

## **BRAND AMBASSADORS, FOMO, AND PERCEIVED VALUE INFLUENCING LEVI'S IMPULSE BUYING**

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**Abstract:** In today's dynamic market landscape, complex changes are evident across various industries. Consumers now expect a positive shopping experience, viewing consumption activities as both personal fulfillment and social identity markers. To stay competitive, businesses must align their branding strategies accordingly. One strategic approach to enhancing brand appeal involves collaborating with brand ambassadors. Specifically, the allure of K-pop idols plays a substantial role in shaping brand images, thereby motivating consumers to make impulsive purchases. This study seeks to investigate the impact of brand ambassadors on impulse buying behaviors. Additionally, we aim to analyze the significance of perceived value in influencing these behaviors. Data collection utilized Google Forms, gathering responses from 160 Indonesian females between ages 17 and 40 who were familiar with the New Jeans music group and had recently purchased or used Levi's collections. Our methodology includes processing the data using SMART-PLS 4.0 with Structural Equation Modeling (SEM). Our preliminary findings indicate that brand ambassadors significantly enhance impulse buying through increased perceived value and fear of missing out (FOMO). This research contributes valuable insights into consumer behavior under modern marketing strategies, emphasizing the importance of aligning branding efforts with evolving consumer expectations. By leveraging celebrity influences effectively, businesses can stimulate spontaneous retail activity, offering practical implications for marketers aiming to maximize customer engagement and loyalty. Ultimately, our analysis underscores the strategic potential of collaborating with influential figures like K-pop idols to boost sales within competitive markets.

**Keywords:** Brand Ambassador, Fear of Missing Out, Perceived Value, Impulse Buying

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