

## **The Influence of Influencer Marketing and Content Marketing on Rucas. Co Purchasing Decisions: The Mediating Role of Customer Engagement and Moderating Role of Fomo (A Study of Generation Z)**

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### **ABSTRACT**

This study aims to analyze the influence of influencer marketing and content marketing on purchase decisions for Rucas.co, with customer engagement as a mediating variable and fear of missing out (FOMO) as a moderating variable. A quantitative approach was employed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with a sample of 300 Generation Z respondents in Indonesia. The findings reveal that influencer marketing has a positive and significant effect on purchase decisions, whereas content marketing has a positive but insignificant effect. Furthermore, customer engagement is proven to mediate the relationship between influencer marketing, content marketing, and purchase decisions. In addition, FOMO moderates the relationship between influencer marketing and purchase decisions but does not moderate the relationship between content marketing and purchase decisions. These results suggest that companies, particularly fashion brands such as Rucas.co, should prioritize credible influencer marketing strategies and relevant content to strengthen customer engagement and ultimately drive purchase decisions.

**KEYWORDS** Influencer Marketing, Content Marketing, Customer Engagement, Fomo, Purchase Decision



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### **INTRODUCTION**

Social media has become one of the most widely used digital platforms for seeking information about products and services in the contemporary digital landscape. For consumers, the use of social media provides unprecedented convenience and ease in identifying and evaluating products that meet their needs (Suwondo & Andriana, 2023). The increasing penetration of social media usage has simultaneously driven businesses to intensify their promotional activities on these platforms, as they are considered more effective in reaching target customers due to inherent marketing features such as affordability, interactivity, and personalization (Syah, Auliana, & Rivani, 2024). This transformation in consumer behavior and marketing practices represents a fundamental shift in how brands communicate with potential customers.

Along with the development of information technology, digital marketing strategies have rapidly evolved, introducing new approaches such as content marketing and influencer marketing. Content marketing plays a key role in delivering valuable information that can attract consumer attention, while collaborations with influencers help expand reach and enhance the effectiveness of digital marketing (Erwin et al., 2024). Social media further strengthens the role of both approaches, making them

important factors in influencing consumer purchasing decisions in the digital era (Fadhilah & Saputra, 2021).

The use of social media in marketing strategies is also closely related to customer engagement. Interactions such as conversations, consumer feedback, and brand mentions have been shown to significantly affect purchasing decisions (Syah et al., 2024). Social media enables consumers to engage in direct dialogue, share ideas, and interact more intensively with products, thereby reinforcing their emotional and cognitive involvement with the brand.

In addition, the term Fear of Missing Out (FoMO) has become increasingly relevant in modern marketing strategies. Consumers with high levels of FoMO tend to be driven to follow viral trends on social media, making their purchasing decisions influenced by the fear of being left behind (Syamer & Setyawati, 2024). Therefore, marketers need to understand their audience and design strategies that effectively leverage FoMO to motivate purchasing behavior.

Several previous studies reinforce the importance of influencer marketing and content marketing in shaping purchasing decisions. Mahardini, Singal, & Hidayat (2022), Rosanti, Kasran, & Sampetan (2023), and Baronah, Yoebritanti, & Nurhayani (2023) found that influencer marketing has a positive and significant impact on purchasing decisions. This result was also confirmed by Darmawan & Setiawan (2024) in the context of fashion products and by Nabila & Azijah (2024) in beauty products. However, Firdausi (2024) revealed contrasting findings, suggesting that influencer marketing did not affect purchasing decisions because recommendations were perceived as irrelevant and consumers distrusted the authenticity of promotional content.

Divergent results were also found in studies on content marketing. Research by Ernawati (2024), Mubarrak, Yusuf, & Nurfitriya (2023), and Fahimah & Fitria (2024) concluded that content marketing has a positive and significant effect on purchasing decisions. In contrast, Huda, Karsudjono, & Darmawan (2021) and Alviana Mawarda & Fani Firmansyah (2024) found that this strategy was ineffective when the produced content was considered unattractive, irrelevant, or failed to deliver value aligned with audience needs.

Beyond its direct influence on purchasing decisions, several studies have also highlighted the role of customer engagement as a mediating variable between digital marketing strategies and consumer behavior. Previous research indicated that customer engagement has a positive and significant impact on purchasing decisions (Listyawati, Herawati, Sri Lestari, Sarwani, & Heby Vernanda, 2023). Furthermore, Eramahardika & Pramudana (2024) found that content marketing can increase customer engagement, while Sopiana, Komaludin, & Suroso (2024) stated that influencer marketing also contributes to strengthening consumer involvement. Thus, customer engagement potentially acts as a bridge linking influencer marketing and content marketing to purchasing decisions.

On the other hand, the role of FoMO has also become more evident in recent studies. Az-Zahra & Faiz (2024) and Abdika, Kurniawan, & Setyorini (2024) found that FoMO significantly affects purchasing decisions. Moreover, FoMO is considered to moderate the relationship between influencer marketing, content marketing, and purchasing decisions, as consumers with high levels of FoMO are more easily influenced by digital marketing strategies (Dinh, Wang, & Lee, 2023).

Data from PRINDONESIA.CO further supports this phenomenon, indicating that 87% of Indonesian consumers admit that their purchasing decisions are influenced

by recommendations from influencers and celebrities. This influence is most prominent in fashion products (67%), beauty products (61%), and electronics (40%). Based on these facts, this study focuses on the purchasing decisions of Rucas.co fashion products, highlighting influencer Bimo Putra Dwitya—better known as Bimo PD or Bimo Picky Picks—as the research subject.

This study has several objectives. First, it aims to analyze and understand the extent to which influencer marketing influences customer engagement and purchasing decisions, providing insights into the effectiveness of influencer-based marketing strategies in attracting potential consumers. Second, it seeks to explore the influence of content marketing on customer engagement and purchasing decisions, focusing on how engaging content can enhance consumer interaction with products and drive purchasing behavior. Furthermore, this study investigates the impact of the Fear of Missing Out (FoMO) phenomenon on customer engagement and purchasing decisions to understand how the fear of being left behind can motivate consumers to become more involved with products. Finally, this research examines whether customer engagement serves as a mediating variable linking influencer marketing, content marketing, and FoMO to purchasing decisions. Thus, this study is expected to provide a more comprehensive understanding of the dynamics of digital marketing strategies in the modern era.

### RESEARCH METHOD

This study uses a quantitative approach. According to Ardiansyah, Risnita, & Jailani (2023), quantitative research is a research method that uses numerical data to measure variables and test the relationship between variables. The sampling technique used was purposive sampling. According to Sugiyono (2019), purposive sampling is a technique for determining samples based on specific considerations made by the researcher themselves. The criteria used in this study were respondents aged 13-28 years who belonged to Generation Z and were familiar with the Rucas.co brand and Bimo Picky Picks as an influencer for the Rucas.co brand, and have seen or interacted with Rucas.co content on social media, either through FYP (For Your Page), liking, commenting, sharing, or saving content related to the Rucas.co brand, with a time limit of interaction within the last 6 months prior to data collection.

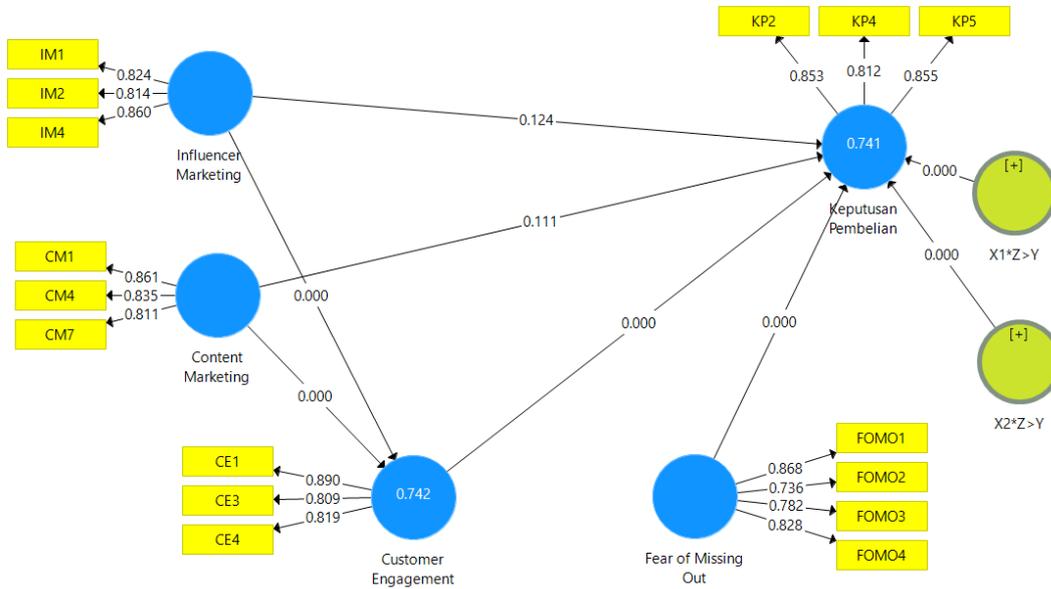
As a population, Generation Z (Gen Z) is the generation born between 1997 and 2012 (Rosariana, 2021). The primary data used in this study was obtained through a questionnaire in the form of a Google Form from people in Indonesia, specifically Generation Z aged 17-28 years who have social media accounts for shopping. The questionnaire in this study used a four-point Likert scale, namely: (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly agree. Data analysis techniques are performed using PLS-SEM (Structural Equation Modeling) techniques. According to Joseph et al. (2021), PLS-SEM can be used for all types of data scales. Validity and reliability tests were also conducted by calculating convergent validity and discriminant analysis. Convergent validity consists of the average variance extracted (AVE) and outer loading. The criteria that must be met for the validity test are outer loading values > 0.7 and AVE > 0.5 (Mafazatya et al., 2022).

**Table 1.** Variables, Definitions, Indicators

Variables	Definition	Indicator
Influencer	Influencer marketing is a form of digital	1. Credibility

<b>Variables</b>	<b>Definition</b>	<b>Indicator</b>
marketing	marketing that develops through social media, allowing consumers to interact with brands or companies and produce authentic content related to both (Maharani, 2025).	<ol style="list-style-type: none"> <li>2. Appeal</li> <li>3. Strength</li> <li>4. Popularity</li> </ol> (Sari & Hidayat, 2021)
Content marketing	Content marketing is a marketing strategy that aims to influence consumer purchasing decisions by presenting information that is interesting and relevant to their needs, thereby encouraging interest and ultimately leading to a purchase (Alpino & Arini, 2024).	<ol style="list-style-type: none"> <li>1. Content relevance</li> <li>2. Informative content</li> <li>3. Reliability</li> <li>4. Value</li> <li>5. Uniqueness</li> <li>6. Emotion</li> <li>7. Intelligence</li> </ol> (Nefrida, Riati, & Mustofa, 2022)
Customer engagement	Customer engagement is the level of customer involvement that reflects the strength of the emotional and psychological bond between customers and the brand, as well as the extent to which customers actively participate in interactions with the company (Pansari & Kumar, 2017).	<ol style="list-style-type: none"> <li>1. Attention</li> <li>2. Absorption</li> <li>3. Enthusiasm</li> <li>4. Interaction</li> <li>5. Identification</li> </ol> (So, King, & Sparks, 2014)
Fear of missing out	Fear of Missing Out (FoMO) is a psychological condition that arises from increased social connectivity in the digital age, where individuals feel anxious or afraid of missing out on information or experiences shared on social media (Azhary, Brabo, & Iswati, 2024).	<ol style="list-style-type: none"> <li>1. Inadequacy</li> <li>2. Irritability</li> <li>3. Anxiety</li> <li>4. Self-esteem</li> </ol> (Abel, Buff, & Burr, 2016)
Purchase decision	A purchase decision is a process undertaken by consumers in response to a problem, by gathering and evaluating information to determine the best choice for making a purchase (Ardiyansyah & Febrianti, 2022).	<ol style="list-style-type: none"> <li>1. Product selection</li> <li>2. Brand selection</li> <li>3. Distributor selection</li> <li>4. Purchase quantity</li> <li>5. Purchase time</li> <li>6. Payment method</li> </ol> (Sari & Hidayat, 2021)

## RESULT AND DISCUSSION



**Figure 1.** Validity Test - Outer Loadings  
Source: PLS-SEM data processing results

**Table 2.** Convergent Validity Test

Variable	Indicator	Loading	AVE
Influencer Marketing	IM1	0.824	0.694
	IM2	0.814	
	IM4	0.860	
Content Marketing	CM1	0.861	0.699
	CM4	0.835	
	CM7	0.811	
Customer Engagement	CE1	0.890	0.706
	CE3	0.809	
	CE4	0.819	
Fear of Missing Out	FOMO1	0.868	0.648
	FOMO2	0.736	
	FOMO3	0.782	
	FOMO4	0.828	
Purchase Decision	KP2	0.853	0.706
	KP4	0.812	
	KP5	0.855	
X1*Z>Y	IM*Z	1.000	1.000
X2*Z>Y	CM*Z	1.000	1.000

Source: PLS-SEM data processing results

Based on the results of the convergent validity test in Table 2 above, all indicators of each research variable have a loading factor value above 0.70, which means they meet the eligibility criteria of indicators for the constructs being measured. The average variance extracted (AVE) values for each variable are also above the

minimum threshold of 0.50, namely influencer marketing (0.694), content marketing (0.699), customer engagement (0.706), fear of missing out (0.648), purchase decision (0.706),  $X1*Z>Y$  (1.000), and  $X2*Z>Y$  (1.000). Thus, it can be concluded that convergent validity has been achieved.

Next, a discriminant validity test was conducted. Discriminant validity refers to the extent to which a construct is truly distinct empirically from other constructs, which is tested through cross-loading and the Fornell-Larcker criterion (Edeh, Lo, & Khojasteh, 2023). In other words, discriminant validity ensures that a latent variable has stronger associations with its own indicators compared to the indicators of other constructs (Henseler, Ringle, & Sarstedt, 2015).

**Table 3. Cross Loadings**

	<i>Influencer Marketing</i>	<i>Content Marketing</i>	<i>Customer Engagement</i>	Fear of Missing Out	Keputusan Pembelian	$X1*Z>Y$	$X2*Z>Y$
IM1	0.824	0.584	0.696	0.617	0.623	-0.695	-0.633
IM2	0.814	0.619	0.650	0.714	0.624	-0.785	-0.722
IM4	0.860	0.617	0.670	0.643	0.624	-0.704	-0.703
CM1	0.651	0.861	0.721	0.719	0.693	-0.700	-0.759
CM4	0.597	0.835	0.645	0.615	0.664	-0.611	-0.684
CM7	0.575	0.811	0.618	0.603	0.595	-0.613	-0.660
CE1	0.675	0.709	0.890	0.674	0.686	-0.656	-0.708
CE3	0.628	0.659	0.809	0.690	0.627	-0.664	-0.672
CE4	0.728	0.631	0.819	0.699	0.705	-0.687	-0.713
FOMO1	0.696	0.694	0.694	0.868	0.697	-0.736	-0.764
FOMO2	0.631	0.596	0.590	0.736	0.551	-0.675	-0.677
FOMO3	0.592	0.608	0.700	0.782	0.619	-0.680	-0.689
FOMO4	0.623	0.593	0.648	0.828	0.620	-0.716	-0.674
KP2	0.635	0.648	0.629	0.633	0.853	-0.615	-0.660
KP4	0.624	0.616	0.707	0.653	0.812	-0.617	-0.655
KP5	0.628	0.701	0.685	0.667	0.855	-0.592	-0.692
IM*Z	-0.874	-0.769	-0.796	-0.872	-0.724	1.000	0.914
CM*Z	-0.823	-0.840	-0.831	-0.872	-0.797	0.914	1.000

Source: Processed PLS-SEM Data

Based on the results of Table 3 cross-loadings PLS-SEM, all indicators show the highest loading on the constructs they measure, thus fulfilling discriminant validity. For influencer marketing, IM4 recorded the highest loading (0.860), while for content marketing, CM1 had the highest (0.861). Customer engagement was strongly supported by CE1 (0.890), and fear of missing out showed the highest value on FOMO4 (0.828). Purchase decision indicated the highest loading on KP5 (0.855). The two interaction constructs (IM\*Z and CM\*Z) each had a loading of 1.000, confirming a well-established moderation effect. These findings demonstrate that each indicator is able to dominantly reflect its respective construct.

Subsequently, this study conducted a discriminant validity test based on the Fornell-Larcker criterion. According to this criterion, the square root of the average variance extracted (AVE) of each construct must be greater than the correlations of that construct with other constructs (Hair Jr, Hult, Ringle, & Sarstedt, 2021).

**Table 4. Fornell-Larcker**

	Influencer Marketing	Content Marketing	Customer Engagement	Fear of Missing Out	Keputusan Pembelian	X1*Z>Y	X2*Z>Y
Influencer Marketing	0.833						
Content Marketing	0.728	0.836					
Customer Engagement	0.807	0.793	0.840				
Fear of Missing Out	0.790	0.775	0.819	0.805			
Keputusan Pembelian	0.749	0.780	0.802	0.775	0.840		
X1*Z>Y	-0.874	-0.769	-0.796	-0.872	-0.724	1.000	
X2*Z>Y	-0.823	-0.840	-0.831	-0.872	-0.797	0.914	1.000

Source: PLS-SEM data processing results

Table 4 shows that each latent variable has a square root AVE value higher than its correlations with other constructs, thus it can be concluded that this research model meets the criteria for discriminant validity. The square root AVE values for each construct, such as influencer marketing (0.833), content marketing (0.836), customer engagement (0.840), fear of missing out (0.805), and purchase decision (0.840), all exceed their correlations with other constructs. This indicates that each construct is clearly distinguishable, and the indicators used are able to accurately represent their respective variables without excessive overlap.

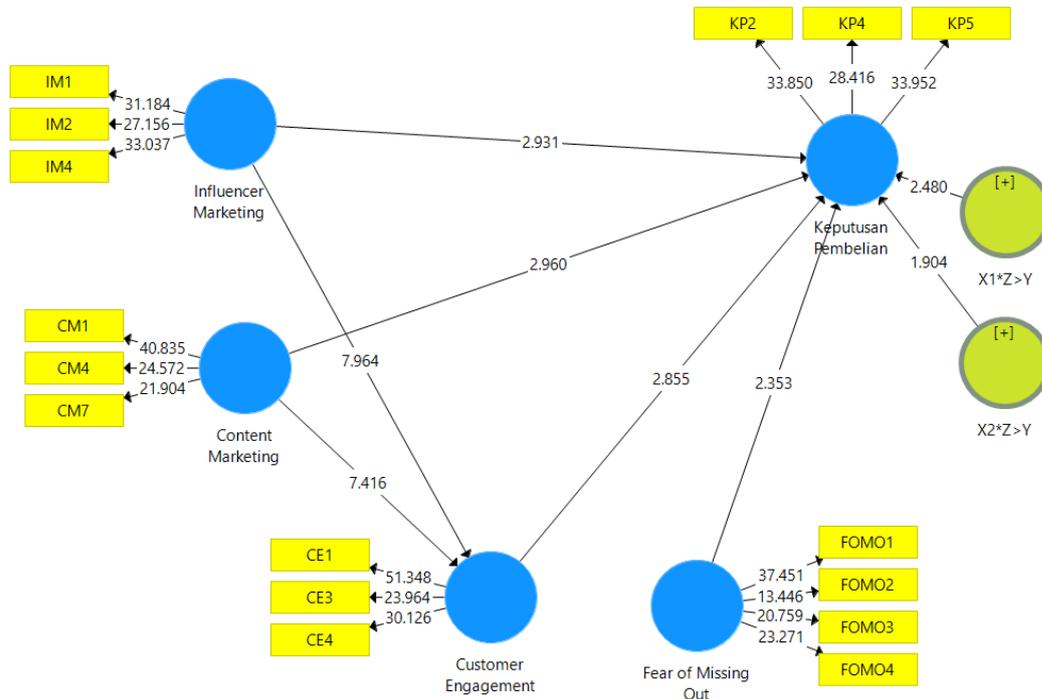
In this study, reliability was tested using two methods, namely Cronbach's alpha to measure the lower bound of reliability, and composite reliability to measure the actual construct reliability. The values of Cronbach's alpha and composite reliability must exceed 0.7 to meet the standard for good reliability. Since the variables of influencer marketing, content marketing, customer engagement, fear of missing out, and purchase decision all meet these requirements with Cronbach's alpha values above 0.7 and composite reliability values above 0.7, they can be considered acceptable as they fulfill the criteria of both Cronbach's alpha and composite reliability tests.

**Table 5. Construct Reliability and Validity**

Variabel	Cronbach's Alpha	rho_A	Composite Reliability
<i>Influencer Marketing</i>	0.779	0.779	0.872
<i>Content Marketing</i>	0.785	0.790	0.874
<i>Customer Engagement</i>	0.791	0.793	0.878
<i>Fear of Missing Out</i>	0.818	0.826	0.880
<i>Keputusan Pembelian</i>	0.791	0.792	0.878
X1*Z>Y	1.000	1.000	1.000
X2*Z>Y	1.000	1.000	1.000

Source: PLS-SEM data processing results

**Hypothesis**



**Figure 2. Outer Bootstrapping**  
Source: PLS-SEM data processing results

**Table 6. Test of Direct Effects between Variables - Bootstrapping**

Path	Original sample	Sample mean	Std deviasi	T statistic	P value
H1 Influencer marketing->Purchasing Decision	0.257	0.247	0.083	3.099	0.002
H2 Content marketing->Purchasing Decision	0.229	0.224	0.076	3.025	0.003
H3 Influencer marketing->Customer engagement->Purchasing Decision	0.124	0.120	0.041	3.022	0.003
H4 Content marketing->Customer engagement->Purchasing Decision	0.111	0.112	0.043	2.593	0.010

Source: PLS-SEM data processing results

Based on the path coefficient test in Table 6, it can be concluded that:

1. H1 in this study, namely that influencer marketing has a positive effect on purchasing decisions, is accepted. The test results yield a p-value of  $0.002 < 0.05$  and a t-statistic of  $3.099 > 1.96$ , indicating a significant influence of influencer marketing on respondents' purchasing decisions for Rucas products. The original sample coefficient value of 0.257 indicates a positive relationship between the two tested variables. Therefore, H1 in this study is accepted.

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2. H2 in this study, namely that content marketing has a positive effect on purchasing decisions, is accepted. The test results yield a p-value of  $0.003 < 0.05$  and a t-statistic of  $3.025 > 1.96$ , indicating a significant influence of content marketing on respondents' purchasing decisions for Rucas products. The original sample coefficient value of 0.229 indicates a positive relationship between the two tested variables. Therefore, H2 of this study is accepted.
3. H3 in this study, namely that influencer marketing can influence purchasing decisions through customer engagement, is accepted. The test results yield a p-value of  $0.003 < 0.05$  and a t-statistic of  $3.022 > 1.96$ , indicating a significant influence of influencer marketing on purchasing decisions through customer engagement. The original sample coefficient value of 0.124 indicates a positive relationship between the three tested variables. Therefore, H3 of this study is accepted.
4. H4 in this study, namely that content marketing can influence purchasing decisions through customer engagement, is accepted. The test results yield a p-value of  $0.010 < 0.05$  and a t-statistic of  $2.593 > 1.96$ , indicating a significant influence of content marketing on purchasing decisions through customer engagement. The original sample coefficient value of 0.111 indicates a positive relationship between the three tested variables. Therefore, H4 of this study is accepted.

**Table 7.** Moderation Test - Path Coefficients

		Original sample	Sample mean	Std deviasi	T statistic	P value
H5	Influencer marketing*Fear of missing out->Purchase Decision	0.138	0.136	0.059	2.320	0.021
H6	Content marketing*Fear of missing out->Purchase Decision	-0.125	-0.131	0.066	1.904	0.057

Source: PLS-SEM data processing results

Based on the path coefficient test in Table 10, the following conclusions can be drawn:

5. H5 in this study, namely that fear of missing out positively moderates the relationship between influencer marketing and purchase decision, is accepted. The test results show a p-value of  $0.021 < 0.05$  and a t-statistic of  $2.320 > 1.96$ , indicating a significant moderating effect of fear of missing out on the relationship between influencer marketing and purchase decision. The original sample coefficient value of 0.138 indicates a positive relationship among the three tested variables. Therefore, H5 of this study is accepted.
6. H6 in this study, namely that fear of missing out moderates the relationship between content marketing and purchase decision, is rejected. The test results show a p-value of  $0.057 > 0.05$  and a t-statistic of  $1.904 < 1.96$ , indicating that the moderating effect

of fear of missing out on the relationship between content marketing and purchase decision is not significant. The original sample coefficient value of -0.125 indicates a negative relationship among the three tested variables. Therefore, H6 of this study is rejected.

### **The influence of influencer marketing on fashion purchase decisions**

The findings show that influencer marketing has a positive and significant effect on purchase decisions of Rucas.co fashion products (p-value 0.002 and original sample 0.257). The response patterns indicate that all influencer marketing indicators (IM1–IM4) fall into the “Very High” category, with the highest score on the credibility of recommendations from Bimo Picky Picks (average 4.397), suggesting that trust is the dominant factor driving purchases. The characteristics of Generation Z, who rely on authentic and relevant public figures, make influencers effective in building emotional closeness as well as a positive brand image. These findings align with the studies of Mahardini et al. (2022), Rosanti et al. (2023), and Darmawan & Setiawan (2024), which confirm that collaborations with credible influencers significantly influence purchase decisions, particularly in the fashion industry that emphasizes visual appeal.

### **The influence of content marketing on fashion purchase decisions**

The findings show that content marketing has a positive and significant effect on purchase decisions of Rucas.co fashion products (p-value 0.003 and original sample 0.229). The response patterns indicate that all content marketing indicators (CM1–CM7) fall into the “Very High” category, with the highest score on content relevance to consumer needs (average 4.380), suggesting that relevance of information is the main factor driving purchases. Relevant, informative, and engaging content builds positive perceptions and increases consumer engagement with the brand. These findings are consistent with the studies of Ernawati (2024), Mubarrak et al. (2023), and Fahimah & Fitria (2024), which prove that well-designed content marketing can enhance purchase interest and decisions, especially in fashion products that require strong brand image and visual appeal.

### **The mediating role of customer engagement in the influence of influencer marketing on purchase decisions**

The findings show that customer engagement significantly mediates the influence of influencer marketing on purchase decisions of Rucas.co fashion products (p-value 0.003 and original sample 0.124). The response patterns on the customer engagement variable (CE1–CE5) fall into the “Very High” category, with the highest score on attention to Rucas.co content on social media (average 4.393), indicating that the attractiveness of influencer content effectively builds emotional involvement and active consumer interaction. This engagement strengthens the influence of influencer credibility and popularity in shaping purchase intentions. These findings are consistent with the studies of Evania et al. (2023), Listyawati et al. (2023), and Sopiana, Komaludin, & Suroso (2024), which show that consumer engagement serves as an important mediator between influencer marketing and increased purchase decisions.

### **The mediating role of customer engagement in the influence of content marketing on purchase decisions**

The findings show that customer engagement significantly mediates the influence of content marketing on purchase decisions of Rucas.co fashion products (p-value 0.017 and original sample 0.111). The response patterns on the customer engagement variable (CE1–CE5) fall into the “Very High” category, with the highest score on attention to Rucas.co content on social media (average 4.393), indicating that relevant and engaging content can build both emotional involvement and active consumer interaction. This engagement strengthens the influence of content quality and relevance in shaping purchase interest and confidence. These findings are consistent with the studies of Putra & Aulia (2023), Rosadi et al. (2022), and Eramahardika & Pramudana (2024), which confirm that strategically designed content marketing not only attracts attention but also enhances consumer engagement, ultimately driving purchases, including repeat purchases.

### **The moderating role of fear of missing out in the influence of influencer marketing on purchase decisions**

The findings show that fear of missing out (FoMO) significantly moderates the influence of influencer marketing on purchase decisions of Rucas.co fashion products (p-value 0.021 and original sample 0.138). The response patterns on the FoMO variable (FOMO1–FOMO4) fall into the “Very High” category, with the highest score on the feeling of lacking if not having items owned by others (average 4.353), indicating that this emotional drive strengthens the persuasive power of influencers. Respondents with high FoMO levels tend to be more responsive to recommendations from Bimo Picky Picks due to fear of missing trends or limited opportunities, leading to faster purchase decisions. These findings align with the studies of Dinh et al. (2023), Sajikumar & Sreedharan (2020), and Gunawan, Andara, & Hardayu (2025), which confirm that FoMO can strengthen the effect of influencer marketing on consumption behavior, especially among Generation Z, who are highly connected to social media.

### **The moderating role of fear of missing out in the influence of content marketing on purchase decision**

The findings show that fear of missing out (FoMO) does not significantly moderate the influence of content marketing on purchase decisions of Rucas.co fashion products (p-value 0.056 and original sample -0.125). The response patterns on the FoMO variable (FOMO1–FOMO4) remain in the “Very High” category, with the highest score on the feeling of lacking if not having items owned by others (average 4.353), yet this emotional drive is not strong enough to reinforce the effect of content on purchase decisions. This indicates that although respondents have a high level of FoMO, their purchase decisions are more influenced by the quality and relevance of the content itself rather than the fear of being left out. These findings differ from those of Syamer & Setyawati (2024), who found a significant role of FoMO in the relationship between content marketing and purchase decisions, suggesting that in the context of Rucas.co, the emotional effect of FoMO has not become a dominant determining factor.

## CONCLUSION

Based on the research findings, it can be concluded that influencer marketing and content marketing have a positive and significant effect on the purchase decisions of Rucas.co fashion products among Generation Z. Marketing strategies involving collaborations with relevant influencers and the creation of engaging content have proven effective in encouraging purchase decisions. Customer engagement also acts as a significant mediator in the relationship between marketing strategies and purchase decisions (partial mediation). These findings indicate that consumers' emotional involvement and active interaction with both influencers and content enhance the influence of marketing strategies on purchasing behavior. Furthermore, FoMO plays a significant moderating role in the relationship between influencer marketing and purchase decisions but does not have a notable moderating effect between content marketing and purchase decisions. This suggests that the higher the level of FoMO, the stronger the influence of influencer marketing in motivating consumers to make purchasing decisions.

Theoretically, this study enriches the digital marketing literature by supporting the Stimulus–Organism–Response (S-O-R) theory and attachment theory, while also emphasizing the importance of psychological aspects such as FoMO in shaping responses to marketing stimuli. Practically, the findings offer important implications for Rucas.co's management, particularly the need to select authentic influencers who have genuine rapport with their audiences and to produce creative, relevant content aligned with Generation Z trends. Building customer engagement through active interactions should also be prioritized, for example through social campaigns, loyalty programs, or community events. Meanwhile, FoMO can be leveraged through urgency-based marketing strategies such as limited-edition products or flash sales. Nevertheless, this study has limitations in terms of brand scope, respondent groups, and the variables examined. Therefore, future research is recommended to expand the scope across brands and industries, target more diverse demographic segments, incorporate additional variables such as brand trust or product quality, and employ mixed-method approaches to explore consumer behavior more deeply and comprehensively.

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