How FOMO and Price Affect Online Purchase of Imitation Products

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Abstract **-** This research examined how factors such as Fear of Missing Out (FOMO), imitation of products, and price value influence consumers' impulsive buying and purchase intentions regarding imitation products online. A quantitative descriptive method was applied with data collected through surveys by distributing questionnaires. The sample was selected using a non-probability sampling technique with criteria: 1) residing in Indonesia, 2) aged 17 years or older, 3) having previously purchased imitation products online, and 4) willing to complete the entire questionnaire. A total of 207 respondents were analyzed. Data were processed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The findings suggest that FOMO and imitation products significantly impact online impulsive buying. Additionally, price value and online impulsive buying influence purchase intentions. There is also an indirect effect of FOMO and imitation products on purchase intentions through online impulsive buying. The research fills a gap in prior research that has rarely examined these variables' direct and indirect effects on online impulsive buying and purchase intention for imitation products. Theoretically, this research contributes to digital consumer behavior studies in the post-COVID-19 era, providing companies with a better understanding of factors influencing purchase intentions for imitation products.

Keywords: Purchase intention, imitation products, luxury brands, FOMO, online store

I. INTRODUCTION

In the era of rapid e-commerce growth, the expansion of mobile networks has transformed marketing patterns and consumer behavior (Chen & Yao, 2018). One approach is to expand into international markets within a country's domestic market. Companies face competition from local firms and imitation practices from household industries in a country's domestic market. The demand for imitation products is increasing at an alarming rate. Consumers tend to purchase imitation products even though these are not authentic (Malla & Yukongdi, 2020). Since the demand for luxury brands is always a key determinant in the market, experts argue that the demand for imitation products depends on external factors that may serve as the main motives for the existence and increase of imitation products. (Islam et al., 2021). Most importantly, the profits gained from the sale of imitation products are linked to criminal and illegal activities. Previous research has found that several factors (materialism, the search for new goods, hedonism, and economic benefits) influence consumers' purchase intentions towards imitating products in electronic commerce (Islam et al., 2021).

In the era of the digital revolution, organizations, marketing teams, and policymakers have recognized the role of purchase intention in influencing the imitation of products driven by the internet (Islam et al., 2021). The internet facilitates and shortens the time required for various activities. The presence of e-commerce has not gone unnoticed by buyers. They can easily browse product catalogs, select items, and complete purchase transactions effortlessly. Some

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of these purchases are unplanned, often referred to as impulsive buying. An impulsive or unplanned purchase is a spontaneous purchase driven by a strong urge to buy immediately. This behavior can be influenced by the fear of missing out (FOMO), a common phenomenon where people feel compelled to keep up with trends or opportunities (Widyastuti, 2022). FOMO is well-known among marketing professionals as a powerful trigger for recurring purchasing behavior. It significantly influences customers' purchase intentions, immediately or over time (Bläse et al., 2024).

The psychological drive caused by FOMO is further intensified by the appeal and exclusivity inherent in luxury brands in today's era of digital consumption. FOMO fuels conformity-driven consumption behavior toward luxury products, especially among young consumers who are active on social media. Exposure to content showcasing luxurious lifestyles can create social pressure to follow these trends, even if it means purchasing imitation products. Consumers with a high need for social recognition are more likely to engage with luxury brands, as these products are often perceived as symbols of status and prestige. FOMO strengthens the desire to own luxury items in order not to feel left behind by their social group (Kang et al., 2020). In this context, FOMO influences the purchase and imitation of authentic products. Consumers driven by FOMO may imitate products as a more affordable alternative to remain engaged in luxury trends. Previous research revealed that FOMO appeals can influence consumers' purchase intentions, particularly by enhancing purchase intentions through increased anticipation of excitement and self-enhancement (Good & Hyman, 2021).

In some cases, imitation products holds symbolic value for potential consumers and is associated with the desire to elevate their social status. Consequently, individuals may seek products and services that reflect their aspired status, regardless of their income or social class (Eisen, 2019). The sudden surge in impulsive purchases of luxury brands has become a focal point for consumers. Product visibility is defined as the extent to which the symbols or logos of (luxury) brands are easily noticeable to users and, more importantly, relevant to others on social media. Experts have found that high product visibility increases the likelihood of purchase intentions for imitation products. Previous research has found that imitating products possesses high visibility and enhances purchase intentions (Islam et al., 2021).

These luxury products are imitated and sold at significantly lower prices (Kassim et al., 2021). Selling hedonic goods at low prices is the most effective strategy online sellers employ to encourage impulsive buying among consumers (Naeem, 2021). Product price levels are crucial, as financial constraints suppress impulsive buying and triggers for impulsive purchases are less effective in higher-priced product categories (Iyer et al., 2020). Consumers who purchase imitation products are typically drawn to aesthetic features and seek to acquire value and status without paying a premium (Chen et al., 2019; Elsantil, 2021). However, these products generally have lower quality than their original counterparts. Despite their limitations, the influence of lower price preferences leads consumers to prioritize the economic benefits of purchasing imitation products, thereby influencing their purchase intention (Ndofirepi et al., 2022). Thus, the preference for lower prices influences consumers' intention to purchase imitation products. Perceived value, encompassing functional, emotional, social, and economic aspects, has a positive influence on consumers' purchase intentions regarding the imitation of luxury products. Consumers who perceive that imitation products offer benefits comparable to the price paid are more likely to be willing to purchase them.

Furthermore, social media's growing "dupe" culture reinforces the perceived price value of imitating luxury products (Xu & Sutunyarak, 2024). Consumers, particularly from younger generations, openly share and promote high-quality imitation products as innovative and cost-effective alternatives to expensive originals. This trend indicates that perceived value is not solely based on price and quality but also on a product's ability to fulfill consumers' social identity and aesthetic needs.

Impulsive buying refers to an unplanned purchase in which consumers suddenly, strongly, and persistently buy a product (Halim et al., 2020; Naeem, 2021). Previous researchers have found that impulsive buying behavior exists in online shopping (Luo et al., 2021). Impulsive buying occurs when a consumer purchases a new product or service, typically seen for the first time, which evokes a purchase intention (Chetioui & Bouzidi, 2023). With the growth of e-commerce, an increasing number of researchers have focused on impulsive buying behavior online. Some believe that consumers are constantly surrounded by various sales information and interactions between buyers and sellers on social media, which leads to a more substantial impact of purchase stimuli and purchase intention (Lou & Yuan, 2019).

Furthermore, impulsive online buying has become increasingly significant in the digital era, particularly among younger consumers, such as Generation Z. This phenomenon is influenced by various factors, including exposure to social media, the influence of online influencers, and the perceived value of imitatinon products. The impulsive purchasing behavior of imitative luxury products online is affected by value consciousness and product involvement. Consumers with high-value consciousness tend to impulsively buy imitation products because they view them as more affordable alternatives that satisfy their desire for a luxurious lifestyle. The relationship between imitating luxury brands and purchase intention reflects a complex dynamic in modern consumer behavior. Although these products lack the quality and authenticity of genuine luxury brands, many consumers perceive them as alternatives that

offer high economic value. This is especially true for individuals who wish to enjoy the aesthetics and status symbols associated with luxury brands without paying a premium price. Perceived value, which encompasses quality, price, emotional value, and social value, has a positive relationship with the intention to purchase imitation luxury products. Consumers who view imitation products as alternatives that offer comparable benefits for the price paid tend to have higher purchase intentions (Alsaid & Saleh, 2019).

Luxury brands face significant challenges in managing brand value perception and exclusivity amid shifting digital consumer behaviors, particularly those influenced by FOMO and consumerist social media culture. FOMO, driven by exposure to lifestyle trends and influencers, pushes consumers to purchase luxury items as a form of social validation, even through imitating products (Chetioui & Bouzidi, 2023). A major challenge for luxury brands is maintaining brand exclusivity when imitating luxury products easily accessible through e-commerce platforms. These imitation products, often perceived by consumers as offering high price value (i.e., good quality at a low price), disrupt the perception of luxury and the long-held market differentiation of authentic brands (Alsaid & Saleh, 2019).

Additionally, luxury brands face a challenge in controlling online impulsive buying as consumer decisions are increasingly driven by emotional triggers and momentary promotions rather than rational needs. To address this, brand communication strategies must go beyond visual appeal, focusing on genuine authenticity and long-term product value. Furthermore, the growing desire to purchase imitative luxury products due to their perceived ability to represent social status at a lower cost has prompted brand managers to reevaluate their product marketing strategies (Liu et al., 2025).

Previous research has highlighted the factors influencing the purchase intention of imitation products in e-commerce during the COVID-19 pandemic. However, the research has primarily focused on e-commerce shopping anxiety and FOMO (Widyastuti, 2022). In another research, the FOMO variable is examined as a moderator in the relationship between factors influencing the purchase intention of imitation products (Dinh et al., 2023). No research has explicitly examined the direct effects of FOMO, imitation products, and price value on online impulsive buying and purchase intention toward imitation products, particularly in post-COVID-19 e-commerce. Moreover, no prior research has employed online impulsive buying as a mediating variable linking these factors to the intention to purchase imitation products. However, consumers' online impulsive behavior continues to increase in the digital era.

Therefore, the research aims to fill a gap in previous studies, which have not extensively examined the direct and indirect effects of FOMO, imitating products, and price value on online impulsive buying and the purchase intention of imitating products in online stores. Theoretically, the research contributes to the development of digital consumer behavior research, particularly in the context of post-COVID-19 product purchasing imitation. Practically, the findings provide companies with a better understanding of how these factors influence the intention to purchase counterfeit products. E-commerce businesses can also develop more ethical and responsible marketing strategies. This research examines whether the variables of FOMO, imitation of products, and price value directly affect online impulsive buying and purchase intention regarding imitation of products. Moreover, the research's novelty resides in the development of a conceptual model that concurrently incorporates FOMO, imitating product, and price value, with online impulsive buying serving as a mediating variable affecting purchase intention toward imitating products, an aspect that remains underexplored in the existing literature, especially within the Indonesian market and the post-pandemic context. The research results expand the literature on the factors influencing the purchase intention of imitation products in online stores. Thus, the research is expected to contribute to understanding the factors influencing the purchase intention of imitation products.

Marketing expert Dan Herman first studied FOMO in 1996. Herman observed a group discussing a product and, based on his observations, concluded that the behavior exhibited by the group resembled the fear of missing out on opportunities and pleasures. The concept of FOMO is typically associated with low self-esteem, social anxiety, the need to possess, the desire to stay connected, concern about losing social interactions, or the fear of being left behind (Dinh et al., 2023).

When individuals feel insecure about themselves or fear being left behind by social trends, they strive to catch up. Individuals experiencing FOMO may have a stronger tendency to conform to group norms in their purchasing decisions, as they may be inclined to buy popular items within their social group to avoid feeling left out (Bläse et al., 2024). The advancement of the internet has made e-commerce an easily accessible market for the public. FOMO plays a significant role in customers' purchasing intentions, especially those heavily reliant on gadgets, as they are more likely to hop through online stores (Widyastuti, 2022). When shopping online, the 'fear of missing out' strongly influences an individual's purchase intention. This can lead consumers to directly overcome initial rejection and doubts through immediate action, resulting in impulsive purchases (Good & Hyman, 2020, 2021; Hodkinson, 2019). The finding is consistent with research suggesting that FOMO can enhance consumers' purchase intentions when shopping in online stores (Dinh et al., 2023). Therefore, this research proposes the following hypothesis.

H1: FOMO has a direct effect on online impulsive buying.

H2: FOMO has a direct effect on purchase intention.

H8: FOMO influences purchase intention through online impulsive buying.

The FOMO variable is measured using indicators from previous research (Chetioui & Bouzidi, 2023). The indicators are as follows: (1) not thinking long, (2) worried about missing opportunities; (3) feeling anxious; and (4) feeling left out.

When a trademark is replicated in a manner closely resembling the original brand, the result is an imitation product. Furthermore, if a producer uses another registered trademark without the trademark owner's permission, the product is also considered an imitation product (Malla & Yukongdi, 2020). Counterfeit products are unauthorized replicas that closely mimic the design, logo, and overall appearance of original luxury items, often intending to deceive consumers into believing they are purchasing genuine goods. In contrast, imitation products may feature minor modifications or creative variations, yet they still capitalize on the brand equity of established luxury labels. Despite their differing strategies, counterfeit and imitation products constitute violations of intellectual property rights (IPRs), particularly regarding trademark and design protection. These infringements undermine luxury brands' exclusivity and market value and pose legal and ethical challenges to brand owners and regulators.

Several reasons drive consumers to purchase imitation products, including easy access to purchasing power, the belief that such a purchase will become more acceptable in the future, the lifestyle or social status associated with the brand, and previous experiences with imitation products (Kusuma, 2021). This can encourage impulsive consumption of imitation products, even though an individual's attitude toward purchasing imitation products may not be favorable (Khan et al., 2021). However, with smartphone penetration approaching 100%, internet usage significantly influences the impulsive purchase of imitating luxury products. Product visibility is defined as the extent to which a brand (luxury) symbol or logo is visible to users, and more importantly, relevant to others on social media. Experts have found that high product visibility increases the willingness to engage in the intention to purchase imitation products (Islam et al., 2021). Previous research findings indicate that imitating products positively influences consumers' purchase intentions (Islam et al., 2021). Thus, the following hypotheses are proposed.

H3: Imitating products has a direct effect on online impulsive buying.

H4: Imitating products has a direct effect on purchase intention.

H9: Imitating products influences purchase intention through online impulsive buying.

The indicators for measuring the imitation product variable are derived from previous research (Xu et al., 2024). Those are best-selling products, trend products and highest sales.

Price value refers to the extent to which consumers use price to determine the level of quality a product possesses. Generally, consumers believe that price and quality are closely related, and as the price of a product increases, its quality is also expected to improve (Ndofirepi et al., 2022). Online shoppers are more price-sensitive because they can easily compare prices with minimal cost (Zhao et al., 2021). Consumers perceive the internet's ability to present good deals as a key motivation for shopping, making a reasonable price a significant advantage that often leads to impulsive buying behavior (Iyer et al., 2020). Currently, many luxury products are imitated and sold at significantly lower prices. Since imitation products are sold at lower prices than authentic ones, buyers believe they benefit by saving money on cheaper items rather than spending more on expensive authentic products. The condition reveals that price is a major factor driving the firm's purchase intention for imitating products due to the significant price difference between authentic and imitating products (Harun et al., 2020). This is consistent with findings that indicate the price-quality inference variable affects the purchase intention of imitating products, both directly and indirectly through attitudes towards the economic benefits of purchasing imitating products (Kassim et al., 2021). Thus, the following hypotheses are proposed.

H5: Price value has a direct effect on online impulsive buying.

H6: Price value has a direct effect on purchase intention.

H10: Price value influences purchase intention through online impulsive buying.

The price value variable is measured using indicators from previous research. The indicators of price value are derived from (Chetioui & Bouzidi, 2023): price increase, brand influences price, and online prices are lower with high-quality.

Anne Applebaum (as cited in Chen & Yao, 2018) defines impulsive buying as an unplanned purchase based on a stimulus. The impulsive buying theory suggests that no single factor determines consumer involvement in impulsive buying behavior, but somewhat different situations and conditions lead individuals to engage in impulsive buying (Naeem, 2021). In the era of rapid e-commerce growth, the expansion of cellular networks has transformed marketing patterns and consumer behavior. Mobile devices enable operators to provide a shopping experience that enhances consumer enjoyment and offers exclusive app promotions anytime. As a result, consumers can shop anytime and anywhere, leading to impulsive buying and mobile shopping behavior,

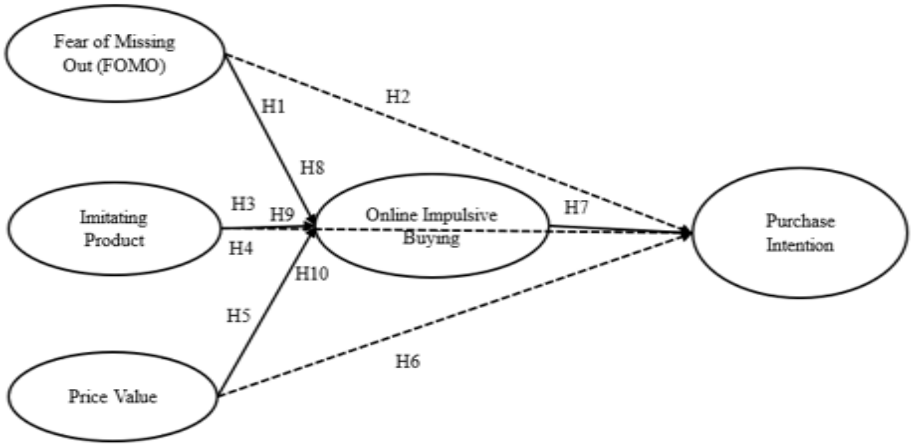

Figure 1 Conceptual Framework
Source: Author

increasing consumers' intention to purchase more frequently and in larger quantities (Chen & Yao, 2018). Consistent with previous research, it is stated that impulsive buying positively and significantly affects consumers' purchase intention (Amaral & Djuang, 2023). Thus, the hypothesis is proposed:

H7: Online impulsive buying affects purchase intention.

Online impulsive buying has research indicators and standards for further studies to test the validity of the research model from various perspectives (Chen & Yao, 2018): (1) lack of consideration, (2) absence of purchase planning, (3) spontaneity, (4) easy to be tempted, (5) inability to resist, (6) making purchases based on discounts, (7) buying based on desire, and (8) unplanned purchases.

Purchase intention refers to consumer behavior that suggests planning or a desire to buy a specific product or service in the future (Martins et al., 2019). Consumers' purchase intention is influenced by consumer behavior control, where consumers have resources such as time, money, opportunities, and others (Erwin Halim et al., 2020). Moreover, purchase intention is a psychological variable that results from high brand equity dimensions. The term 'purchase intention' is widely regarded as a predictor of actual purchase. Purchase intention represents the likelihood of a person buying a specific product based on the interaction between needs, attitudes, and customers' perceptions of the product or brand (Chakraborty, 2019). The measurement indicators for purchase intention are derived from the research conducted by Golalizadeh et al. (2023). Those are (1) trust in the online store, (2) brand trust, (3) willingness to recommend, (4) willingness to buy shortly, (5) willingness to purchase when finding a liked item, (6) purchase planning, and (7) intention to buy from online stores. Figure 1 presents a conceptual framework that explains the relationships among the hypotheses proposed in the research.

II. METHODS

The research applies a quantitative descriptive research method focusing on collecting and analyzing numerical data. The data obtained consist of scores or frequencies and are analyzed using statistical techniques to test the research hypotheses and make relevant predictions. The research process is carried out systematically, starting from sample selection, data collection through the distribution of questionnaires to respondents, and ending with data analysis using the statistical software SmartPLS 3 to ensure the accuracy of the research results. There are three independent variables: Fear of Missing Out (FOMO), Imitating Product (IP), and Price Value (PV). The mediating variable is Online Impulsive Buying (OIB), and the dependent variable is Purchase Intention (PI).

FOMO is the anxiety or concern about missing out on trends or losing the opportunity to follow a popular lifestyle, even if it involves purchasing imitation luxury products online. This variable is measured using indicators such as acting without much thought, fear of missing opportunities, anxiety, and feeling left out (Chetioui & Bouzidi, 2023). An imitation product refers to consumers' perception of imitation products that closely resemble authentic luxury items in appearance, design, and brand image and are considered adequate substitutes for the original products. This variable is measured using indicators such as best-selling products, trending products, and highest-selling items (Xu & Sutunyarak, 2024). The price value is defined as the consumer's perception that imitation products offer benefits or quality comparable to, or even exceeding, the price paid, making the purchase worthwhile. Its measurement indicators include price increases, the influence of the brand on price, and the perception that online prices are lower while maintaining high quality (Chetioui & Bouzidi, 2023). Online impulsive buying refers to suddenly purchasing and imitating luxury products online without prior planning, driven by emotional stimuli and momentary desire. This variable is measured by

indicators such as lack of consideration, absence of purchase planning, spontaneity, ease of temptation, inability to resist, purchasing due to discounts, buying based on desire, and unplanned purchases (Chen & Yao, 2018). Purchase intention refers to the consumer's intention or tendency to purchase imitation luxury products in the future. In this study, purchase intention refers explicitly to the consumer's intention to buy imitation luxury products through online platforms. This variable is measured using indicators such as trust in the online store, brand trust, willingness to recommend, desire to purchase shortly, willingness to buy when encountering a desirable product, purchase planning, and purchase intention in online stores (Golalizadeh et al., 2023).

The statement items used to measure each variable in the research are as follows. First is FOMO, which is adapted from Chetioui and Bouzidi (2023). The measurements include 'I immediately buy a product when it is almost sold out without considering the consequences' (FOMO1), 'If I delay my purchase, I will miss the best opportunity to buy the product at the best price'(FOMO 2), 'I feel anxious if I do not buy trending products on social media' (FOMO 3), and 'I feel left out when my friends buy the latest products, and I do not' (FOMO 4).

The second variable is IP, which is adapted from Xu et al. (2024). The statement items include 'When a popular product from a well-known brand is in high demand, I will buy its imitation if I cannot get the original one' (IP 1), 'When a trending product is unavailable, I will buy a similar imitation if the original is unavailable' (IP 2), and'I am willing to buy imitation products with high sales figures in online stores' (IP 3).

Third, to assess PV, three items are adapted from Chetioui and Bouzidi (2023). These include 'Price increases on online platforms can discourage me from purchasing' (PV 1), 'Certain online stores offer products worth the money I spend' (PV 2), and 'Online stores often offer high-quality products at more competitive prices' (PV 3).

The fourth variable is OIB, which is adapted from Chen and Yao, (2018). The statement items include 'When I see products in an online store, I immediately buy them without considering whether I need them' (OIB 1), 'I tend to make purchases without prior planning' (OIB 2), 'I desire to buy products when I see something attractive' (OIB 3), 'I am easily tempted to buy products with attractive offers' (OIB 4), 'I often buy products even when I do not need them' (OIB 5), 'If I see a discounted price, I make purchases immediately without further consideration' (OIB 6), 'I cannot resist buying products if I want them' (OIB 7), and 'I buy products immediately if I see something interesting, even though it was not planned' (OIB 8).

The fifth variable is PI, which is adapted from Golalizadeh et al. (2023). The statement items include 'I feel that imitation products sold in online stores have good quality' (PI 1), 'The imitation brands offered have reasonably good quality' (PI 2), 'I would not hesitate to recommend imitation products sold online to my friends or family' (PI 3), 'I plan to purchase imitation products soon' (PI 4), 'When I see interesting imitation products in online stores, I am encouraged to buy them immediately' (PI 5), 'I carefully consider quality and price before purchasing imitation products online' (PI 6), and 'I intend to purchase imitation products through online stores' (PI 7).

The research population consists of all Indonesian consumers who have previously purchased imitation products from online stores. The unit of analysis is individual consumers, as the research focuses on their perceptions, motivations, and behaviors related to impulsive buying and the purchase intention of imitating luxury products. The data collection technique involves distributing an online questionnaire to a randomly selected group of respondents. The questionnaire consists of statements specifically designed to measure the research variables. Respondents are asked to provide their answers by completing the questionnaire and submitting it to the researcher. Each question is measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The research uses a non-probability sampling technique, meaning not all elements (or members) of the population have an equal chance of being selected. Specifically, the purposive sampling technique is applied. The sample selection is based on targeted population elements that meet specific criteria and are considered the most appropriate respondents to provide relevant data that aligns with the research problem and objectives (Rahman et al., 2022). The sample criteria include individuals who reside in Indonesia, are 17 years old or older, have previously purchased imitation products online, and are willing to complete the entire questionnaire.

The sample size is determined using the formula by Hair Jr. et al (2021). This formula is used when the population size cannot be determined.

$$n \geq k + x \quad (1)$$

Description:
n = Minimum sample size
k = Number of variable indicators
x = The recommended number is 5 to 10

$$25 \times 5 = 125 \quad (2)$$

So, through calculations based on this formula, the number of samples is at least 125 people. Data processing is performed using the Structural Equation Modelling (SEM) method with the Partial Least Squares (PLS) approach to determine the significance level and to examine whether there are relationships between variables. The testing steps include evaluating the measurement model (Outer Model) for validity and reliability testing. The test examines whether the research instruments meet the requirements for a good measurement tool or are below the research method standards. An instrument is considered good

if it meets three main criteria: convergent validity test with loading factor, where the recommended value for the loading factor is above 0.70; convergent validity test with average variance extracted (AVE), where the recommended value for AVE is above 0.50, and discriminant validity test, suggesting HTMT below 0.90 and composite reliability, with a recommended value above 0.70 (Erwin Halim et al., 2020). Reliability testing is measured using Cronbach's alpha (CA), which should be greater than 0.70. Next, the structural model (Inner Model) is tested to predict the causal relationships between variables that cannot be directly measured. The evaluation of the inner model can be assessed by looking at the R-squared value. A higher R-squared value indicates a better prediction model for the proposed research model. If the R2 value is > 0.67, the influence between constructs is strong, while if the R2 value is < 0.50, the influence between constructs is weak.

III. RESULTS AND DISCUSSIONS

The research categorizes respondents based on gender, age, and experience purchasing imitation products from online stores. A total of 207 respondents are used in the analysis. The number meets the minimum requirement of 125 respondents. The respondents consist of 141 female respondents, accounting for 68.3% of the analysis units, while 66 male respondents comprise 31.9%. Most respondents are under 25 years old, with 198 respondents (95.7%). The remaining 4.3%, or nine respondents, are aged 25-45. Additionally, 143 respondents (69.1%) have experienced purchasing imitation products online, while 64 respondents (30.9%), have never purchased imitation products online.

The outer model analysis is used to measure the reliability and validity of the model by assessing convergent validity (i.e., indicator reliability and construct reliability) and discriminant validity. To evaluate the reliability of the indicators, the loading value must be greater than 0.708. The metric used to evaluate a construct's convergent validity is the average variance extracted (AVE) for all indicators associated with each construct. The minimum acceptable AVE is 0.50. An AVE of 0.50 or higher indicates that the construct explains 50 percent or more of the variance in the indicators that make up the construct (Hair Jr. et al., 2021).

Meanwhile, according to Henseler et al. (2015, as cited in Tran, 2020), discriminant validity requires that the Heterotrait-Monotrait (HTMT) ratio be below 0.90 and the composite reliability (CR) be above 0.70. Table 1 shows that the outer loading results range from 0.70 to 0.94, exceeding the threshold of 0.70. Furthermore, Table 2 presents AVE values ranging from 0.64 to 0.87, above the threshold of 0.50. Table 3 indicates composite reliability values ranging from 0.87 to 0.95, surpassing the threshold of 0.70. For reliability testing, Cronbach's Alpha should be greater than 0.70. Each variable has a Cronbach's Alpha value ranging from 0.81 to 0.92. Therefore, the research model demonstrates good reliability and convergent validity. Next, discriminant validity was measured using the criteria proposed by Fornell-Larcker. The AVE value of each latent variable must be higher than the highest R2 value compared to the values of other latent variables, thus fulfilling the discriminant validity (Ambarwati & Sari, 2024). The results in Table 2 show that the square root of the AVE for all constructs is higher than their correlations with other constructs, while the highest HTMT ratio (0.77) is below the 0.90 threshold, confirming discriminant validity.

Table 1 Outer Loading Results from Smart PLS

Variable	FOMO	IP	PV	OIB	PI
FOMO 1	0.829				
FOMO 2	0.745				
FOMO 3	0.860				
FOMO 4	0.771				
IP 1		0.924			
IP 2		0.949			
IP 3		0.932			
PV 1			0.879		
PV 2			0.873		
PV 3			0.884		
OIB 1				0.881	
OIB 2				0.894	
OIB 3				0.766	
OIB 4				0.576	
OIB 5				0.819	
OIB 6				0.788	
OIB 7				0.765	
OIB 8				0.816	
PI 1					0.858
PI 2					0.885
PI 3					0.825
PI 4					0.859
PI 5					0.814
PI 6					0.852
PI 7					0.739

Source: Data Processing Results by the Author (2024)

Table 2 Discriminant Validity

Variable	FOMO	IP	PV	OIB	PI	AVE
FOMO	0.80					0.64
IP	0.67	0.93				0.87
PV	0.62	0.60	0.79			0.63
OIB	0.33	0.38	0.31	0.87		0.77
PI	0.50	0.53	0.62	0.57	0.83	0.69

Source: Data Processing Results by the Author (2024)

Table 3 Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
FOMO	0.815	0.878
IP	0.929	0.955
PV	0.913	0.931
OIB	0.852	0.910
PI	0.927	0.941

Source: Data Processing Results by the Author (2024)

The path coefficients in the inner model represent standardized values that indicate the strength of relationships between variables, regardless of whether the hypotheses indicate a positive or negative direction. Path coefficients in the structural model range from 0 to 0.10, indicating a strong effect size, 0.11 to 0.30, and 0.30 to 0.50, indicating a moderate effect size, while > 0.50 indicates a weak effect size (Hair & Alamer, 2022).

Table 4 Path Coefficient

Variable	Original Sample
FOMO -> OIB	0.390
FOMO -> PI	0.055
IP -> OIB	0.320
IP -> PI	0.094
PV -> OIB	0.062
PV -> PI	0.388
OIB -> PI	0.410
FOMO -> OIB -> PI	0.160
IP -> OIB -> PI	0.131
PV -> OIB -> PI	0.025

Source: Data Processing Results by the Author (2024)

Table 4 shows a positive relationship between the variables, with values greater than 0. This means that the dependent variable will also increase by one unit for every one-unit increase in each independent variable. The coefficient determination (R^2) determines how well the regression line fits the data. (Harun et al., 2020). R2 values above 0.67 are considered high, values between 0.33 and 0.67 are moderate, and values ranging from 0.19 to 0.33 are considered weak. Meanwhile, an R2 value below 0.19 is unacceptable (Chetioui & Bouzidi, 2023).

Table 5 Path Determination (R2)

Variable	R Square	Adjusted R Square
OIB	0.458	0.450
PI	0.556	0.547

Source: Data Processing Results by the Author (2024)

Based on Table 5, the coefficient of determination (R^2) for the OIB variable has a moderate R^2 value of 0.458, meaning that the variables FOMO, imitating product, and price value can explain 45.8% of the variance in online impulsive buying. In comparison, the remaining 54.2% is explained by other variables outside of the proposed hypotheses. Meanwhile, the R-squared value for Purchase Intention is also categorized as moderate, with a value of 0.556. This condition means that the variables FOMO, imitation product, and price value can explain 55.6% of the variance in purchase intention. In comparison, the remaining 44.4% is explained by other variables outside of the hypothesized variables.

The results of hypothesis testing are evaluated by examining whether the path coefficient has a T-statistic > 1.972 and a P-value < 0.05. If the results are positive, the hypothesis is considered valid. This result indicates a positive and significant impact on endogenous and exogenous variables.

Table 6 Hypothesis Testing Results

Variable	Sample Mean (M)	T Statistics	P Values	Hypothesis
FOMO -> OIB	0.392	4.978	0.000	Accepted
FOMO -> PI	0.061	0.599	0.550	Rejected
IP -> OIB	0.314	4.734	0.000	Accepted
IP -> PI	0.094	1.039	0.300	Rejected
PV -> OIB	0.064	0.612	0.541	Rejected
PV -> PI	0.399	4.756	0.000	Accepted
OIB -> PI	0.407	3.581	0.000	Accepted
FOMO -> OIB -> PI	0.155	3.411	0.001	Accepted
IP -> OIB -> PI	0.131	2.514	0.013	Accepted
PV -> OIB -> PI	0.025	0.614	0.540	Rejected

Source: Data Processing Results by the Author (2024)

The research presents hypotheses H1-H10. After testing the effects between variables, various results emerged for each hypothesis. Table 6 presents the results of the effect tests between variables. H1, H3, H6, and H7 show a significant effect. On the other hand, H2, H4, and H5 do not show significant effects. The hypothesis testing the mediating effect of online impulsive buying on the indirect effects of FOMO (H8), imitating product (H9), and price value (H10) on purchase intention show positive results for H8 and H9, with outer loadings of 0.160 and 0.131, respectively, and t-statistics of 3.411 and 2.514.

Meanwhile, H10 shows a negative result with

an outer loading of 0.025 and a t-statistic of 0.614. The path coefficient test reveals a direct effect between FOMO and imitating products on online impulsive buying. In contrast, the results find no direct effect between price value and online impulsive buying.

Furthermore, FOMO and imitation products do not directly affect purchase intention. However, price value and online impulsive buying have a positive and significant direct effect on purchase intention. Furthermore, there is an indirect effect of FOMO and imitation products on purchase intention, while no indirect relationship is found between price value and purchase intention. Therefore, the mediation relationship is an indirect mediation.

The research results are analyzed by taking into account the characteristics of the sample that participated as respondents. All respondents are Indonesian consumers aged at least 17 years who have experience purchasing imitation luxury products online and are willing to complete the entire questionnaire. These characteristics reflect a group of active digital consumers, particularly younger individuals familiar with social media and online trends. Therefore, the significant influence of FOMO in this research is highly relevant, considering that the respondents generally come from a segment sensitive to social pressure and inclined to follow viral trends on online platforms. Imitating products that visually and symbolically resemble authentic luxury items but are available at more affordable prices creates a high perceived value among consumers who are conscious of appearance and social status. In this context, exposure to imitation products on online platforms often marketed as "smart alternatives" or "dupes" reinforces the impulse to buy. Furthermore, the findings related to price value are firmly rooted in the reality that many respondents are rational consumers who consider the relative benefits of the cost. They tend to view imitation products as economical alternatives that still fulfill symbolic or lifestyle needs.

The FOMO variable has four indicators: not thinking long, worried about missing opportunities, feeling anxious, and feeling left out. The feeling of anxiety about missing out on valuable experiences is the most dominant indicator reflecting this variable. On the other hand, the least dominant indicator in reflecting the FOMO variable is not thinking carefully when purchasing imitation products. FOMO is well-known among marketing professionals as a potent trigger for repetitive purchasing behavior. Excessive conformist consumption behavior, where high levels of FOMO indicate a strong tendency and willingness to conform to group behavior (Bläse et al., 2024). The stronger the influence of the social environment, the greater its impact on FOMO (Dwisuardinata & Darma, 2022). Individuals who use social media tend to assess and compare themselves with easily recognizable examples, such as influencers. As a result, they underestimate the quality of their social lives, heightening their concerns related to FOMO (Good & Hyman, 2020). The results indicate that FOMO has a significant influence on online impulsive buying. However, FOMO does not directly impact the purchase intention of imitation products. The effect of FOMO on the purchase intention of imitation products must be mediated by online impulsive buying, which achieves significant results and supports previous studies (Chetioui & Bouzidi, 2023; Dinh et al., 2023).

The IP variable has three indicators: best-selling products, trend products, and those with the highest sales. The most dominant indicator reflecting this variable is the trend of trending products. Meanwhile, best-selling products are the least dominant indicator in reflecting IP variable. Imitating products creates an impulse for consumers to own products perceived as trendy or fashionable without considering their actual needs or making in-depth considerations (Islam et al., 2021). Although the product is an imitation, consumers tend to have a higher propensity to purchase imitation products that bear the logo or trademark of the original product. The increasing consumption of imitative luxury products has garnered significant attention from academics, researchers, and policymakers over the past few decades, as it raises concerns regarding lost revenue for companies and ethical issues for society (Gani et al., 2019). Consumers who are aware of ethical behavior tend to avoid buying imitation products. They recognize that each purchase serves as a form of support for specific values. By avoiding the purchase of imitation products, consumers choose to support fairness and integrity. The results indicate that imitation products can directly influence online impulsive buying; however, it does not directly affect purchase intention, which supports previous research (Xu et al., 2024). However, this contradicts the findings of previous research that have also been conducted (Islam et al., 2021). Meanwhile, the imitation product variable can indirectly affect purchase intention through online impulsive buying.

The PV variable has three indicators related to online impulsive buying and purchase intention, including imitation of products: price increase, brand influence on pricing, and online price is lower despite offering high quality. Thus, the most dominant indicator is that online prices are lower, despite offering high quality. On the other hand, brand influence price is a less dominant indicator that reflects the price value variable. Consumers in the market are more likely to purchase imitation products, especially if these products are offered at lower prices. Luxury brands and their imitation products are also appealing to consumers because of the ability of these products or brands to display their social status and wealth to others. Online stores often offer imitation products at lower prices and with seemingly good quality. Consumers generally believe that price and quality are closely related, and as the price of a product increases, its quality is also expected to improve. The assumption influences how consumers use price to infer quality when deciding whether to purchase a particular product. (Ndofirepi et al., 2022). The results indicate that price value does not have a direct impact

on online impulsive buying or an indirect effect on purchase intention. However, price value directly influences consumer purchase intention, supporting previous research (Chetioui & Bouzidi, 2023).

The OIB variable has eight indicators: lack of consideration, absence of purchase planning, spontaneity, being easily tempted, inability to resist, making purchases based on discounts, buying based on desire, and making unplanned purchases. The most dominant indicator reflecting online impulsive buying is the absence of purchase planning. Meanwhile, the least representative indicator of this variable is easy to be tempted. When making online purchases of imitation products, consumers are often influenced by the appealing product appearance and descriptions that appear to be of high quality, which ultimately leads to impulsive buying. When consumers become engaged in processing the information presented by the seller to influence their decision to purchase an imitation product, they may fail to activate self-control to regulate their impulsive behavior due to a lack of consideration and thinking about the negative consequences of such consumption. The results show that online impulsive buying has an effect on the purchase intention of imitation products and supports previous research (Peña-García et al., 2020)

The purchase intention variable has seven indicators: trust in online stores, brand trust, willingness to recommend, willingness to buy shortly, willingness to buy a product when finding a liked item, purchase planning, and intention to buy from an online store. The most dominant indicator reflecting this variable is brand trust. On the other hand, the least dominant indicator reflecting the purchase intention variable for imitating products is the intention to buy from an online store. In the online sales environment, customer trust in an online store is typically built through shopping experiences and clear, accurate product information. Consumers who feel confident that an online store is trustworthy tend to have a higher intention to purchase. Furthermore, recommendations from previous customers are often perceived as more credible than the advertisements displayed by the store itself. This phenomenon enhances brand trust and influences the intention to purchase shortly, especially if the product aligns with their needs or desires to buy.

IV. CONCLUSIONS

As demand for luxury brands continues to be a key driver in the market, experts suggest that the demand for counterfeit brands is influenced by external factors that may serve as the primary motives for the existence and growth of imitation products. This research examines whether the variables of FOMO, imitating products, and price value directly and indirectly affect online impulsive buying and the intention to purchase counterfeit goods. The findings reveal that FOMO and imitating products directly influence online impulsive buying, while price value and online impulsive buying directly impact purchase intention. Furthermore, the mediation analysis indicates that online impulsive buying serves as a mediating variable in the relationship between FOMO and imitation of products and the intention to purchase imitation products.

The research helps explore the factors contributing to the purchase intention of imitation products in online stores. The implication of this research is that original brand owners can utilize the findings regarding the factors that motivate consumers to purchase counterfeit products as a basis for formulating more effective marketing strategies, for example, by emphasizing the value of authenticity, superior quality, and brand image that imitations cannot replicate. In addition, companies can also collaborate with authorities to educate consumers about the risks and negative impacts of purchasing imitation products. Better education about the risks and consequences of purchasing imitation products and promoting awareness of the importance of product authenticity and quality must be enhanced to reduce the negative impact of this phenomenon. Online sellers can also develop more ethical and responsible marketing strategies by emphasizing urgency and highlighting the long-term value and benefits of authentic products. In this regard, the government can support companies in reducing consumers' purchase intention to imitate products by implementing programs such as educating the public about the negative impacts of buying imitation products. It is hoped that such initiatives will change public mindsets and reduce the intention to purchase imitation products.

Although the research provides valuable contributions, like any other research, it also has limitations. First, the research examines several factors influencing consumers' attitudes toward imitation products. In the context of online purchase intention imitating products, other variables still need to be examined in future research, such as online reviews, discounts, hedonic motivations, and materialism. Second, the generalizability of the results of this study may not fully represent the entire consumer population. Future research should utilize a more representative and random sample to generalize the findings to a broader and more diverse population. Third, the research applies a cross-sectional research design for data collection, which means it cannot accurately depict the actual behavior of online consumers regarding their purchase intention of imitating products. Future research could utilize longitudinal data to accurately depict the factors responsible for the purchase intention of imitation products over time. Fourth, the research is conducted in Indonesia with specific market and consumer characteristics. Therefore, the results may not apply to other countries with different social, economic, and cultural conditions. Future research could be expanded to other countries with diverse demographic characteristics.

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