THE INFLUENCE OF CO-BRANDING, FEAR OF MISSING OUT (FOMO), AND BRAND PERSONALITY ON BRAND PREFERENCE AND PURCHASE INTENTION

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

BELINDA PUTRI WIDYANINGRUM
B1024211039

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS & BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

THE INFLUENCE OF CO-BRANDING, FEAR OF MISSING OUT (FOMO), AND BRAND PERSONALITY ON BRAND PREFERENCE AND PURCHASE INTENTION

FINAL PROJECT BY:

BELINDA PUTRI WIDYANINGRUM
B1024211039

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS & BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

STATEMENT OF ORIGINALITY

Name	: Belinda Putri Widyaningrum
Student ID	: B1024211039
Department	: Management
Study Program	: Management
Concentration	: Marketing
Final Project Title	: The Influence of Co-branding, Fear of Missing Out (FoMO), and Brand Personality on Brand Preference and Purchase Intention

Stating truly that the Final Project with the title above, as a whole is purely the author's own work and not plagiarism from other people work, except for parts that are referred to as library sources in accordance with applicable writing guidelines (plagiarism check sheet attached).
If it is proven that the author has committed plagiarism, then it is fully the responsibility of the author which may result in the cancellation of the Thesis/Dissertation with the above title.
Thus, this statement is made by the author truthfully.



ACCOUNTABILITY STATEMENT

I, undersigned below:

Name	: Belinda Putri Widyaningrum
Department	: Management
Study Program	: Management
Concentration	: Marketing
Date Test	: January 10th, 2025

Final Project Title :
The Influence of Co-branding, Fear of Missing Out (FoMO), and Brand Personality on Brand Preference and Purchase Intention

Declare that this Final Project is my own work, and all sources both quoted and referenced have been correctly stated sources both quotes and referred to I have stated correctly.

Pontianak, January 10th 2025

Belinda Putri Widyaningrum
B1024211039

JURIDICAL SHEET

THE INFLUENCE OF CO-BRANDING, FEAR OF MISSING OUT (FOMO), AND BRAND PERSONALITY ON BRAND PREFERENCE AND PURCHASE INTENTION

Juridical Responsible

Belinda Putri Widyaningrum
B1024211039

Department : Management
Study Program : Management
Concentration : Marketing
Date Test : January 10th, 2025

Board of Examiner

Board of Examiner	Name/NIP	Date	Signature
Advisor 1	Helma Malini, S.E., M.M., Ph.D. / NIP. 198109092006042002	17/1/25	
Advisor 2	Dr. Erna Listiana, S.E., M.Si. / NIP. 19740725199802200	16/1/25	
Examiner 1	Dr. Barkah, S.E., M.Si. / NIP. 196502201990032004	17/1/25	
Examiner 2	Ana Fitriana, S.E., M.M. / NIP. 1985061820190302011	20/1/25	

Declared to have met the requirements and passed by the Panel of Examiners in the Final Work Examination of the Research and Comprehensive MBKM Program to obtain a Bachelor's degree.

Pontianak, 24 JAN 2025
Coordinator of Management Study Program

Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

ACKNOWLEDGEMENT

All praise and gratitude to Allah SWT for all His abundance of grace so that I can complete this Final Project with the title "The Influence of Co-branding, Fear of Missing Out (FoMO), and Brand Personality on Brand Preference and Purchase Intention". This final project is intended to fulfill the requirements to obtain a bachelor's degree in the Management Study Program, Faculty of Economics and Business, Universitas Tanjungpura, Pontianak. The author also received a lot of guidance, direction, and support from various parties. Therefore, on this occasion I would like to express my deepest gratitude to:

1. Prof. Dr. Garuda Wiko, S.H., M.Si, as the Rector of Universitas Tanjungpura.
2. Dr. Barkah., S.E., M.Si, as the Dean of Faculty of Economics and Business, Universitas Tanjungpura
3. Heriyadi, S.E., M.E., Ph.D, as the Head of Management Department of Faculty of Economics and Business, Universitas Tanjungpura.
4. Dr. Weny Pebrianti, S.E., M.Sc, as the Secretary of Management Major of Faculty of Economics and Business.
5. Bintoro Bagus Purmono, S.E., M.M, as the Coordinator Management Program Study of Faculty of Economics and Business, Universitas Tanjungpura.
6. Dr. Erna Listiana, S.E., M.Si, as my MBKM Research Advisor who has given guidance and advice during MBKM Research process.
7. Helma Malini, S.E., M.M., Ph.D, as my Academic Advisor who has provided guidance and advice during my college process.
8. Dr. Barkah, S.E., M.Si and Ana Fitriana, S.E., M.M, as my Thesis Examiner who have provided very valuable suggestion, guidance, and advice in perfecting this thesis process.
9. Ahmadi, S.E., M.Sc, as my mentor in processing my data who always give guidance, support, and assistance in processing the data for this final project.
10. All of the lecturer that have involved in MBKM program who give this opportunity and always support the student.
11. All lecturers at the Faculty of Economics and Business, especially the International Management major, who have provided knowledge during the lecture period.
12. Academic Staff and Administration at the Faculty of Economics and Business who have assisting in every academic administration procedure.

13. To my parents who always provided support, prayers, and affection by giving their patience which is source of motivation.
14. To my cats, Miko, Bubu, and Junet, who always accompanies me during writing this final project.
15. To Fadhilah Jihan Faezha, Tiara Khairunisa Nur Ramadhani, Yasmin Asyilla Syaharani, Evita Maharani, and Prissilia Reynata, who are always there since day one thru ups and downs.
16. To Viecensa Tania Tithes Kinasih, Daffa Fernanda Aqsa, Anastasia Nala and Novi Irene, who have supported and help each other since this program begin.
17. To all the MBKM friends who supports and strengthen each other.
18. All parties who always provide attention and support that cannot be written one by one.

The author hopes that all those who have helped will get all the good things in the world. Suggestion and critiques will be accepted and utilize them to improve future drafts. It is anticipated that this final project will be of great use to anyone who reads it and seeks further knowledge or information

Pontianak, January 10th 2025

Belinda Putri Widyaningrum
B1024211039

PENGARUH CO-BRANDING, FEAR OF MISSING OUT (FOMO), DAN KEPRIBADIAN MEREK TERHADAP PREFERENSI MEREK DAN MINAT BELI

BELINDA PUTRI WIDYANINGRUM
BACHELOR DEGREE OF MANAGEMENT PROGRAM

ABSTRAK

Masalah plastik di Indonesia yang belum teratasi telah menyebabkan munculnya inovasi produk yang lebih ramah lingkungan seperti tumbler. Salah satu tumbler yang saat ini sedang digemari adalah Corkcicle, yang dikenal dengan kualitasnya dan sering berkolaborasi dengan merek-merek ternama. Penelitian ini bertujuan untuk memahami bagaimana *co-branding, fear of missing out*, dan kepribadian merek secara bersama- sama memengaruhi minat beli konsumen terhadap produk Corkcicle. Preferensi merek diasumsikan sebagai variabel mediasi, artinya ketiga faktor independen ini terlebih dahulu memengaruhi preferensi merek yang kemudian berdampak pada minat beli konsumen. Metodologi kuantitatif digunakan, mengumpulkan data melalui kuesioner yang disebar kepada 220 responden yang memenuhi syarat. Analisis menggunakan Partial Least Squares Structural Equation Modelling (PLS-SEM) dengan perangkat lunak Smart PLS v.4 untuk mengevaluasi hipotesis berdasarkan tanggapan yang dikumpulkan. Temuan penelitian ini mengungkapkan bahwa *co-branding, FoMO*, dan kepribadian merek memiliki pengaruh yang signifikan terhadap preferensi merek dan minat beli untuk produk Corkcicle dengan *co-branding* memberikan pengaruh yang paling substansial.

Kata Kunci: Co-branding, Fear of Missing Out, Kepribadian Merek, Preferensi Merek, Minat Beli

THE INFLUENCE OF CO-BRANDING, FEAR OF MISSING OUT (FOMO), AND BRAND PERSONALITY ON BRAND PREFERENCE AND PURCHASE INTENTION

BELINDA PUTRI WIDYANINGRUM
BACHELOR DEGREE OF MANAGEMENT PROGRAM

ABSTRACT

Indonesia unresolved plastic waste problem has led to the emergence of more environmentally friendly products innovations, such as tumbler. One of the currently popular is Corkcicle, which is known for its quality and often collaborates with well- known brands. This study aims to understand how co-branding, FoMO, and brand personality jointly influence consumer purchase intention towards Corkcicle products. Brand preference is assumed to be a mediating variable, meaning that these three independent factors first influence brand preference, which then has an impact on consumers purchase intention. A quantitative methodology was employed, gathering data through questionnaires distributed to 220 qualified respondents. The analysis utilized Partial Least Squares Structural Modelling (PLS-SEM) with SmartPLS v.4 software to evaluate the hypotheses based on the responses collected. Findings reveal that co-branding, FoMO, and brand personality have a significant effect on both brand preference and purchase intention for Corkcicle products, with co-branding exerting the most substantial influence.

Keywords: Co-branding, Fear of Missing Out, Brand Personality, Brand Preference, Purchase Intention

PENGARUH *CO-BRANDING, FEAR OF MISSING OUT (FOMO)*, DAN KEPRIBADIAN MEREK TERHADAP PREFERENSI MEREK DAN MINAT BELI

RINGKASAN

1. Latar Belakang

Indonesia terus berjuang mengatasi masalah sampahnya, dengan sekitar 7,8 juta ton sampah plastik dihasilkan setiap tahunnya, di mana sekitar 4,8–4,9 juta ton di antaranya tidak dikelola dengan baik. Indonesia menempati peringkat teratas negara yang berkontribusi signifikan terhadap polusi plastik global, dengan jumlah yang cukup besar berakhir di lautan dan lingkungan laut. Peningkatan sampah plastik sebagian besar disebabkan oleh meningkatnya permintaan dari produsen dan konsumen akan bahan kemasan yang praktis, mudah diproduksi, didistribusikan, dan digunakan. Plastik yang tidak dikelola dengan baik menyebabkan kerusakan lingkungan yang parah, termasuk pencemaran badan air dan ekosistem. Untuk mengatasi krisis ini secara efektif, mempromosikan kampanye kesadaran publik yang bertujuan untuk mengurangi penggunaan plastik menjadi sangat penting. Alternatif sederhana seperti beralih ke wadah minuman yang dapat digunakan kembali dapat secara signifikan mengurangi sampah botol plastik. Produk ramah lingkungan yang inovatif seperti tumbler semakin populer karena manfaat keberlanjutannya. Namun, terlepas dari inisiatif ini, memahami perilaku konsumen terhadap produk yang berkelanjutan tetap penting. Studi ini berfokus secara khusus pada bagaimana faktor-faktor seperti co-branding, fear of missing out (FoMO), dan brand personality secara kolektif memengaruhi niat pembelian konsumen terkait produk Corkcicle dengan menggunakan preferensi merek sebagai variabel mediator untuk menginformasikan strategi pemasaran yang efektif.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh Co-branding terhadap Brand Preference
b. Untuk menguji dan menganalisis pengaruh Fear of Missing Out (FoMO) terhadap Brand Preference
c. Untuk menguji dan menganalisis pengaruh Brand Personality terhadap Brand Preference

d. Untuk menguji dan menganalisis pengaruh Co-branding terhadap Purchase Intention
e. Untuk menguji dan menganalisis pengaruh Fear of Missing Out (FoMO) terhadap Purchase Intention
f. Untuk menguji dan menganalisis pengaruh Brand Personality terhadap Purchase Intention.
g. Untuk menguji dan menganalisis pengaruh Brand Preference terhadap Purchase Intention
h. Untuk menguji dan menganalisis Brand Preference yang memediasi antara Co- branding dan Purchase Intention
i. Untuk menguji dan menganalisis Brand Preference yang memediasi antara Fear of Missing Out (FoMO) dan Purchase Intention
j. Untuk menguji dan menganalisis Brand Preference yang memediasi antara Brand Personality dan Purchase Intention

3. Metode Penelitian

Untuk mengumpulkan data dalam penelitian ini, digunakan strategi sampel dan pendekatan penyebaran kuesioner, yaitu purposive sampling. Data bersumber dari kuesioner dengan skala likert yang disebarkan menggunakan google form. Sampel penelitian terdiri dari 220 responden yang mengetahui produk Corkcicle dari berbagai daerah di Indonesia. Untuk menguji hubungan antara variabel bebas dan variabel terikat, data dikaji dengan Partial Least Square Structural Equation Modelling (PLS-SEM) menggunakan SmartPLS v.4.

4. Hasil dan Pembahasan

Sampel penelitian terdiri dari 220 responden yang mengetahui produk Corkcicle dari berbagai daerah di Indonesia. Penelitian ini menunjukkan bahwa Co-branding, Fear of Missing Out (FoMO), dan Brand Personality berpengaruh secara signifikan dan positif terhadap Purchase Intention. Penelitian ini juga menunjukkan bahwa Brand Preference berperan dalam memediasi pengaruh Co-branding, Fear of Missing Out (FoMO), dan Brand Personality terhadap terciptanya Purchase Intention.

5. Kesimpulan dan Rekomendasi

Temuan penelitian ini mengungkapkan bahwa co-branding secara signifikan memengaruhi preferensi merek dan niat pembelian untuk produk Corkcicle. Dengan meningkatkan persepsi konsumen terhadap kualitas dan meningkatkan kepercayaan, co-branding mendorong konsumen untuk melakukan pembelian. Selain itu, Fear of Missing Out (FoMO) muncul sebagai motivator yang kuat,

menciptakan rasa urgensi yang mendorong konsumen untuk terlibat secara aktif dengan merek dan membeli barang yang populer atau sedang tren. Penelitian ini juga menyoroti pentingnya kepribadian merek; kepribadian merek yang unik dan menarik menumbuhkan pengenalan dan preferensi konsumen, yang mengarahkan konsumen untuk memilih merek yang selaras dengan citra diri dan nilai-nilai mereka. Khususnya, preferensi merek berfungsi sebagai variabel mediasi, yang menunjukkan bahwa efek co-branding, FoMO, dan kepribadian merek pertama-tama memengaruhi preferensi merek, yang pada gilirannya memengaruhi niat pembelian. Wawasan ini menunjukkan bahwa merek seperti Corkcicle dapat secara efektif memanfaatkan strategi co-branding dan mengatasi ketakutan konsumen akan ketinggalan untuk meningkatkan efektivitas pemasaran mereka. Dengan menyelaraskan kepribadian merek dengan harapan konsumen, mereka dapat meningkatkan penjualan produk mereka.

THE INFLUENCE OF CO-BRANDING, FEAR OF MISSING OUT (FOMO), AND BRAND PERSONALITY ON BRAND PREFERENCE AND PURCHASE INTENTION

SUMMARY

1. **Background**

   Indonesia continues to struggle with resolving its waste issues, with approximately 7.8 million tons of plastic waste generated annually, of which around 4.8–4.9 million tons are poorly managed. Indonesia ranks among the top countries contributing significantly to global plastic pollution, with substantial amounts ending up in oceans and marine environments. The rise in plastic waste is largely attributed to increasing demands from producers and consumers for convenient packaging materials that are easy to manufacture, distribute, and utilize. Improperly managed plastics lead to severe environmental degradation, including contamination of water bodies and ecosystems. To address this crisis effectively, promoting public awareness campaigns aimed at reducing plastic usage becomes crucial. Simple alternatives such as switching to reusable drink containers can significantly decrease plastic bottle waste. Innovative eco-friendly products like tumblers are gaining popularity due to their sustainability benefits. However, despite these initiatives, understanding consumer behavior towards sustainable products remains vital. This study focuses specifically on how factors like co-branding, fear of missing out (FOOMO), and brand personality collectively influence consumer purchasing intentions regarding Corkcicle products using brand preference as a mediator variable to inform effective marketing strategies.

2. **Research Objectives**

   a. To test and analyze the influence of Co-branding toward Brand Preference.
   b. To test and analyze the influence of Fear of Missing Out (FoMO) toward Brand Preference.
   c. To test and analyze the influence of Brand Personality toward Brand Preference.
   d. To test and analyze the influence of Co-branding toward Purchase Intention.
   e. To test and analyze the influence of Fear of Missing Out (FoMO) toward Purchase Intention.
   f. To test and analyze the influence of Brand Personality toward Purchase Intention.

g. To test and analyze the influence of Brand Preference toward Purchase Intention.
h. To test and analyze the mediating Brand Preference between Co-branding and Purchase Intention.
i. To test and analyze the mediating Brand Preference between Fear of Missing Out (FoMO) and Purchase Intention.
j. To test and analyze the mediating Brand Preference between Brand Personality and Purchase Intention.

3. Research Method

To collect data for this study, a sample strategy and a questionnaire distribution approach were employed, namely purposive sampling. The data sourced is from a questionnaire with a Likert scale distributed using google form. The study sample consisted of 220 respondents who knows Corkcicle product from different parts of Indonesia. To examine the relationship between independent and dependent variables, data were examined with Partial Least Square Structural Equation Modelling (PLS-SEM) using SmartPLS v.4.

4. Result and Discussion

The study sample consisted of 220 respondents who knows Corkcicle product from different parts of Indonesia. This study shows that Co-branding, Fear of Missing Out (FoMO), and Brand Personality significantly and positively affect Purchase Intention. The study also shows that Brand Preference plays a role in mediating the influence of Co- branding, Fear of Missing Out (FoMO), and Brand Personality to make Purchase Intention.

5. Conclusion and Recommendation

The study's findings reveal that co-branding significantly influences both brand preference and purchase intention for Corkcicle products. By enhancing consumer perceptions of quality and increasing trust, co-branding drives consumers toward making purchases. Additionally, Fear of Missing Out (FoMO) emerges as a powerful motivator, creating a sense of urgency that encourages consumers to engage actively with brands and purchase popular or trendy items. The research also highlights the importance of brand personality; a distinct and appealing brand personality fosters consumer recognition and preference, leading consumers to choose brands that align with their self-image and values. Notably, brand preference serves as a mediating variable, suggesting that the effects of co-branding, FoMO, and brand personality first influence brand preference, which in turn impacts purchase intention. These insights

suggest that brands like Corkcicle can effectively leverage co-branding strategies and address consumer fears of missing out to enhance their marketing effectiveness. By aligning brand personality with consumer expectations, they can increase sales their products.

TABLE OF CONTENT

STATEMENT OF ORIGINALITY ..... **i**
ACCOUNTABILITY STATEMENT ..... **ii**
JURIDICAL SHEET ..... Error! Bookmark not defined.
ACKNOWLEDGEMENT ..... **iv**
ABSTRAK ..... **vi**
ABSTRACT ..... **vii**
RINGKASAN ..... **viii**
SUMMARY ..... **xi**
TABLE OF CONTENT ..... **xiv**
LIST OF TABLES ..... **xv**
LIST OF FIGURE ..... **xvi**
LIST OF APPENDIX ..... **xvii**
INTRODUCTION **2**
RESEARCH METHOD **7**
RESULTS AND DISCUSSION **9**
CONCLUSION **15**
REFERENCES **15**

LIST OF TABLES

Table 1. Variales Measurement 8
Table 2. Convergent Validity 10
Table 3. Fornell-Larcker 10
Table 4. Construct Reliability and Validity 10
Table 5. R^2 Values 11
Table 6. F^2 Values 11
Table 7. Collinearity Statistics (VIF) 11
Table 8. Hypothesis Test Results 12

LIST OF FIGURE

Figure 1. Conceptual Framework 7
Figure 2. Outer Loading Model Results..... 9
Figure 3. Bootstrapping Model Results 12

LIST OF APPENDIX

Appendix 1 Dean Decree xix
Appendix 2 Letter of Acceptance xxxii
Appendix 3 Article Information xxxiv
Appendix 4 Operational Table xxxvi
Appendix 5 Questioannaire xli
Appendix 6 Data l
Appendix 7 Data Processed lvi

The Influence of Co-branding, Fear of Missing Out (FoMO), and Brand Personality on Brand Preference and Purchase Intention

Belinda Putri Widyaningrum[1)1], Helma Malini[2)], Erna Listiana[3)], Barkah[4)], Ana Fitriana[5)]

[1)]belindaputriw@gmail.com

[1)]*Universitas Tanjungpura*
Jl. Prof. Dr. H. Hadari Nawawi, Pontianak, Indonesia

Article history:

Received: February 18, 2025
Revised: February 18, 2025
Accepted: February 18, 2025
Available online: February 18, 2025

Keywords:

Co-branding
Fear of Missing Out
Brand Personality
Brand Preference
Purchase Intention

ABSTRACT

Indonesia unresolved plastic waste problem has led to the emergence of more environmentally friendly products innovations, such as tumbler. One of the currently popular tumblers is Corkcicle, which is known for its quality and often collaborates with well-known brands. This study aims to understand how co-branding, FoMO, and brand personality jointly influence consumer purchase intention towards Corkcicle products. Brand preference is assumed to be a mediating variable, meaning that these three independent factors first influence brand preference, which then has an impact on consumers purchase intention. A quantitative methodology was employed, gathering data through questionnaires distributed to 220 qualified respondents. The analysis utilized Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS v.4 software to evaluate the hypotheses based on the responses collected. Findings reveal that co-branding, FOMO, and brand personality have a significant effect on both brand preference and purchase intention for Corkcicle products, with co-branding exerting the most substantial influence.

[1] Corresponding author

INTRODUCTION

The waste problem in Indonesia is still not resolved to this day (Jariyah et al., 2020). Research shows that Indonesia is one of the countries that pollutes the most plastic globally (Bishop et al., 2020). An estimated 7.8 million tons of plastic waste are produced in Indonesia each year, of which 4.8–4.9 million tons are improperly handled. Around 0.27 to 0.62 million tons of this improperly managed plastic ultimately finds its way into the country's waters and marine ecosystems (Braaten et al., 2021). About 31% of the rubbish in this former landfill region was made up of plastic, which included items like plastic bags and drink bottle (Muis et al., 2024). It is estimated that there are more than 250 million tons of global waste per year scattered in the environment and 10 million tons are estimated to end up in the sea (Papari et al., 2021).

Basically, the increases in plastic waste are primarily driven by the high demand from both producers and consumers for convenient packaging that is easy to produce, transport, and use (Rejokirono et al., 2023). Plastic has become a key commodity in global trade, found in nearly every product we use (Liang et al., 2021). Its durability and flexibility contribute to significant production and consumption rates (Hossain et al., 2021). However, this increased usage leads to a growing amount of plastic waste that often goes unmanaged, negatively impacting the environment. In Indonesia, improper waste management has resulted in a rapid escalation of plastic pollution.

Based on this, it is necessary to make handling efforts by supporting public awareness to reduce the use of plastic (Aini, 2021). According to Berck et al. (2024), one simple alternative to reduce the use of plastic packaging is to use reusable drink containers, this can reduce the amount of plastic bottle waste produces. By adapting to modern and innovative environmentally friendly products (Sisson et al., 2021). For example, a drink container that is often used today is a tumbler (Fitriani & Warganegara, 2024). Nevertheless, the use of tumbler is a trend that is becoming increasingly popular lately (Kirana & Madiawati, 2023).

One tumbler that is currently popular is Corkcicle. Quoted from the official Corkcicle page, Corkcicle is a brand from the United States based in Orlando, Florida. According to Badzlin et al. (2024), Corkcicle is a tumbler that is known for its quality that can maintain hot and cold temperature for a long time. Corkcicle also known as a tumbler which has a unique design and often collaborates with well-known brands. This perception by Brand Preference where consumer preference for Corkcicle stems from positive sentiments and feedback. Brand preference develops when consumers evaluate their option (Kotler & & Keller, 2021). Co-branding can improve perceptions of brand quality and increase purchasing intention, especially when the brands involved have a strong alignment (Budiarti & Wijayanti, 2023; Chen & Li, 2022)

Base on the widely known branding quality of Corkcicle. This also causes Fear of Missing Out (FoMO) which attracts consumers to make purchasing

intention. Fear of Missing Out is a tendency or feeling of fear that someone will miss something important or fun that is happening or is popular (Ciersya et al., 2023). The fear of being left behind with the latest information can encourage someone to be more actively involved to purchase the product (Kang et al., 2019). A goods brand personality for Corkcicle can help develop a strong brand that is easily recognized by consumers (Mabkhot et al., 2017).

This research aims to understand how co-branding, fear of missing out, and brand personality together influence consumer purchasing interest in Corkcicle products with brand preference as mediating variable. Understanding these interactions can help Corkcicle develop effective marketing strategies. By enhancing brand preference through co-branding, leveraging fear of missing out, and aligning brand personality with its audience, Corkcicle can increase consumer interest and sales.

In the world of research, it is important to identify area that remain under explored or have not been researched in depth. These research gap not only reflect gaps in the existing literature, but also provide opportunities for researchers to contribute to the development of new knowledge. For example, Fitri (2024) found that is no significant determinants affect consumer purchasing intention at Communion Coffee Brewer, while Septiani & Marlien (2023) identified brand preference as a mediating variable between co-branding and purchase intention. Recognizing the gaps is essential to ensure that research remains relevant and provides valuable insights for both academics and practitioners.

Co-branding

Co-branding involves collaboration between two or more well-known brands maintaining each brand identity while creating a new products or service. This strategy aims to leverage the strengths of each brand to enhance market value and consumer trust (Zuhdi et al., 2020). Partnering with reputable brand companies, can significantly increase sales and profitability as this association often leads to increased sales and profits (Gogri, 2021; Ma et al., 2018).

Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is a feeling of worry that other people have more interesting experiences that you don't have, this is what encourages someone to follow what other people are doing so as not to feel left behind (Przybylski et al., 2013; Wegmann et al., 2017). According to Wegmann et al. (2017), FoMO is a person fear of the possibility of losing something valuable. This strong desire for social connection can drive people to participate actively, especially when they fear missing out on important information (Kang et al., 2019).

Brand Personality

Ismail et al. (2022) stated that brand personality is a human characteristic that is associated with the brand. A unique brand personality can provide a more sustainable competitive advantage over easily limited brands (Roy et al., 2016). Consumers often choose brand that match the image of themselves that they want

to portray. The brand and consumer relationship involved a dynamic process in which consumers treat the brand as an active partner and build its brand personality (X. Li et al., 2020).

Brand Preference

The diversity of similar product choices makes companies create unique identities through names, design, and symbols to build positive preference of their brand (Kalim et al., 2022). Brand preference is a consumer desire to choose and like a particular brand, which is influence by how they understand and perceive information related to that brand (Cuong, 2020). According to Rai & Bhattarai (2024), define brand preference as the tendency of consumers to choose one brand over others available in the market.

Purchase Intention

Purchase intention is the intention to buy a product from a brand that has been determined with a carefully considered purchasing decision (Haryanto et al., 2019). It is a cognitive process influenced by various factors that shape how consumers approach purchasing decision (Dincer & Dincer, 2023; Magano et al., 2022). When evaluating a purchase, consumers typically gather relevant information about the product to support their choice (Pereira et al., 2023). However, a strong desire to buy does not always guarantee that the purchase will occur.

Co-branding and Brand Preference

Co-branding can be profitable strategy to help increase sales (Zuhdi et al., 2020). Co-branding involves a collaboration between two or more brands to launch a new product that the brand shares a name with (Ma et al., 2018). One of the key benefits of establishing this type of strategy collaboration is the opportunity to build mutual trust in a global marketplace, where consumers frequently share a similar preference and lifestyle (Riznal & -, 2020)

H1. Co-branding significantly affects Brand Preference

Fear of Missing Out and Brand Preference

Fear of Missing Out (FoMO) drives the desire to own so the fear of being left behind can make consumers more likely to buy popular or trendy brand (Wegmann et al., 2017) FoMO is often triggered by social media, where people see others using a particular brand, driving a preference toward that brand (Anggrainy et al., 2022) consumer preference are influence by the functional value and symbolic meaning attached to the products (Xi et al., 2022).

H2. Fear of Missing Out significantly affect Brand Preference

Brand Personality and Brand Preference

Consumer personality also determines consumer preference (Engriani & Aulia, 2019). Consumers perceptions of brand personality can influence their preference for that brand (Banerjee, 2016) brand personality can function as means

of differentiating between brands and is a major determinant of preferences and use. Matching brand personality and brand preferences can accelerate the purchasing intention process (Banerjee, 2016).

H3. Brand Personality significantly affects Brand Preference

Co-branding and Purchase Intention

Co-branding brand awareness involves recognizing and recalling a brand and its offering. The compatibility of two or more brands is referred to as co-branded brand matching. Consumer with an optimistic outlook is more likely to purchase products from business whose attributes match more closely (Huang, 2024). A successful co-branding strategy can generate interest in a product, positively influencing purchase intentions. This indicates that brand alliances significantly impact consumer interest in Corkcicle products (Riznal & -, 2020).

H4. Co-branding significantly affects Purchase Intention

Fear of Missing Out and Purchase Intention

Good & Hyman (2020) stated that Fear of Missing Out (FoMO) can significantly influence consumers' intentions to purchase. Furthermore, through downstream consumer desires, FoMO indirectly influence purchase interest. Consumers who are influenced by FoMO will be more interested in making a purchase if their desire is great. As consumers increasingly seek prestigious items that are the focus of promotional efforts, this drive can lead to a stronger intention to purchase those products (Farasandy & Arafah, 2023).

H5. Fear of Missing Out significantly affects Purchase Intention

Brand Personality and Purchase Intention

Many factors influence consumers intention and feeling, brand personality is one that must be considered (Vahdati & Nejad, 2016). Consumers tend to pay more attention to brand personality when they have difficulty assessing a product. Customers are more likely to purchase a brand because the personality of the brand is more acceptable (Vahdati & Nejad, 2016).

H6. Brand Personality significantly affects Purchase Intention

Brand Preference and Purchase Intention

Consumers tend to prefer one brand over others due to positive experiences, reflecting their tendency to choose a specific brand even when similar options are available (Cuong, 2020; Hansopaheluwakan et al., 2020; Putriansari, 2019). Their purchasing behavior is influenced by past experiences and how well a product meets their needs (Stefani et al., 2023). Those with a strong brand preference are more likely to have higher purchase intentions and motivation (Wu & Jang, 2014). Research shows a significant positive relationship between brand preference and purchase intention (Cuong, 2020; Wu & Jang, 2014).

H7. Brand Preference significantly affects Purchase Intention

Co-branding and Purchase Intention Mediated by Brand Preference

An effective co-branding strategy generates consumer interest and significantly influences purchase intention. It showcases the benefits and expertise of partner brands, enhancing combined brand preference, reducing market entry costs, and increasing consumer purchasing interest (Riznal & -, 2020). Consumers often favor specific brands, leading them to choose their favorites (Putri & Marlien, 2022). Strong brand preference is associated with higher purchasing likelihood, as evidenced by community interest in new products (Falah et al., 2022).

H8. Co-branding significantly affects Purchase Intention through Brand Preference

Fear of Missing Out and Purchase Intention Mediated by Brand Preference

Fear of Missing Out (FOMO) can significantly impact consumer purchase intentions by enhancing feelings of anticipated joy and self-improvement (Dwisuardinata & Darma, 2022). Similarly, according to Yoga et al. (2022), FoMO indirectly shapes buying intentions by influencing consumers desires. When customers experience strong FOMO, their willingness to buy increases. The purchase intention will be influenced by consumer brand preference because of consumer tendencies towards a particular brand and is a sign that shows consumer assessment of what they like and becomes their interest in making purchases (Sultan & Setiawati, 2024)

H9. Fear of Missing Out significantly affects Purchase Intention through Brand Preference

Brand Personality and Purchase Intention Mediated by Brand Preference

Brand identity greatly influences consumer behavior by connecting personal traits to appealing brands. Consumers with similarities to Corkcicle are more likely to buy its products, while others may also be attracted (Purnandika et al., 2022). Many consumers focus on their memories of a brand over its current presentation (Keni et al., 2022). A strong brand personality that meets consumer needs enhances purchase intentions Chakraborty (2019) and is vital for brand success, driving preferences and repeat purchases (Hermanto & Rodhiah, 2019). In the end, brand preference influences purchase intention, as consumers often choose based on attractive brand names (Septiani & Marlien, 2023)

H10. Brand Personality significantly affects Purchase Intention through Brand Preference

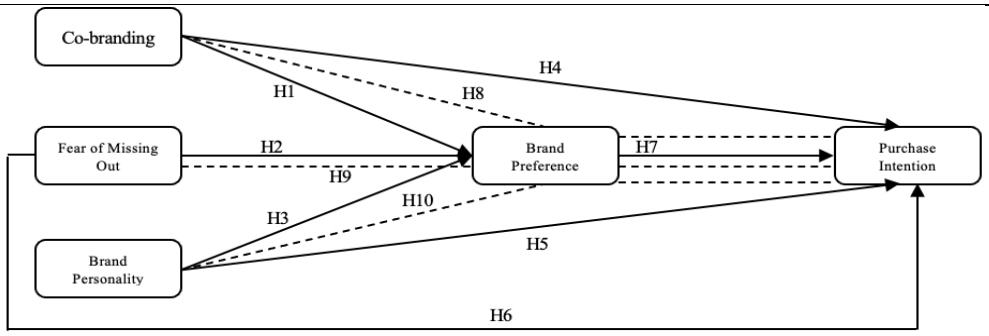


Figure 1. Conceptual Framework

Source: Processed Data (2024)

H1. Co-branding significantly affects Brand Preference
H2. Fear of Missing Out (FoMO) affects Brand Preference
H3. Brand Personality affects Brand Preference
H4. Co-branding significantly affects Purchase Intention
H5. Fear of Missing Out (FoMO) significantly affects Purchase Intention
H6. Brand Personality significantly affects Purchase Intention
H7. Brand Preference affects Purchase Intention
H8. Co-branding affects Purchase Intention through Brand Preferences
H9. Fear of Missing Out (FoMO) affects Purchase Intention through Brand Preferences
H10. Brand Personality affects Purchase Intention through Brand Preferences