

ABSTRACT

This research discusses the impact of celebrity influencer imitation. Celebrity influencer, which becomes primary object of comparison on social media, encourages individuals to mimic their behavior and lifestyle. Social comparison relates to material aspects, leading to materialism as the center of life or a source of satisfaction, and the phenomenon of "missing out" or FOMO also emerges, where concerns about non-involvement in experiences or not obtaining praised products by others trigger anxiety, which in turn affects purchasing behavior. FOMO on products endorsed by celebrity influencers strengthens the desire to purchase the item because it is seen as trendy and recommended by admired figures. This research provides a deeper understanding of how celebrity influencer imitation can influence the thoughts, feelings, and actions of individuals in the era of social media. This research uses a quantitative method by distributing online questionnaires consisting of 31 questions. The population in this study consists of Instagram social media users who are familiar with the Azarine brand, Azarine Hydrasoothe Sunscreen Gel SPF 45 PA+++, and celebrity influencers Prilly Latuconsina, Angga Yunanda, and Syifa Hadju. Data analysis is performed using SmartPLS software version 4.0 and Structural Equation Modeling (SEM) method. The results show that social comparison and FOMO factors supported by celebrity influencer imitation influence consumer purchase intentions. Meanwhile, materialism supported by celebrity influencer imitation has a positive but not significant influence on purchase intentions.

Keywords : Celebrity influencer imitation, social comparison, materialism, fear of missing out, purchase intention, Azarine Hydrasoothe Sunscreen Gel SPF 45 PA+++.

