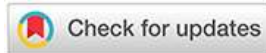# "I CAN'T RESIST TIKTOK": EXPLORING THE INFLUENCE OF CELEBRITY ENDORSEMENT, PARASOCIAL INTERACTION, AND FOMO ON GEN-Z PURCHASE INTENTION

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ABSTRACT

This research aimed to examine the influence of celebrity trustworthiness, celebrity attractiveness, parasocial interaction, and fear of missing out (FOMO) on purchase intention among TikTok users in the management student community. The population consisted of active undergraduate management students at the Universitas Pembangunan Nasional "Veteran" Jawa Timur who use TikTok. The sampling technique employed was purposive sampling based on specific criteria. The study utilized a quantitative approach, and data was collected through a survey questionnaire. The key findings revealed that celebrity attractiveness and FOMO had a significant positive influence on purchase intention, while celebrity trustworthiness and parasocial interaction did not contribute to purchase intention. In conclusion, marketers should focus on leveraging celebrity attractiveness and creating a FOMO effect to effectively target the generation Z consumer segment on the TikTok platform.

Keywords: Celebrity Endorsement; Parasocial Interaction; FOMO; Purchase Intention; Generation Z

INTRODUCTION

Social media platforms have emerged as an irresistible force, reshaping how we consume and interact with information (DataReportal, 2024). Among these platforms, TikTok has risen as a viral sensation, captivating the younger generation, particularly Generation Z, with its unique format of short, snackable videos (DataReportal, 2024). The meteoric rise of TikTok in Indonesia is undeniable, with DataReportal (2024) revealing a staggering 126.8 million users aged 18 and above, encompassing a remarkable 64.8% of the total adult population as of early 2024.

This widespread adoption has positioned TikTok as a formidable platform for brands and marketers to reach their target audiences, especially the coveted Generation Z demographic (Sari et al., 2021). One of the most potent strategies employed by brands on TikTok is celebrity endorsement (Sari et al., 2021). Celebrities, with their massive followings and influential presence, have the power to shape consumer perceptions and drive purchase decisions (Purwanto, 2021). However, the effectiveness of celebrity endorsement is not without its challenges. The interactivity of social media platforms like TikTok can be a double-edged sword, exposing brands to the risk of negative comments and viral backlash, potentially undermining brand narratives (Retail Asia, 2022). Moreover, not all celebrities are suitable for endorsing a particular brand, as a mismatch between celebrity values and brand identity can create an impression of inauthentic endorsement (Moodley & Machela, 2022).

Although several studies have examined the influence of celebrity endorsement, parasocial interaction, and the fear of missing out (FOMO) on purchase intention (Purwanto, 2021; Sokolova & Kefi, 2020; Jin & Ryu, 2020; Pratama, 2021; Farasandy & Arafah, 2023; Widyastuti, 2022; Rahmawati & Sijabat, 2022; Dwisuardinata & Darma, 2023), there are still some research gaps that need to be addressed. First, there is inconsistency in the findings of previous studies regarding the significance and direction of the influence of these variables on purchase intention. Second, there is a limited understanding of how these variables directly influence purchase intention within a comprehensive research model, specifically in the context of Generation Z TikTok users. Third, previous research with similar models generally used a broader population, such as social media users in Indonesia (IDN Research Institute, 2024), while this study will focus more specifically on management students within a particular environment.

Addressing these research gaps, this study titled "I Can't Resist TikTok": Exploring the Influence of Celebrity Endorsement, Parasocial Interaction, and FOMO on Gen-Z Purchase Intention" investigates the impact of celebrity endorsement, parasocial interaction, and FOMO on the purchase intention of Generation Z TikTok users within the management student segment. By examining these factors within the context of TikTok's viral phenomenon and the influential power of celebrity endorsement, this study aims to provide valuable insights for brands and marketers seeking to effectively engage with the Gen-Z audience on the platform.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES
Celebrity Trustworthiness

Celebrity trustworthiness is an integral part of celebrity credibility (Schiffman & Wisenblit, 2019). It refers to the extent to which a celebrity is perceived as honest and truthful in their product endorsements to the audience (Schiffman & Wisenblit, 2019; Wuisan et al., 2021). Trustworthiness is a critical factor as consumers tend to be more attracted to celebrities perceived as trustworthy, especially in the context of product promotion (Afifah, 2022). When celebrities are deemed trustworthy, it enhances the

appeal of their endorsements and increases consumer trust in the promoted products (Wuisan et al., 2021; Lili et al., 2022). Furthermore, celebrity trustworthiness can mitigate consumer skepticism towards endorsed information, particularly in the context of social media endorsements (Ahmad et al., 2020).

H1: Celebrity trustworthiness has a positive influence on consumer purchase intention.

Celebrity Attractiveness

Celebrity attractiveness refers to the extent to which a celebrity is perceived as attractive and appealing to the public regarding physical appearance, personality, or popularity (Aziz et al., 2019; Hikmawati, 2019). This attractiveness can influence consumer attitudes and behaviors towards the endorsed products or services (Lili et al., 2022). Research has shown that the presence of attractive celebrities can increase consumer interest in certain products or brands (Tarigan et al., 2023). Furthermore, celebrities' physical and social attractiveness plays a crucial role in strengthening parasocial interaction and enhancing purchase intention (Jin & Ryu, 2020; Pratama, 2021).

H2: Celebrity attractiveness has a positive influence on consumer purchase intention.

Parasocial Interaction

Parasocial interaction (PSI) is a one-way, non-reciprocal relationship between individuals and media personas, such as celebrities or influencers (Putri, 2023). In this interaction, individuals develop an emotional connection with the media persona, while the persona remains unaware of the individual's existence. PSI can influence consumer behavior and brand perceptions, as individuals may develop a desire to emulate or identify with the persona's lifestyle or image (McFerran et al., 2019; Jin & Ryu, 2020). Additionally, PSI contributes to forming positive brand perceptions and can strengthen the relationship between consumers and brands (Sokolova & Kefi, 2020; Lee, 2021).

H3: Parasocial interaction has a positive influence on consumer purchase intention.

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a psychological phenomenon that refers to an individual's anxiety or worry about missing out on experiences or opportunities that others may be enjoying, particularly in the context of social media (Thuy et al., 2023). FOMO can influence purchase intention by strengthening anticipated enjoyment and self-improvement efforts (Widyastuti, 2022; Dwisuardinata & Darma, 2023). Involvement with celebrity social media content can trigger online FOMO, as interactions with celebrities are often characterized by a high degree of stability and intimacy (Rahmawati & Sijabat, 2022; Dinh et al., 2023).

H4: Fear of Missing Out (FOMO) has a positive influence on consumer purchase intention.
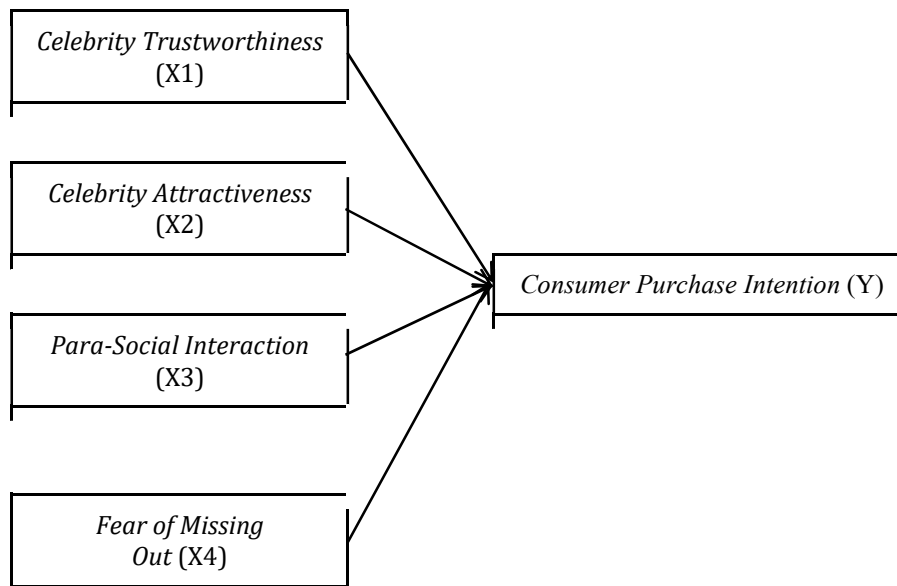
Source: Developed by Researcher, 2024

Figure 1
The proposed model

METHOD

The target population of this study was active undergraduate students of the Management Study Program at UPN "Veteran" East Java who actively used the TikTok social media platform. The sampling technique employed was non-probability sampling through purposive sampling. According to Sugiyono (2019), purposive sampling is a sampling technique with special considerations. In this research, this is the considered criteria: (1) Active undergraduate Management students at UPN "Veteran" East Java aged 17-25 years, (2) Active TikTok users for at least the last 3 months, (3) Following at least 1 celebrity account on TikTok, (4) Had seen product promotion content from celebrities on TikTok within the last 3 months, and (5) Had engaged with such promotional content by liking/commenting, visiting the brand's account, clicking on product links, or adding products to the shopping cart. The sample size was determined to be 120 respondents based on the calculation of 16 indicators x 5-10 (Hair et al., 2019).

The study utilized both primary and secondary data. Primary data was obtained from respondents' questionnaire responses, while secondary data was gathered from various literature sources. Primary data collection was conducted by distributing a questionnaire in the form of a Google Form containing a list of statements measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The variables in the study were measured using indicators adapted from previous studies.

- Celebrity Trustworthiness (X_1) was measured using four items adapted from Purwanto (2021): (1) Trust in the celebrity's persona, (2) Trust in the celebrity's product recommendations, (3) Trust in the celebrity's content quality, (4) Trust in the realism of the celebrity's content.

- Celebrity Attractiveness (X_2) was measured using three items adapted from Utami (2022): (1) Likeability, (2) Similarity, (3) Familiarity.

- Parasocial Interaction (X_3) was measured using three items adapted from Purwanto (2021): (1) Feeling Personal Connection, (2) Interaction Awareness, (3) Significant Presence.

- Fear of Missing Out (FOMO) (X_4) was measured using three items adapted from Dwisuardinata and Darma (2023): (1) Fear of others having more rewarding experiences, (2) Urgency to understand friends' conversations, (3) Urgency to share online details when having fun.
- Consumer Purchase Intention (Y) was measured using three items adapted from Utami (2022): (1) Transactional Interest, (2) Preferential Interest, (3) Exploratory Interest.

Data analysis was conducted using SEM-PLS, with an evaluation of the outer model (validity and reliability) and the inner model (hypothesis testing).

RESULTS AND DISCUSSION
Outer Model
The outer model in this study involves validity and reliability tests for reflective constructs (Hair, Jr. et al., 2019). The validity of reflective indicators is assessed based on outer loadings. Discriminant validity is evaluated by analyzing cross-loadings. Meanwhile, composite reliability exceeding 0.7 indicates good construct reliability (Hair, Jr. et al., 2019).

Convergent Validity
Convergent validity is tested by analyzing the outer loadings of each indicator against its construct . If the number of indicators per construct is between 3 and 7, a loading between 0.5 and 0.6 is considered adequate (Hair, Jr. et al., 2019).

Table 1
Outer loadings, along with the mean, standard deviation, and t-statistics

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
X1.1 <- Celebrity Trustworthiness (X1)	0,779	0,757	0,085	9,108
X1.2 <- Celebrity Trustworthiness (X1)	0,729	0,715	0,084	8,667
X1.3 <- Celebrity Trustworthiness (X1)	0,828	0,830	0,048	17,258
X1.4 <- Celebrity Trustworthiness (X1)	0,713	0,694	0,103	6,887
X2.1 <- Celebrity Attractiveness (X2)	0,770	0,762	0,057	13,539
X2.2 <- Celebrity Attractiveness (X2)	0,618	0,610	0,090	6,863
X2.3 <- Celebrity Attractiveness (X2)	0,798	0,797	0,049	16,280
X3.1 <- Para-Social Interaction (X3)	0,800	0,791	0,056	14,292
X3.2 <- Para-Social Interaction (X3)	0,651	0,641	0,103	6,321
X3.3 <- Para-Social Interaction (X3)	0,784	0,780	0,066	11,787
X4.1 <- Fear of Missing Out (FOMO) (X4)	0,639	0,634	0,092	6,975
X4.2 <- Fear of Missing Out (FOMO) (X4)	0,797	0,791	0,060	13,219
X4.3 <- Fear of Missing Out (FOMO) (X4)	0,875	0,872	0,043	20,181
Y1.1 <- Purchase Intention (Y)	0,734	0,729	0,073	10,114
Y1.2 <- Purchase Intention (Y)	0,652	0,645	0,092	7,114
Y1.3 <- Purchase Intention (Y)	0,755	0,752	0,073	10,386

Source: Data Analyzed, 2024

Based on Table 1, all reflective indicators on the Celebrity Trustworthiness, Celebrity Attractiveness, Parasocial Interaction, Fear of Missing Out (FOMO), and Purchase Intention variables exhibit outer loading (original sample) values exceeding 0.5 and significant t-statistics (greater than 1.96). This indicates that these indicators are valid in measuring their respective constructs (Hair, Jr. et al., 2019).

Discriminant Validity
Discriminant validity testing aims to ensure that each construct in the model is unique and capable of capturing phenomena not explained by other constructs. One method used is to analyze the cross-loadings of indicators across constructs (Hair, Jr. et al., 2019).

The criteria used is that the outer loading of each indicator on its own construct should be greater than its cross-loadings on other constructs. If this criterion is met, it can be concluded that the construct has good discriminant validity and measures phenomena distinct from other constructs in the model (Hair, Jr. et al., 2019).

Table 2
Cross-loadings

	Celebrity Attractiveness (X2)	Celebrity Trustworthiness (X1)	Fear of Missing Out (FOMO) (X4)	Para-Social Interaction (X3)	Purchase Intention (Y)
X1.1	0,241	0,779	0,212	0,299	0,189
X1.2	0,274	0,729	0,192	0,247	0,238
X1.3	0,440	0,828	0,247	0,303	0,447
X1.4	0,274	0,713	0,101	0,284	0,264
X2.1	0,770	0,281	0,149	0,292	0,414
X2.2	0,618	0,354	0,268	0,225	0,348
X2.3	0,798	0,326	0,301	0,343	0,490
X3.1	0,284	0,274	0,244	0,800	0,317
X3.2	0,343	0,131	0,251	0,651	0,245
X3.3	0,282	0,387	0,529	0,784	0,357
X4.1	0,158	0,145	0,639	0,254	0,214
X4.2	0,255	0,253	0,797	0,466	0,358
X4.3	0,318	0,186	0,875	0,360	0,404
Y1.1	0,331	0,273	0,459	0,281	0,734
Y1.2	0,513	0,174	0,225	0,241	0,652
Y1.3	0,389	0,432	0,249	0,366	0,755

Source: Data Analyzed, 2024

Based on Table 2, all indicators have larger outer loadings on their own constructs compared to their cross-loadings on other constructs in the model. Thus, the discriminant validity criterion is met, indicating that each construct in the model is unique and captures distinct phenomena from other constructs.

Composite Reliability
Composite reliability testing is conducted to assess the internal consistency or reliability of the constructs in the model (Hair, Jr. et al., 2019). The criteria used is that the composite reliability value should exceed 0.7 for each construct in the model. A composite reliability

value greater than 0.7 indicates that the construct has good reliability and consistency in measuring its latent variable (Hair, Jr. et al., 2019).

Table 3
Composite reliability values

	Composite Reliability
Celebrity Attractiveness (X2)	0,775
Celebrity Trustworthiness (X1)	0,848
Fear of Missing Out (FOMO) (X4)	0,818
Para-Social Interaction (X3)	0,791
Purchase Intention (Y)	0,758

Source: Data Analyzed, 2024

Based on Table 3, all constructs in the model exhibit composite reliability values exceeding 0.7. This indicates that each construct in the model has good internal consistency or reliability in measuring its respective latent variable.

Inner Model

Inner model testing can be performed by examining the R-Square (R^2) value, which is a goodness-fit model test (Hair, Jr. et al., 2019). The R^2 value indicates how much the exogenous variables in the model can explain the variance in the endogenous variable (Hair, Jr. et al., 2019).

Table 4
R-Square

	R Square	R Square Adjusted
Purchase Intention (Y)	0,428	0,408

Source: Data Analyzed, 2024

Table 4 shows the R^2 value for the Purchase Intention (Y) variable is 0.428. This indicates that the research model can explain 42.8% of the variance in Purchase Intention influenced by the exogenous variables, namely Celebrity Trustworthiness, Celebrity Attractiveness, Parasocial Interaction, and Fear of Missing Out (FOMO). Meanwhile, the remaining 57.2% is explained by other variables outside this research model.

An R^2 value of 0.67 is considered substantial, 0.33 is moderate, and 0.19 is weak. Therefore, the R^2 value for Purchase Intention (0.428) can be regarded as a moderate level of prediction.

Hypothesis Testing

Hypothesis testing is conducted by analyzing the path coefficients results in the following:

Table 5
Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Celebrity Attractiveness (X2) -> Purchase Intention (Y)	0,402	0,399	0,100	4,025	0,000
Celebrity Trustworthiness (X1) -> Purchase Intention (Y)	0,146	0,164	0,086	1,708	0,088
Fear of Missing Out (FOMO) (X4) -> Purchase Intention (Y)	0,219	0,224	0,089	2,475	0,013
Para-Social Interaction (X3) -> Purchase Intention (Y)	0,098	0,102	0,080	1,236	0,217

Source: Data Analyzed, 2024

Based on Table 5, The study tested four hypotheses related to factors influencing purchase intention among TikTok users. The results showed that hypothesis 1, which proposed a positive effect of celebrity trustworthiness on purchase intention, was not supported. Similarly, hypothesis 3, which stated that parasocial interaction would positively influence purchase intention, was also not supported. However, hypotheses 2 and 4 were proven and supported by the findings. Celebrity attractiveness (H_2) exhibited a significant positive effect on purchase intention, highlighting the importance of celebrities' appealing qualities in driving purchase decisions among TikTok users. Additionally, fear of missing out (FOMO) (H_4) emerged as a significant positive predictor of purchase intention, suggesting that the urgency to follow trends and stay relevant can fuel users' purchasing motivations on the platform.

Discussions

The present study enriches existing empirical findings concerning the influence of celebrity trustworthiness, celebrity attractiveness, parasocial interaction, and fear of missing out (FOMO) on purchase intention within the context of TikTok as a social media marketing platform. The results reveal intriguing insights that contribute to the current understanding of these factors in shaping consumer behavior among Gen-Z, specifically management students at UPN "Veteran" Jawa Timur.

A notable finding is the non-significant effect of celebrity trustworthiness on purchase intention. This contradicts several previous studies (Onu et al., 2019; Ahmad et al., 2020; Purwanto, 2021; Afifah, 2022) but aligns with the work of Arogundade & Kingsley (2022) and Martiningsih & Setyawan (2022), who found celebrity trustworthiness to be insignificant in influencing purchase intention. A plausible explanation could be the critical mindset of management students in evaluating celebrity credibility as product endorsers. Additionally, their relatively low income or monthly allowance may lead to more calculated purchase decisions, rendering celebrity trust less significant. Moreover, there might be a perception that celebrities promoting products or services on TikTok are primarily motivated by financial incentives rather than genuine trust in the offerings.

Conversely, celebrity attractiveness emerged as a significant positive influence on purchase intention, corroborating previous findings (Hikmawati, 2019; Sari et al., 2021;

Wuisan et al., 2021). The attractiveness of celebrities, encompassing physical appearance and personal characteristics, can captivate TikTok users' attention and trigger their interest in purchasing the advertised products or services. Notably, familiarity with the celebrity exhibited the highest factor loading, indicating its crucial role in shaping celebrity appeal and subsequently influencing purchase intention. The more familiar TikTok users are with the celebrities they follow, the more likely they are to be drawn to purchasing the recommended products.

Interestingly, parasocial interaction did not significantly influence purchase intention, contrasting with some previous studies (Lee, 2021; Purwanto, 2021; Damayanti & Daulay, 2023) but aligning with Pratama (2021) findings in the YouTube marketing context and Sudirgo & Cahyadi (2024) work on Gen-Z's secondary makeup product purchase intention. A potential explanation lies in the rational mindset of management students, who may be less influenced by parasocial interactions with celebrities when making purchase decisions. Furthermore, their relatively low income or allowance may foster more deliberate, non-compulsive consumer behavior.

Notably, fear of missing out (FOMO) exhibited a significant positive effect on purchase intention, consistent with prior research (Widyastuti, 2022; Andrew et al., 2023; Farasandy & Arafah, 2023). The urgency to share online experiences and participate in trends had the highest factor loading, suggesting that TikTok users' tendency to engage in online sharing and trend participation significantly influences their attraction to celebrities and subsequently impacts their purchase intention. The higher the perceived urgency to share online experiences, the more likely TikTok users are to be drawn to purchasing products recommended by attractive celebrities.

The findings underscore the importance of strategic celebrity selection and content creation in TikTok marketing, particularly when targeting Gen-Z consumers like management students. While celebrity trustworthiness and parasocial interaction may not be as influential, leveraging celebrity attractiveness and inducing a fear of missing out (FOMO) can effectively stimulate purchase intention. Companies and marketers can consider employing attractive, familiar celebrities and creating compelling trends or exclusive content to tap into Gen-Z's FOMO and drive product or service purchase intentions on TikTok..

CONCLUSION AND SUGGESTIONS

This study provides valuable insights into the factors influencing purchase intention among TikTok users who are Management students at UPN "Veteran" Jawa Timur. The findings reveal that celebrity attractiveness and fear of missing out (FOMO) significantly influence their willingness to buy products, while celebrity trustworthiness and parasocial interaction do not exhibit a significant impact.

Celebrity attractiveness, encompassing physical appearance and personal characteristics, plays a crucial role in shaping purchase intention. The familiarity of users with the celebrities they follow on TikTok emerges as a key contributor to perceived attractiveness, subsequently influencing their purchase decisions.

Furthermore, the study highlights the significant influence of FOMO on purchase intention. The urgency to follow or share trends exhibited on TikTok serves as a strong driver for users to engage in purchasing behavior to stay connected and relevant.

However, contrary to expectations, celebrity trustworthiness and perceived closeness with celebrities do not significantly impact purchase intention among this demographic. This suggests that Management students may rely more on factors like attractiveness and fear of missing out when forming purchase intentions.

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