.759	Valid
	X1.2	0.805	Valid
	X1.3	0.819	Valid
	X1.4	0.734	Valid
	X1.5	0.717	Valid
	X1.6	0.738	Valid
	X1.7	0.737	Valid
	X1.8	0.804	Valid
Ads (X2)	X2.1	0.714	Valid
	X2.2	0.793	Valid
	X2.3	0.794	Valid
	X2.4	0.723	Valid
	X2.5	0.771	Valid
	X2.6	0.767	Valid
	X2.7	0.863	Valid
	X2.8	0.848	Valid
	X2.9	0.752	Valid
	X2.10	0.724	Valid
Impulse buying(Y)	Y.1	0.807	Valid
	Y.2	0.859	Valid
	Y.3	0.772	Valid
	Y.4	0.773	Valid
	Y.5	0.736	Valid
	Y.6	0.905	Valid
	Y.7	0.849	Valid
	Y.8	0.856	Valid
Fear of Missing Out (Z)	Z.1	0.952	Valid
	Z.2	0.857	Valid
	Z.3	0.914	Valid

Z.4	0.793	Valid
Z.5	0.904	Valid
Z.6	0.861	Valid
Z.7	0.880	Valid
Z.8	0.831	Valid

Source : Primary Data (Processed, 2025)

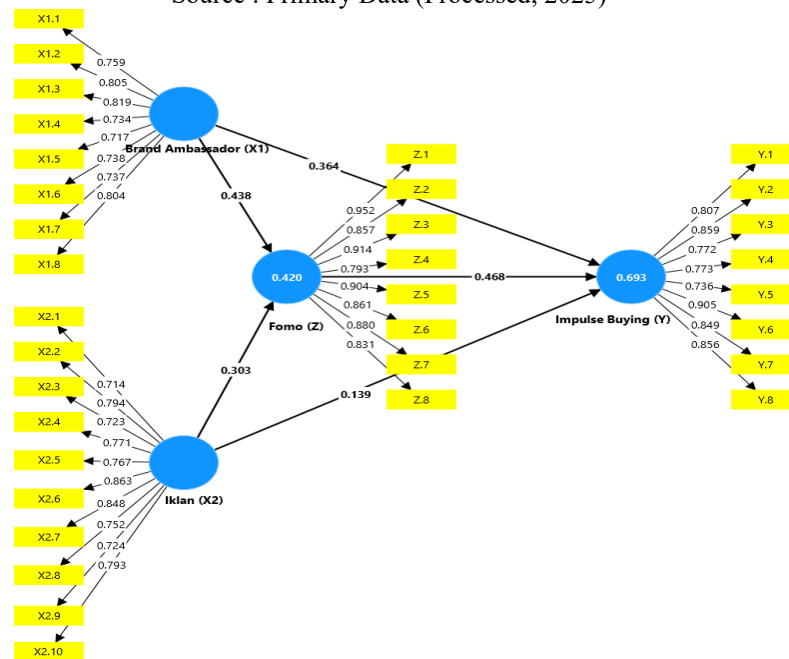


Figure 2. PLS-Algorithm Calculation Path Model
Source : Primary Data (processed, 2025)

After the calculation process was carried out, the results obtained stated that each item was declared valid because the value of each item showed a number of >0.7 so it was concluded that the indicator was declared valid and feasible.

Discriminant Validity

Discriminant validity or validity of discriminant is the core of cross loading factors that aim to find out the discriminant that exists in a construct. The validity test of discrimination can be seen from the cross loading value of the indicator of a construct greater than the cross loading value of the indicator of the construct against other constructs.

Table 2. Cross Loading

Indicators	Brand ambassador (X1)	Advertisement (X2)	Fomo (Z)	Impulse Buying (Y)	Information
X1.1	0.759	0.291	0.252	0.419	Valid
X1.2	0.805	0.436	0.273	0.443	Valid
X1.3	0.819	0.515	0.476	0.581	Valid
X1.4	0.734	0.332	0.374	0.515	Valid
X1.5	0.717	0.307	0.550	0.607	Valid
X1.6	0.738	0.490	0.583	0.544	Valid
X1.7	0.737	0.303	0.514	0.590	Valid
X1.8	0.804	0.433	0.439	0.559	Valid
X2.1	0.297	0.714	0.298	0.334	Valid
X2.2	0.457	0.794	0.407	0.458	Valid
X2.3	0.305	0.723	0.356	0.314	Valid
X2.4	0.340	0.771	0.369	0.354	Valid
X2.5	0.269	0.767	0.233	0.298	Valid
X2.6	0.454	0.863	0.466	0.495	Valid

X2.7	0.351	0.848	0.365	0.436	Valid
X2.8	0.561	0.752	0.556	0.631	Valid
X2.9	0.353	0.724	0.426	0.429	Valid
X2.10	0.424	0.793	0.448	0.495	Valid
Y.1	0.581	0.413	0.540	0.807	Valid
Y.2	0.627	0.541	0.612	0.859	Valid
Y.3	0.469	0.321	0.507	0.772	Valid
Y.4	0.536	0.392	0.562	0.773	Valid
Y.5	0.470	0.542	0.580	0.736	Valid
Y.6	0.668	0.558	0.768	0.905	Valid
Y.7	0.712	0.466	0.637	0.849	Valid
Y.8	0.576	0.491	0.719	0.856	Valid
Z.1	0.634	0.517	0.952	0.738	Valid
Z.2	0.524	0.447	0.857	0.640	Valid
Z.3	0.514	0.489	0.914	0.680	Valid
Z.4	0.478	0.369	0.793	0.605	Valid
Z.5	0.582	0.514	0.904	0.697	Valid
Z.6	0.449	0.409	0.861	0.643	Valid
Z.7	0.454	0.464	0.880	0.675	Valid
Z.8	0.499	0.472	0.831	0.613	Valid

Source : Primary Data (Processed, 2025)

Based on the table above, all cross loading values on each indicator are > 0.7 . It can be seen in the table that the cross loading value of a construction indicator is greater than the cross loading value of the construction indicator against other constructs, then the validity of discrimination of each indicator against its variable has been fulfilled.

Composite Reliability

Tests of the reliability and validity of each construct need to be carried out to ensure that the research uses reliable and valid constructs. The following are the values of Cronbach's alpha, Composite reliability and Average variance extracted obtained in this study.

Table 3. Cronbach's alpha, Composite reliability and AVE

Variable	Cronbach's alpha	Reliability (>0.7)	Composite reliability	Reliability (>0.7)	Average variance extracted (AVE)	Validity (≥ 0.5)
Brand ambassador (X1)	0.899	Reliable	0.918	Reliable	0.585	Valid
Fomo (Z)	0.956	Reliable	0.963	Reliable	0.766	Valid
Ads (X2)	0.928	Reliable	0.938	Reliable	0.603	Valid
Impulse buying(Y)	0.931	Reliable	0.943	Reliable	0.675	Valid

Source: Primary Data (Processed, 2025)

Based on the table above, it can be seen that the construct produces a value of Cronbach's alpha > 0.70 , which means that the construct is reliable. Likewise, the value of Composite reliability also obtained > 0.70 which indicates that the construct is reliable

Structural Model Evaluation (Inner Model) R-Square Test (R²)

The R-Square (R2) test is a test to measure the Goodness of Fit of a structural model.

Table 4. Coefficient of Determination Test

Variable	R-Square	R-Square (Adjusted)
Fomo (Z)	0.420	0.408
Impulse buying(Y)	0.693	0.684

Source: Primary Data (Processed, 2025)

Based on the table above, it indicates that the brand ambassador and advertising variables are able to explain as many as 68,4% of the impulse buying variables. Brand ambassador and advertising variables are able to explain the FOMO variable by 40,8% and the rest are influenced by other factors.

Hypothesis Test

The correlation between variables is measured by looking at the path coefficient generated from bootstrapping calculations.

Table 5. Test the bootstrapping hypothesis

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Brand ambassador (X1) -> Fomo (Z)	0.438	0.441	0.072	6.087	0.000
Brand ambassador (X1) -> Impulse buying(Y)	0.364	0.375	0.081	4.490	0.000
Fomo (Z) -> Impulse buying(Y)	0.468	0.449	0.091	5.162	0.000
Ads (X2) -> Fomo (Z)	0.303	0.305	0.077	3.961	0.000
Advertisement (X2) -> Impulse buying(Y)	0.139	0.147	0.069	2.019	0.043

Source: Primary Data (Processed, 2025)

Based on the results of the hypothesis testing by direct effect coefficient, all variables have a positive original sample value, meaning that it indicates a positive influence. From the results of the direct effect test, brand ambassadors have a positive and significant influence on fomo with a T-Statistic value of 6.087 and a P-value of 0.000 (P-value < 0.05) so that the first hypothesis is accepted and Advertising has a positive and significant influence on the fear of missing out with a T-Statistic value of 3.961 and a P-value of 0.000 (P-value < 0.05), meaning that the second hypothesis is accepted

Brand ambassadors have a positive and significant influence on impulse buying with a T-Statistic value of 4.490 and a P-value of 0.000. Advertising affects impulse buying positively and significantly with a T-Statistic value of 2.019 and a P-value of 0.043 (P-value < 0.05). Fear of missing out or fomo has a positive and significant influence on impulse buying with a T-Statistic value of 5.162 and a P-value of 0.000 (P-value < 0.05). So, it is concluded that all hypotheses in direct effect are accepted

Table 6. Specific Indirect Effects Hypothesis Test

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Brand ambassador (X1) -> Fomo (Z) -> Impulse buying(Y)	0.205	0.198	0.052	3.980	0.000
Advertisement (X2) -> Fomo (Z) -> Impulse buying(Y)	0.142	0.137	0.045	3.160	0.002

Source: Primary Data (Processed, 2025)

From the results of the hypothesis testing by indirect effect, it was found that the coefficient of the pathway of all variables had a positive sample original value, meaning that it indicated a positive influence. The results of this study show that brand ambassadors (T-Statistic 3.980 and P-value 0.000) and advertising (T-Statistic

3.160 and P-value 0.002) have a positive and significant effect on impulse buying through fear of missing out with partial mediation effects.

Discussion

Based on the data of the table above in PLS, each hypothesized relationship is carried out using simulations, in this case the Bootstrapping method is carried out on the sample, testing with this method with the intention of causing the problem of abnormal research data.

From the results of the test Diet Effect Brand Ambassador has a positive and significant influence on fomo, aThe rt is getting more precise in the election Brand Ambassador a brand, the higher the sense of desire from fans Brand Ambassador to support his idol. The results of this study are in line with the research conducted by (Putri & Dwiridotjahno, 2024; Wirasti et al., 2023) which states that Brand Ambassador have a positive and significant effect on fear of missing out.

The Advertisement has a positive and significant influence on Fear of missing out, meaning that the higher the attractiveness of the advertisement and the ability to convince and invite consumers to take the appropriate action conveyed through sentences or symbols in the advertisement, the greater the desire of the celebrity fans in this case exo-l to support his idol with high enthusiasm for a moment., this supports the findings of research conducted by Mainun & Azizah, (2024) which states that advertising has an effect on fomo.

Brand ambassador has a positive and significant influence on impulse buying, aThe accuracy and appropriateness in the selection of celebrities or idols as brand representatives will stimulate and encourage consumers, in this case Exo fans, to make unplanned purchases.This research is in line with the research conducted (Gabriel et al., 2024; Putri & Dwiridotjahno, 2024) which states that Brand Ambassador have a positive and significant effect on impulse buying.

It was found that Ads affect impulse buying positively and significantly. This means that the more informative an advertisement is and has the accuracy of the message conveyed and the encouragement to use the product through other symbols or sentences, the higher the level of consumer desire to buy, especially in unplanned purchases due to an implicit invitation to use the product. These results are in line with the research conducted (Indriani & Kadi, 2023; Pertiwi & Prasetya, 2024) which states that advertising has a positive and significant effect on impulse buying.

Furthermore, it was found that Fear of missing out or fomo has a positive and significant influence on impulse buying, this means that the higher the emotional feeling in the form of fear of missing out on a viral moment or that is trending by consumers which in this case is exo-l, then the greater the desire in consumers to buy something spontaneously because it is based on emotional feelings without thinking about the needs and consequences caused, so it tends to trigger impulse buying.

The results of this study show that brand ambassadors and advertising have a positive and significant effect on impulse buying through the fear of missing out with a partial mediation effect. So it means that the better the stimulus provided by business people to consumers through marketing strategies such as the use of brand ambassadors and the intensity of promotions such as the use of advertising, the greater the possibility of impulse buying carried out by consumers because it is triggered by a feeling of fear of being left behind or fomo as an internal condition experienced by consumers.

Conclusions And Recommendations

This study shows that Brand Ambassador and advertising has a positive and significant effect on impulse buying on the product Scarlett Whitening. This is proven through statistical tests that have been carried out and are in line with previous research. Accuracy in selection Brand Ambassador And the use of advertising is a sure strategy in increasing sales through fan loyalty Brand Ambassador show, through this it is proven that Korean celebrities can attract the interest of fans who are known to be loyal and have a strong desire to have items worn by their idols. Business people have succeeded in stimulating consumers through Visibility and Credibility Brand Ambassador and the advertisements displayed are able to trigger the phenomenon fomo among fans and ended with a response impulse buying.

Based on the test results of this study, the lowest score was obtained in Advertising against impulse buying, so it is recommended for companies to be able to improve the quality of the message that will be conveyed through advertisements that contain an invitation to use the product. For the next researcher, it is hoped that the fomo variable can be used as an independent variable because in this study Fomo plays a role as a partial mediation, meaning that without Fomo, brand ambassadors and advertisements are able to cause impulse buying.

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