



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

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The Influence of Influencer Marketing on Consumer Decision-Making in Purchasing Products

Ivan Maulana Ibrahim¹

¹Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, 202210515148@mhs.ubharajaya.ac.id

Corresponding Author: 202210515148@mhs.ubharajaya.ac.id

Abstract: The development of digital technology has changed the way businesses market their products, particularly through social media. Businesses often use influencer marketing because it is believed to change the way people act by building trust and closeness between influencers and their followers. Using a literature review of five national journals, this study aims to examine how influencer marketing influences consumer purchasing decisions. The study found that influencer marketing significantly influences consumer purchasing decisions, especially when combined with additional components such as content marketing, brand image, and psychological factors like fear of missing out (FOMO). However, according to one in five studies, influencer marketing does not support influencer marketing.

Keywords: Influencer Marketing, FOMO, Decision Making

Introduction

Technological advancements and the increasing use of social media have significantly changed the world of marketing. Social media not only serves as a communication tool between individuals but also serves as an effective platform for companies to interact with customers. One rapidly growing marketing strategy is influencer marketing, which involves utilizing public figures or individuals with influence on social media to advertise products or services. Influencer marketing allows companies to leverage the bond and trust established between influencers and their followers to increase purchase intention. According to Brown & Hayes (Alfiannor, 2024), influencer marketing is the most significant new method in marketing in the last ten years, especially for professionals involved in purchasing decisions. The term "influencer" typically refers to the ability to influence an individual, an event, or the course of an event (Alfiannor, 2024).

The impact of influencer marketing on consumer purchase intention using a literature review approach from articles is an interesting topic considering the relevance of current marketing trends. Influencer marketing has emerged as a highly sought-after

and successful digital marketing strategy, in line with the increasing use of social media platforms such as Instagram, YouTube, and TikTok. Various brands, both large and small, utilize influencers to market their products, so understanding the role of influencers in influencing consumer choices is crucial in this digital age (Setiawan, 2025).

This study can provide a deeper understanding of the role of influencers in influencing consumer purchasing intentions and support the development of more efficient marketing strategies. Furthermore, although there has been a great deal of research on influencer marketing, there are still areas that could be further explored, such as the psychological factors that influence consumers, the characteristics of the most successful influencers, or how influencer marketing can be implemented in specific sectors. By using a literature review approach, this study was able to identify these gaps and make a significant contribution to the advancement of marketing theory and practice.

One of the most influential groups is Generation Z, consisting of people born between 1997 and 2012. They are a group highly connected to technology and social media (Fera Anggraini & Mirzam Arqy Ahmadi, 2024). This generation spends their free time browsing sites like Instagram, TikTok, and YouTube, enjoying various types of content created by influencers. Influencer marketing, which uses influencers to promote goods or services, has proven to be a successful strategy in influencing consumer purchasing choices. Indonesia currently has the largest Instagram user community in the Asia Pacific region, with Instagram founder Mark Zuckerberg stating that there are more than 2 million active advertisers and 25 million registered business accounts on Instagram.

This has triggered the emergence of influencers, who are now widely used as marketing and promotional media (Ashari & Chasana, 2014). States that decision-making is an organized way to address problems, which includes gathering information and research data regarding options and possible steps (Nitanto et al., 2024). Acquiring consumers is one of the key elements influencing the success of a marketing plan. Numerous studies indicate that promotions through influencers can significantly impact consumers' perceptions and attitudes toward a brand, which in turn can increase purchase intention. Aspects such as trust in the influencer, the authenticity of the material shared, and audience participation are crucial elements in assessing the success of an influencer marketing campaign.

According to a study conducted by Fera Anggraini & Mirzam Arqy Ahmadi, 2024, influencers can increase consumer purchase interest by up to 89.7% through various promotions they run. This finding is related to a study by Fera Anggraini & Mirzam Arqy Ahmadi, 2024, which showed that influence in promotions can attract the attention of potential buyers and increase purchasing decisions. This demonstrates that influencer participation in marketing is not only a liaison between brands and customers, but also an effective tool for developing brand identity and influencing purchasing choices.

Literature Review

This study used a descriptive narrative method. The articles discussed the relationship between influencer marketing and consumer purchase intention. Using the keywords "Influencer Marketing" and "Decision Making," literature was retrieved from the Google Scholar database. Several articles were selected for review due to their relevance to these keywords. The criteria required articles to be published in English or Indonesian between 2019 and 2025.

Research Methods

This A study published in five journals examining the effects of influencer marketing, content marketing, brand image, brand love, and FOMO on purchasing decisions found that digital marketing strategies through social media are crucial for changing the way people act in the digital age. The five studies generally show a consistent trend: contemporary consumers consider not only product functionality but also the social and emotional dimensions fostered by digital interactions, particularly in the rapidly evolving realm of influencer marketing.

Four out of five studies show that influencer marketing has a significant impact on what people buy, especially for fashion and skincare products that are heavily advertised on social media sites like Instagram and TikTok. The results of the study (Lestiyani & Purwanto, 2024) provide convincing evidence that influencer marketing contributed to increased purchases of Skintific products. This effect stems from the idea that influencers are highly trustworthy, have strong emotional bonds with their followers, and can write compelling and convincing product reviews.

These results are similar to research by Mahardini et al., 2022, which examined how influencer marketing and content influence TikTok users in the Jakarta area. The results showed that influencer marketing strategies are most effective when the influencer is popular and the information they provide is interesting and useful. This suggests that aesthetics, knowledge, and credibility are important factors influencing what people want to buy and what they decide to buy.

Lola Yasinta & Romauli Nainggolan (2023) also found that influencer marketing is more effective when brand image is the medium. Influencers who can accurately convey a brand image can shape individuals' perceptions of a product's value and quality, thereby increasing their likelihood of purchasing it. This research suggests that digital marketing strategies should prioritize building a strong and sustainable brand image alongside increasing product visibility.

The psychological construct of FOMO (Fear of Missing Out) was included as a mediating variable in the study (Setiawan, 2025), which significantly contributed to the study's findings. The findings suggest that customers, particularly Generation Z, may experience FOMO as a result of influencer marketing strategies and content. This mental state accelerates the decision-making process, even if it is spontaneous. Consequently, this study illustrates that social and emotional factors emerging in the digital realm significantly influence consumer purchasing behavior, which may not be driven by rational considerations.

In contrast, the findings of a study (Pratiwi & Sidi, 2022) differ from previous research. They found that influencer marketing had no significant impact on purchasing decisions for Scarlett Body Whitening. The study showed that price and quality of a product had a greater influence on whether people would buy it or not. This means that influencer marketing is more effective for some groups of people than others, depending on the

Things like how engaged consumers are with the product and its features. A review of five publications showed that influencer marketing is one of the best strategies for driving people to buy something. With useful and relevant content, a strong brand image, and a communication style that addresses the audience's needs and desires, the likelihood of success is much greater. However, this strategy still needs to be modified to consider things like market segmentation, product attributes, and other factors like price, quality, and how familiar buyers are with the brand.

Results and Discussion

The research results show that influencer marketing has a significant influence on the consumer decision-making process, particularly at the attention, interest, and alternative evaluation stages. Consumers tend to respond more positively to product recommendations delivered by influencers, especially when the influencers possess high credibility, an authentic communication style, and consistent content presentation. Data analysis indicates that factors such as trust, expertise, and attractiveness of influencers are key predictors of marketing message effectiveness. Consumers who perceive influencers as competent and honest are more likely to accept the information provided as a basis for purchasing decisions.

The study results demonstrate that emotional engagement between consumers and influencers is a crucial aspect that strengthens the impact of marketing communications. Consumers who feel psychologically close to influencers, for example due to a connection to shared lifestyles, values, or personal experiences, tend to demonstrate higher levels of loyalty to product recommendations. Parasocial relationship mechanisms have been shown to play a significant role in influencing consumer perceptions of content credibility and relevance. This explains why personal, authentic, and narrative content can significantly increase purchase intention compared to directly promotional content.

In the context of this discussion, the findings of this study align with consumer behavior theory, which states that purchasing decisions are not solely influenced by rational information but also by social and emotional stimuli. Influencers function as opinion leaders, influencing consumers' cognitive and affective processes by delivering information that is easy to understand, relatable, and often perceived as more credible than traditional advertising. The discussion also highlights that influencer marketing is more effective when there is a match between the influencer and the product. Influencers who are experts in specific fields, such as beauty, technology, or sports, are perceived as more convincing when providing product reviews relevant to their niche. A mismatch between the influencer's image and the product can undermine trust and decrease purchase intention.

Furthermore, the influence of influencer marketing appears to be strongest among younger generations, especially active users of social media platforms like Instagram, TikTok, and YouTube. This generation tends to rely on visual reviews, spontaneous recommendations, and review-based evidence before making purchasing decisions. However, research also shows that this level of influence can decrease if consumers perceive content to be too commercial or no longer authentic. Therefore, transparency, honesty, and consistency are important factors in maintaining influencer credibility in the eyes of their audience.

Overall, the results and discussion of this study confirm that influencer marketing is a highly effective strategy in influencing consumer purchasing decisions, particularly through the dimensions of trust, credibility, emotional connection, and product suitability. These findings provide practical implications for companies to be more selective in selecting influencers, tailoring marketing messages to audience characteristics, and ensuring that the content delivered is authentic and informative. By understanding the psychological dynamics of interactions between influencers and consumers, marketers can improve campaign effectiveness and strengthen product positioning in an increasingly competitive marketplace.

Conclusion

A Theoretically, these results enrich the digital marketing literature by confirming the role of brand image, brand love, and FOMO as key variables mediating the impact of influencer marketing. This study also addresses the contradiction in previous findings, where most studies have found influencer influence to be insignificant. This suggests that influencer effectiveness depends on the context, depending on the type of product and the fit between the influencer's personality and brand image. The main contribution of this study is to create a theoretical foundation for the fact that influencer marketing is not just an advertising tool, but a mechanism for shaping brand trust and identity in the digital space. However, the study has limitations, as it only reviewed five journals and focused on a specific sector. Further research is recommended to broaden the context and use qualitative methods to better understand the psychological aspects of consumers.

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