



## **Social Media Marketing and Purchase Intention: A Parallel Dual Mediation Analysis of FOMO and Materialism in the Skintific Skincare Community in the Special Region of Yogyakarta**

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### **Abstract**

The rapid advancement of digital technology has transformed consumer behavior, positioning social media as a dominant platform that shapes marketing effectiveness and purchase intention. This study examines the influence of Social Media Marketing (SMM) on Purchase Intention toward Skintific skincare products by analyzing the mediating roles of Fear of Missing Out (FOMO) and Materialism among Millennial and Generation Z consumers in the Special Region of Yogyakarta. A quantitative research design employing Partial Least Squares–Structural Equation Modeling (PLS-SEM) was utilized to test the proposed relationships. A total of 170 respondents aged 17–44 years were selected using purposive sampling, and data were collected through a structured questionnaire. Measurement model evaluation confirmed strong validity and reliability across all constructs. The structural model results demonstrate that SMM has a significant positive effect on Purchase Intention, both directly and indirectly through FOMO and Materialism. Additionally, SMM significantly increases levels of FOMO and Materialism, which subsequently enhance Purchase Intention. These findings highlight the relevance of the Stimulus–Organism–Response (S–O–R) framework in explaining how digital marketing stimuli shape consumer psychological states and drive purchasing behavior. The study recommends that Skintific strengthen its digital marketing strategies through more engaging social media content, interactive features, and ethical use of psychological triggers. Future research should incorporate additional mediating variables and broader sampling techniques to deepen understanding of purchase intention in digital marketing contexts.

**Keywords:** Consumer Behavior, digital marketing, fear of missing out, materialism, social media marketing.

### **1. Introduction**

The pivotal role of Social Media Marketing (SMM) in shaping consumer purchase intentions is well-established (Cen, Nurlaela, Anindita, & Baskara, 2025), particularly within fast-moving consumer goods sectors such as skincare (Ying, Te Chuan, Rashid, & Abu Seman, 2025). However, the precise psychological mechanisms through which SMM exerts its influence remain a subject of significant theoretical debate, leading to

inconsistent empirical findings in the literature (Bushara et al., 2023; Pratama & Sugiati, 2025). This study addresses this critical gap by proposing and testing a parallel dual-mediation model, examining how Fear of Missing Out (FOMO) and Materialism simultaneously mediate the relationship between SMM and purchase intention within a specific demographic and geographic context: the Skintific skincare community among Millennials and Gen Z in the Special Region of Yogyakarta, Indonesia.

While SMM is recognized as a new-generation marketing tool (Dzreke & Dzreke, 2025; Singh, 2024) and a potent driver of consumer behavior, extant research reveals a notable inconsistency regarding the strength and significance of its direct effect on purchase intention (Alsoud et al., 2023; Bushara et al., 2023). More critically, the mediating roles of key psychological constructs like FOMO and Materialism show divergent results. For instance, some scholars confirm their strong positive mediation (Good & Hyman, 2020; Zulkamal & Indriani, 2024), while others report insignificant or even negative effects (Situmeang & Simanjuntak, 2024; Surabi et al., 2025). These discrepancies suggest that the mediation pathways may be context-dependent, influenced by many other factors such and highlight the need for research that integrates these mediators into a cohesive framework to clarify their concurrent effects.

This research is contextualized within Indonesia's dynamic skincare market, characterized by high digital engagement and the rise of digitally-native brands like Skintific. Skintific's notable commercial success (Hudiyono & Ismail, 2023), particularly among young consumers in regions with high student density such as Yogyakarta, provides a pertinent empirical setting to investigate the proposed model. This context represents a population that is highly susceptible to SMM stimuli and the associated psychological responses of FOMO and Materialism. By focusing on this specific community, the study controls for extraneous cultural and demographic variables, allowing for a clearer examination of the hypothesized mediation mechanisms.

Consequently, this study aims to resolve the identified empirical inconsistencies by answering the following core research question: How do FOMO and Materialism, in parallel, mediate the relationship between Social Media Marketing and Purchase Intention among young consumers in the Skintific community in Yogyakarta? The findings are expected to make a twofold contribution. First, they will offer a nuanced theoretical understanding by testing an integrated dual-mediation model, thereby clarifying the ambiguous pathways in the SMM literature. Second, they will provide granular, context-specific insights for marketers operating in similar youth-oriented, digitally-driven consumer markets in emerging economies.

## 2. Method

This study employed a quantitative research design using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to examine the causal relationships among Social Media Marketing, Fear of Missing Out, Materialism, and Purchase Intention. PLS-SEM was selected because it is suitable for complex models and is effective with relatively small sample sizes. The analysis was conducted using SMART PLS 3.0, enabling simultaneous estimation of latent variables, indicator variables, and measurement errors. The population consisted of Millennial and Generation Z consumers of the Skintific skincare brand residing in the Special Region of Yogyakarta, an area characterized by a high concentration of young, social-media-active consumers. A purposive sampling technique was used due to the unknown population size and the need to select respondents who met specific criteria relevant to the study.

The sample comprised individuals aged 17–44 years representing Millennial and Gen Z cohorts who actively use social media and reside in Yogyakarta. The minimum required sample size was determined using Hair et al.’s rule of thumb, which recommends 5–10 respondents per indicator; with 17 indicators, the study required 170 respondents. Primary data were collected through a structured, closed-ended questionnaire administered to participants who met the predefined inclusion criteria. All variables were operationalized based on established theories, including Purchase Intention, Social Media Marketing, FOMO, and Materialism, each measured using multiple indicators on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis consisted of descriptive and inferential stages. Descriptive analysis summarized respondent characteristics and perceptions of each construct. The measurement model was evaluated using convergent validity, discriminant validity, Average Variance Extracted (AVE), composite reliability, and Cronbach’s Alpha. All indicators demonstrated adequate loading values, valid AVE scores (>0.50), and strong reliability (composite reliability >0.70), indicating that the measurement instruments were valid and reliable. After confirming the robustness of the outer model, the structural model was analyzed to assess the hypothesized relationships among variables within the PLS-SEM framework.

## 3. Results and Discussion

### 3.1 Respondent Demographic

**Table 1. Descriptive Characteristics of Respondents (N = 170)**

Category	Sub-Category	Frequency (n)	Percentage (%)
Gender	Female	131	77%

<b>Generation</b>	Male	39	23%
	Generation Z (17–28 years)	92	54%
	Millennial Generation (29–44 years)	78	46%
<b>Domicile</b>	Sleman	40	23%
	Yogyakarta City	37	22%
	Gunungkidul	36	21%
	Bantul	30	18%
<b>Occupation</b>	Kulonprogo	27	16%
	Employee	80	47%
	Student/University Student	68	40%
	Entrepreneur/Self-Employed	17	10%
	Other	5	3%
<b>Monthly Income</b>	< Rp 500,000	11	7%
	Rp 500,001 – Rp 1,000,000	62	36%
	Rp 1,000,001 – Rp 5,000,000	72	42%
	> Rp 5,000,000	25	15%

Based on the descriptive analysis of 170 respondents on the Table 1 above, the sample was predominantly female (77%), indicating stronger engagement with skincare products compared to males (23%), a trend consistent with consumer behavior in the beauty industry where women tend to be more active in skincare routines and responsive to digital beauty trends. In terms of generational composition, Gen Z accounted for 54% of respondents while Millennials comprised 46%, reflecting the high digital nativity of younger consumers who are more immersed in social media interactions and thereby more susceptible to social media marketing influences and psychological phenomena such as Fear of Missing Out (FOMO).

The respondents were primarily domiciled in Sleman (23%), followed by Yogyakarta City (22%) and Gunungkidul (21%), illustrating a concentration of digitally active skincare consumers in urban educational and economic centers, while the substantial participation from Gunungkidul suggests that exposure to digital trends extends even to regions with relatively limited access, partly due to mobility for study and work. Employment characteristics further show that the sample was dominated by employees (47%) and students (40%), groups that are economically productive, digitally active, and highly exposed to skincare-related content on social media, thus representing key target segments for skincare brands.

Regarding income levels, most respondents earned between Rp 1,000,001 and Rp 5,000,000 (42%), followed by those earning Rp 500,001–Rp 1,000,000 (36%), demonstrating that Skintific successfully reaches middle-income consumers with stable purchasing power while also appealing to lower- and higher-income groups;

this distribution further suggests that higher income is associated with increased interest in self-care and responsiveness to social media-driven beauty trends.

### 3.2 Quantitative Analysis Results

#### 3.2.1 Inner Model

**Table 2. Results of R-Square (R<sup>2</sup>), Adjusted R-Square, and Q-Square**

Dependent Variable	R-Square (R <sup>2</sup> )	Adjusted R <sup>2</sup>	Q-Square (Q <sup>2</sup> )
Fear of Missing Out (FOMO)	0.377	0.373	0.247
Materialism (MM)	0.257	0.253	0.146
Purchase Intention (PI)	0.641	0.634	0.356

As shown in Table 2, the combined results indicate varying levels of explanatory power across the three dependent variables. The R-Square value for FOMO (0.377) demonstrates that Social Media Marketing accounts for 37.7% of the variability in FOMO, representing a moderate predictive influence. In contrast, Materialism shows a lower R-Square value of 0.257, indicating that only 25.7% of its variance is explained by Social Media Marketing, which reflects a relatively weak but still meaningful predictive contribution. Purchase Intention exhibits the strongest explanatory power, with an R-Square of 0.641, suggesting that 64.1% of its variance is jointly predicted by Social Media Marketing, FOMO, and Materialism. These findings collectively demonstrate that the model offers substantial predictive strength, particularly in explaining consumers' purchase intention.

The Q-Square values further support the model's predictive relevance. All dependent variables have Q-Square values greater than zero, confirming that the model possesses adequate predictive accuracy within the PLS-SEM framework. FOMO (0.247) and Materialism (0.146) exhibit acceptable levels of predictive relevance, while Purchase Intention again shows the highest value (0.356), indicating strong predictive capability. Overall, the combined R-Square and Q-Square results affirm that the model is not only structurally sound but also capable of generating meaningful and reliable predictions related to psychological responses and purchase behavior in the context of social media marketing.

#### 3.2.2 Direct and Indirect Effect Results

**Table 3. Direct and Indirect Effect Hypothesis Testing (SMART-PLS 3.0)**

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Value	Remark
SMM → PI	0.419	0.420	0.092	4.546	0.000	Significant
SMM → FOMO	0.614	0.617	0.088	6.962	0.000	Significant
SMM → MM	0.507	0.507	0.099	5.098	0.000	Significant
FOMO → PI	0.221	0.217	0.088	2.523	0.012	Significant
MM → PI	0.307	0.302	0.092	3.334	0.001	Significant
SMM → FOMO → PI (Indirect)	0.136	0.135	0.061	2.247	0.025	Significant

SMM → MM → PI (Indirect)	0.156	0.152	0.054	2.909	0.004	Significant
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The results of the hypothesis testing demonstrate that Social Media Marketing (SMM) exerts a strong and significant influence on all key endogenous variables in the model. The direct effect of SMM on Purchase Intention (PI) shows a substantial positive coefficient, indicating that higher exposure to social media promotional activities effectively increases consumers' willingness to purchase Skintific skincare products. Additionally, SMM significantly predicts both Fear of Missing Out (FOMO) and Materialism, confirming that digital marketing content plays a crucial role in shaping psychological responses among young consumers.

Furthermore, FOMO exhibits a positive and significant effect on Purchase Intention, suggesting that consumers who experience higher levels of anxiety about missing current trends are more likely to engage in purchasing behavior. This finding aligns with existing behavioral research indicating that FOMO can serve as a motivational force that pushes consumers toward impulsive or trend-driven purchases. Similarly, Materialism positively influences Purchase Intention, reinforcing the notion that individuals who place high value on possessions and lifestyle symbolism tend to demonstrate stronger buying motivation.

The study also uncovers meaningful indirect pathways. SMM shows a significant indirect effect on Purchase Intention through FOMO, although the mediating effect is smaller than the direct impact. This implies that while SMM directly enhances consumer purchase intentions, part of its influence operates by triggering emotional responses related to staying updated with emerging product trends. This pathway highlights a psychological mechanism through which digital marketing strategies amplify consumer engagement and drive purchase decisions.

Finally, Materialism also serves as a significant mediator in the relationship between SMM and Purchase Intention. The indirect effect through Materialism indicates that social media promotions highlighting luxury aesthetics, lifestyle aspirations, and idealized consumer identities can elevate materialistic values, which subsequently increase consumers' intentions to purchase Skintific products. Together, the direct and indirect pathways illustrate that social media marketing works not only by providing product information but also by shaping psychological and value-oriented drivers that ultimately strengthen purchasing behavior.

### 3.3 Discussion

The results of this study indicate that Social Media Marketing (SMM) plays an important role in influencing the Purchase Intention of Skintific skincare consumers among Millennials and Generation Z in the Special Region of Yogyakarta. The analysis using SMART PLS 3.0 demonstrates that SMM has a positive and significant effect on Purchase Intention, as reflected in the path coefficient value of 0.419. The

dominance of female respondents and the large proportion of Generation Z strengthen the finding that digital marketing content—especially content aligned with prevailing trends—effectively shapes consumers' purchase intentions.

The average value of the SMM variable, which reached 4.09, with the highest indicator being “popular trends” (4.23), reflects that consumers respond very favorably to Skintific's social media marketing activities. This finding is consistent with the literature suggesting that persuasive communication through SMM effectively shapes consumer attitudes and beliefs, thereby encouraging Purchase Intention (Septiana, MS, & Bangsawan, 2024; Bushara et al., 2023; Ying et al., 2025). Although several studies report differing outcomes (Wijayaa et al., 2021; Alsoud et al., 2023), the present study reinforces the conclusion that SMM is effective in increasing consumers' willingness to purchase Skintific products.

This study also reveals that SMM has a positive and significant effect on Fear of Missing Out (FOMO), with a path coefficient value of 0.614. Respondents residing in digitally dynamic areas such as Sleman and Yogyakarta City were more exposed to beauty trends and thus more prone to experiencing FOMO. Interestingly, respondents from Gunungkidul also exhibited high FOMO levels, which may be explained by their social mobility and digital exposure associated with urban migration. The average FOMO score of 4.18, with “concern about being left behind” (4.30) as the highest indicator, confirms that SMM effectively triggers concerns of missing out on beauty trends.

This finding aligns with previous studies demonstrating that intensive exposure to social media can significantly increase FOMO (Al-Busaidi, Dauletova, & Al-Wahaibi, 2023; Bok, Shum, & Lee, 2025). Thus, the more intensive Skintific's SMM activities—through trend-driven content, digital interactions, and electronic word-of-mouth—the greater the increase in consumers' FOMO.

Furthermore, SMM is shown to have a positive and significant effect on Materialism, with a path coefficient of 0.507. This indicates that exposure to promotional content, testimonials, and lifestyle narratives associated with Skintific products encourages consumers to perceive product ownership as part of their self-identity. The average materialism score of 3.97, with “acquisition centrality” (4.11) as the highest indicator, demonstrates that consumers view the possession of Skintific products as something valuable for their personal image.

These findings are consistent with the studies of Melewar, Ismail, & Nguyen (2018), Ozimek, Brailovskaia, Bierhoff, & Rohmann (2024), and Cleveland, Iyer, & Babin (2023), which show that SMM can increase materialistic tendencies. Accordingly, the stronger the role of SMM implemented by Skintific, the more likely

consumers are to exhibit materialistic behavior, which subsequently influences their purchase intentions.

The study also finds that FOMO has a positive and significant effect on Purchase Intention, with a path coefficient of 0.221. Young consumers who are more susceptible to FOMO—combined with exposure to viral content such as glowing skin reviews, before–after visuals, and influencer endorsements—experience an emotional drive to purchase products immediately to avoid falling behind beauty trends. The high average scores of FOMO (4.18) and Purchase Intention (4.08) highlight that FOMO plays a crucial role in shaping consumers' willingness to buy Skintific products. These findings are consistent with studies by Septiana et al. (2024), Good & Hyman (2020), and Bläse, Filser, Kraus, Puumalainen, & Moog (2024).

Materialism is also found to have a positive and significant effect on Purchase Intention, as evidenced by a path coefficient of 0.307. Consumers with materialistic tendencies are more likely to purchase popular skincare products as a means of reinforcing their identity and boosting self-confidence. The dominance of respondents with middle-level income and the large share of female respondents support this relationship. This finding is aligned with studies by Dinh & Lee (2024), Wu, Yu, Zhang, Jiao, & Wu (2021), and Mandliya, Varyani, Hassan, Akhouri, & Pandey (2020).

In the mediation mechanism, this study reveals that FOMO partially mediates the relationship between SMM and Purchase Intention, as indicated by an indirect effect value of 0.136. This suggests that part of the influence of SMM on purchase intention does not only operate through informational cues but also through emotional stimuli in the form of anxiety about missing current trends. The average scores of SMM (4.09), FOMO (4.18), and Purchase Intention (4.08) reinforce the conclusion that FOMO serves as an important emotional pathway through which SMM enhances purchase behavior.

This finding is supported by previous literature showing that SMM can trigger FOMO, which subsequently drives Purchase Intention (Al-Bussaidi et al., 2020; Dinh et al., 2023; Septiana et al., 2024). Additionally, geographical factors and the digital-native characteristics of Millennials and Generation Z make them highly sensitive to beauty trends and social comparison, enabling FOMO to function effectively as a mediator in strengthening their purchase intention.

Overall, this study demonstrates that SMM exerts both direct and indirect effects on the Purchase Intention of Skintific consumers through FOMO and Materialism. These findings indicate that digital marketing strategies that are relevant to trends, consistent, and persuasive do not merely shape rational consumer perceptions but also influence emotional and psychological aspects. Thus, effective SMM enhances

Purchase Intention through both cognitive and emotional pathways among Millennial and Generation Z consumers.

#### 4. Conclusion

The findings of this study indicate that Social Media Marketing (SMM) exerts a positive and significant influence on Purchase Intention, both directly and through the mediating roles of Fear of Missing Out (FOMO) and Materialism. SMM is also shown to increase FOMO and Materialism, which subsequently strengthen consumers' intention to purchase Skintific skincare products. These results reinforce the relevance of the Stimulus–Organism–Response (S–O–R) model within the context of digital marketing, wherein SMM functions as a stimulus that shapes consumers' internal psychological states before generating a behavioral response in the form of purchase intention.

Based on these findings, this study recommends that Skintific enhance the quality of its digital marketing strategies, particularly social media content, which consumers perceived as insufficiently entertaining. Optimization may be achieved through interactive content, user-generated content, live shopping features, and the use of relevant influencers, while maintaining ethical considerations in leveraging FOMO and materialistic tendencies. Future research is encouraged to incorporate additional variables such as brand trust, influencer credibility, or electronic word of mouth, and to employ more representative data collection methods to generate a more comprehensive understanding of Purchase Intention within digital marketing contexts.

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