

The role of Impulsive Buying in Mediating The Influence of Fear of Missing Out (FoMO) and Perceived Product Quality on Skintific Skincare Purchase Decisions

Putu Dhea Nuriasih*, Pande Ketut Ribek and Made Ika Prastyadewi

Management Study Program, Faculty of Economics and Business, Mahasaraswati University, Denpasar, Bali, Indonesia.

World Journal of Advanced Research and Reviews, 2026, 31(02), 385–395

Publication history: Received on 24 June 2026; revised on 05 August 2026; accepted on 07 August 2026

Article DOI: <https://doi.org/10.30574/wjarr.2026.31.2.2075>

Abstract

E-commerce in Indonesia has experienced rapid growth in recent years, particularly with the rise of TikTok Shop. Many TikTok Shop users belong to Generation Z, drawn by the ease of purchasing and the influence of viral video recommendations for specific products. One product currently trending among Generation Z is Skintific skincare, bolstered by numerous advertisements highlighting its benefits. This study aims to examine and analyze the role of impulsive buying in mediating the effects of fear of missing out (FoMO) and perceived product quality on purchasing decisions for Skintific skincare. A quantitative descriptive research design was employed, utilizing an online survey of TikTok app users, specifically Generation Z. As the total population size was unknown, the sample size was determined using Leedy's formula, resulting in a sample of 385 Generation Z individuals. Data were analyzed using the Partial Least Squares (PLS) statistical method. The results indicate that FoMO and perceived product quality have a positive and significant effect on impulsive buying, and FoMO has a positive and significant effect on purchasing decisions; however, impulsive buying and perceived product quality do not have a significant effect on purchasing decisions. Impulsive buying does not mediate the influence of FoMO or perceived product quality on Skintific skincare purchasing decisions. It is recommended that Skintific continue to leverage digital marketing strategies via TikTok Shop by creating engaging content and creative promotions, as well as strengthening marketing strategies that heighten consumer FoMO.

Keywords: Impulsive Buying; Fear of Missing Out (FoMO); Perceived Product Quality; Purchase Decisions

1. Introduction

E-commerce in Indonesia has experienced rapid growth in recent years. Advances in information technology and rising internet usage have driven a shift in consumer behavior from conventional transactions to digital ones (1). This landscape compels companies to adopt innovative marketing strategies and effective promotional tactics, as well as to leverage interactive digital features to attract consumer interest (2). Currently, TikTok Shop stands out as a rapidly growing e-commerce platform widely used by the public, particularly Generation Z. As a digital shopping feature integrated directly into the TikTok app, it enables users to purchase products via video content, live streams, and interactive promotions without ever leaving the application.

Data from Golocad.com indicates that TikTok Shop users in Indonesia are predominantly young, with the 18–24 age group constituting the largest segment, accounting for approximately 44.4% of total users, thereby establishing Generation Z as the platform's dominant user base. TikTok Shop holds an advantage over other platforms like Shopee and Tokopedia by integrating social media and e-commerce into a single application, allowing consumers to shop and consume entertainment content simultaneously. Short-form video content, live streaming, and reviews from creators and influencers capture attention, evoke emotions, and build trust in products, all while linking directly to purchase options without requiring users to switch apps. This streamlined, convenient process makes it easier for consumers to

* Corresponding author: Putu Dhea Nuriasih.

make spontaneous purchases. Unlike other marketplaces that are primarily transactional, TikTok Shop is more effective at influencing buying decisions by leveraging the power of visuals, storytelling, and social interaction, leaving consumers feeling more confident, entertained, and motivated to buy.

Many products become trending and go viral after receiving reviews, whether positive or negative on TikTok; furthermore, endorsements from famous content creators make these products increasingly sought after by consumers. Skincare products are among the beauty items highly sought after by Generation Z on TikTok Shop; beyond the viral hype, consumers benefit from video tutorials created by content creators and access to lower prices. According to Markethac.id, Skintific skincare currently leads in sales and dominates the market compared to other skincare brands such as MS Glow, Wardah, Somethinc, and Olay. This high market share and sales volume demonstrate that Skintific products possess strong consumer appeal and are capable of competing significantly within the skincare market. Consequently, this study focuses on Skintific products, a skincare brand characterized by high sales performance and a strong market response, while treating the TikTok Shop platform merely as the transactional medium or sales channel facilitating the consumer purchasing process.

The high sales volume of Skintific products is closely linked to Generation Z's desire to always look their best, making beauty products an essential part of their lives. However, this demographic spans the age range from adolescence to early adulthood, a phase when mindsets and consumption habits are being shaped, meaning purchasing decisions are often driven by emotional and situational factors rather than solely by long-term rational considerations (3). One prominent phenomenon among this group is the Fear of Missing Out (FoMO), the fear of being left behind by trends. This drives Generation Z to make quick purchases, particularly when exposed to viral content, limited-time promotions, or recommendations via social media platforms like TikTok (4).

Skintific consistently leverages viral trends, beauty influencer reviews, and limited-time promotions on platforms like TikTok and TikTok Shop to drive rapid consumer purchases, ensuring customers don't miss out on trending skincare. Claims of quick results, backed by user testimonials and viral "before and after" content further strengthen the emotional appeal for consumers. Marketing strategies that leverage FoMO, such as time constraints, limited stock availability, and the spread of viral content via social media, have proven effective in capturing consumer attention and boosting sales, particularly on digital platforms like TikTok Shop. However, FoMO does not always have a positive impact on consumers. Hasty purchasing decisions often lack sufficient consideration, potentially leading to dissatisfaction and post-purchase regret if the product fails to meet expectations.

Companies frequently leverage the FoMO to boost sales, yet maintaining product quality remains essential. Perceptions of Skintific's product quality are shaped by consumer experiences evaluating various attributes, such as skincare efficacy, active ingredients, and safety, as well as reviews and testimonials from other users on social media and e-commerce platforms. This is particularly relevant given that, according to Databooks.com, the primary motivations for Indonesian consumers purchasing skincare include the desire to try new products, the goal of achieving good skin condition, the opportunity for consultation, and impulse buying.

The presence of impulsive buying as a factor in purchase motivation indicates that skincare purchasing decisions are not based solely on rational considerations but are also influenced by spontaneous urges. Impulsive buying acts as a mechanism bridging the influence of the FoMO and perceived quality on purchasing decisions. FOMO generates emotional pressure and a sense of urgency, while perceived quality fosters the belief that the product is worth purchasing. When these two factors converge, an impulsive urge arises and accelerates the decision-making process, leading consumers to purchase the product immediately without in-depth evaluation.

This study aims to determine the role of impulsive buying in mediating the influence of fear of missing out (FoMO) and perceived product quality on purchasing decisions for Skintific skincare products. The findings are expected to serve as a reference for business operators, particularly skincare brands active on TikTok Shop, when designing and implementing more effective and targeted marketing strategies.

2. Material and methods

2.1. Fear of Missing Out (FoMO)

FOMO in consumer behavior is characterized by impulsive purchases driven by scarcity, urgency created by time-limited promotions, anxiety stemming from social media trends, and the fear of social exclusion for not following the latest trends, leading consumers to make unplanned purchases to avoid missing out (5). FoMO is characterized by worry

and anxiety about missing out on social interactions or experiences (6). It can also influence online shopping behavior, instilling in individuals a desire or sense of urgency to participate in an experience or trend (7).

2.2. Perceived Product Quality

Perceived quality refers to a product's image and reputation, as well as the company's responsibility regarding it. Typically, due to a lack of knowledge about the attributes or features of the product they intend to buy, consumers assess quality based on factors such as price, brand name, advertising, company reputation, and the country of origin (8). Perceived quality is a customer's perception of the overall quality or superiority of a product or service compared to alternatives and established objectives (9)

2.3. Impulsive Buying

Impulsive buying is defined as a purchasing behavior that is immediate, unplanned, and driven by a strong emotional response to environmental stimuli (10). Impulsive buying is a sudden and reckless behavior exhibited by consumers who do not plan their purchases and are stimulated by specific factors (11). Impulsive buying can occur due to a sudden, unplanned urge to purchase something immediately, without regard for the consequences.

2.4. Purchase Decision

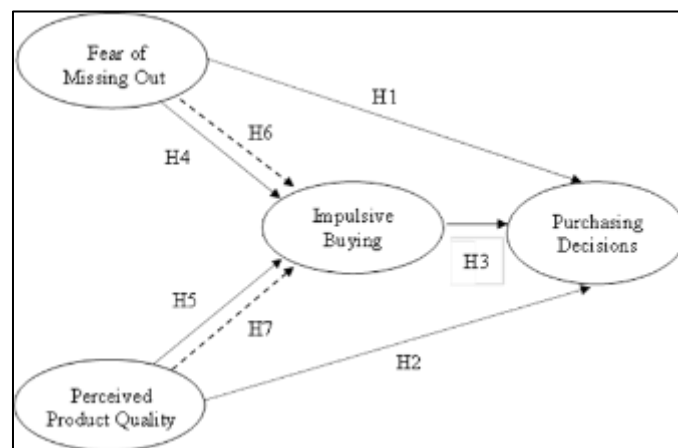
A purchase decision is a process undertaken by consumers that begins with recognizing a problem they wish to resolve, followed by seeking information about specific products or brands and evaluating available alternatives to address the issue, ultimately leading to the decision to purchase (7). A consumer purchase decision is the thought process a consumer undergoes to plan the purchase of specific branded products. Consumers seek out necessary product information before making a purchase decision (12).

2.5. Research Gap

While numerous studies have examined the factors influencing consumer purchasing decisions such as product quality, FoMO, and impulse buying there remains limited research linking these variables to digital marketing via e-commerce, a channel now widely used for quick shopping. Furthermore, there is a need to focus on Generation Z, a demographic characterized by high levels of FoMO and impulsivity when purchasing products, particularly in the beauty and fashion sectors. Conversely, many companies exploit these traits to boost sales through viral marketing and exaggerated claims, even when the products fail to deliver the promised benefits or offer no benefits at all. Given this context, research is needed to emphasize to both companies and consumers that impulse buying can have negative consequences, particularly for the consumer.

2.6. Conceptual Framework

The conceptual framework of the role of impulsive buying in mediating the influence of fear of missing out (FoMO) and perceived product quality on purchasing decisions for Skintific skincare products is presented in Figure 1 below.



Source: processed by Author

Figure 1 Conceptual Framework

2.7. Hypothesis of Research

- H1: Fear of Missing Out has a positive effect on impulsive buying
- H2: Perception of product quality has a positive effect on impulsive buying
- H3: Fear of Missing Out has a positive effect on purchasing decisions
- H4: Perception of product quality has a positive effect on purchasing decisions
- H5: Impulsive buying has a positive effect on purchasing decisions
- H6: Impulsive buying mediates the effect of Fear of Missing Out on purchasing decisions
- H7: Impulsive buying mediates the effect of perception of product quality on purchasing decisions

3. Method

This study employs a quantitative descriptive design conducted online, focusing on TikTok users, specifically Generation Z individuals, who have purchased or intend to purchase Skintific skincare products via TikTok Shop. The study population comprises all Generation Z active TikTok users who have purchased or are potential purchasers of Skintific skincare products through TikTok Shop; as the exact population size is unknown, the sample size was determined using Leedy's formula, resulting in a sample of 385 respondents. Regarding the nature of the data, the study utilizes quantitative data derived from questionnaire responses and qualitative data in the form of the presentation of those results. In terms of sources, the data consists of primary data obtained from the questionnaires and secondary data derived from books and previous research.

Data collection was conducted through questionnaires, and research documentation. Questionnaire data were scored using a Linkert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Data were analyzed using the Partial Least Squares (PLS) statistical method with the help of the SEM PLS 3.0 program. Data analysis began with descriptive analysis, which is research conducted to determine the existence of independent variables, whether one or more variables, without making comparisons or linking them to other variables (13). Next, a Structural Equation Model Partial Least Squares (SEM-PLS) analysis was performed, which yielded the following equation:

Substructure 1:

- $M = \beta_1 X_1 + \beta_2 X_2 + e$

Substructure 2:

- $Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Y_2 + e$

Where:

- Y1 = Mediator Variable (impulsive buying)
- Y2 = Dependent Variable (purchasing decisions)
- X1 = Independent Variable (Fear of Missing Out)
- X2 = Independent Variable (Perception of product quality)
- e = residual value/standard error

4. Results and discussion

4.1. Outer Model Evaluation (Measurement Model)

4.1.1. Convergent Validity

Table 1 Outer Loading Value of Model Estimation Results

	FoMO (X1)	IB (Z)	KP (Y)	PKP (X2)
FOM01	0.778			
FOM02	0.758			
FOM03	0.816			

FOM04	0.830			
FOM05	0.849			
FOM06	0.856			
FOM07	0.810			
FOM08	0.748			
IB10		0.743		
IB11		0.767		
IB12		0.755		
IB2		0.758		
IB3		0.752		
IB4		0.728		
IB6		0.766		
IB7		0.753		
IB8		0.743		
KP10			0.818	
KP11			0.833	
KP12			0.763	
KP13			0.792	
KP3			0.810	
KP4			0.820	
KP5			0.761	
KP6			0.829	
KP7			0.814	
KP8			0.870	
KP9			0.844	
PKP10				0.771
PKP11				0.728
PKP12				0.753
PKP4				0.830
PKP6				0.757
PKP7				0.772
PKP8				0.736
PKP9				0.710

Source: processed field data

The outer loading calculation results for each variable's indicators showed an outer loading value > 0.50 and a p-value < 0.05 . This proves that the indicators forming the latent variable are valid and significant.

4.1.2. Discriminant Validity

Table 2 Cross Loading Calculation Results

	FoMO (X1)	IB (Z)	KP (Y)	PKP (X2)
FOM01	0.778	0.011	0.538	0.048
FOM02	0.758	0.001	0.482	0.033
FOM03	0.816	0.031	0.588	0.054
FOM04	0.830	0.041	0.529	0.063
FOM05	0.849	0.011	0.630	0.042
FOM06	0.856	0.005	0.608	0.037
FOM07	0.810	0.034	0.554	0.062
FOM08	0.748	0.021	0.471	0.057
IB10	0.037	0.743	0.074	0.668
IB11	0.243	0.767	0.226	0.688
IB12	0.228	0.755	0.000	0.666
IB2	0.010	0.758	0.039	0.757
IB3	0.039	0.752	0.040	0.772
IB4	0.050	0.728	0.206	0.736
IB6	0.057	0.766	0.083	0.771
IB7	0.224	0.753	0.311	0.728
IB8	0.056	0.743	0.069	0.753
KP10	0.564	0.037	0.818	0.041
KP11	0.561	0.046	0.833	0.043
KP12	0.491	0.050	0.763	0.051
KP13	0.552	0.062	0.792	0.074
KP3	0.594	0.085	0.810	0.095
KP4	0.542	0.036	0.820	0.046
KP5	0.547	0.055	0.761	0.055
KP6	0.536	0.312	0.829	0.311
KP7	0.560	0.022	0.814	0.049
KP8	0.617	0.010	0.870	0.033
KP9	0.571	0.312	0.844	0.012
PKP10	0.057	0.766	0.083	0.771
PKP11	0.224	0.753	0.311	0.728
PKP12	0.056	0.743	0.069	0.753
PKP4	0.125	0.736	0.076	0.830
PKP6	0.010	0.758	0.039	0.757
PKP7	0.039	0.752	0.040	0.772

PKP8	0.050	0.728	0.206	0.736
PKP9	0.060	0.620	0.041	0.710

Source: processed field data

The discriminant validity test results indicate that each indicator exhibits its highest cross-loading value on the construct it measures compared to other constructs; consequently, each research variable can be effectively distinguished and is suitable for use in subsequent analysis.

4.1.3. Composite Reliability and Cronbach Alpha

Table 3 Composite Reliability and Cronbach Alpha Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
FOMO (X1)	0.923	0.927	0.937	0.651
IB (Z)	0.904	0.904	0.921	0.565
KP (Y)	0.949	0.950	0.956	0.664
PKP (X2)	0.894	0.895	0.915	0.574

Source: processed field data

The composite reliability and Cronbach Alpha values of all constructs have shown values greater than 0.70, thus fulfilling the reliable requirements based on the composite reliability criteria.

4.2. Inner Model Evaluation (Structural Model)

4.2.1. R-Square (R²)

Table 4 R-Square (R²)

Construct	R Square	R Square Adjusted
Impulsive Buying (Z)	0.441	0.440
Perceived Product Quality (Y)	0.474	0.470

Source: processed field data

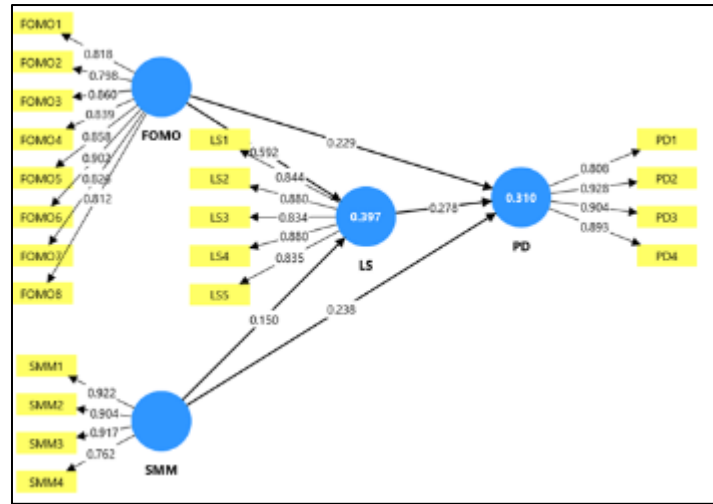
The R-square value for the Impulsive Buying variable is 0.441, indicating that 44.1% of the variation in Impulsive Buying can be explained by the Fear of Missing Out (FoMO) and Perceived Product Quality variables, while the remaining 55.9% is influenced by factors outside the research model. Meanwhile, the R-square value for the Purchase Decision variable is 0.474, meaning that 47.4% of the variation in Purchase Decision can be explained by the variables in the model, whereas the remaining 52.6% is influenced by other factors not examined in the study. The adjusted R-square values of 0.440 and 0.470, respectively, indicate that the model possesses a reasonably good explanatory capacity regarding the endogenous variables.

4.2.2. F-Square

The f-square test results indicate that Perceived Product Quality has a very strong influence on Impulsive Buying, with a value of 0.840. Additionally, Fear of Missing Out (FoMO) has a strong influence on Purchase Decision, with a value of 0.840. Meanwhile, the influences of Fear of Missing Out (FoMO) on Impulsive Buying 0.020, Impulsive Buying on Purchase Decision 0.006, and Perceived Product Quality on Purchase Decision 0.005 are classified as small.

4.3. Hypothesis Test

Measurement of the relationship between variables or models is predicted using the t-test parameter and to explain the hypothesis, it can be seen from the significance value of the comparison of the t-table value with the calculated t-value at a significant level of $\alpha = 0.05$ (alpha 95%). The decision-making criteria for the t-test are H0 is accepted if: P-value ≥ 0.05 and H1 is accepted if: P-value ≤ 0.05 . In terms of testing hypotheses, the results of SmartPLS 3.0 data processing are displayed in the form of images, as shown in Figure 2 as follows:



Source: processed field data

Figure 2 Path Diagram**Table 5** Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Direct Effect					
FOMO (X1) -> IB (Z)	0.035	0.035	0.013	2.668	0.008
FOMO (X1) -> KP (Y)	0.693	0.696	0.031	3.150	0.000
IB (Z) -> KP (Y)	0.222	0.223	0.157	1.419	0.156
PKP (X2) -> IB (Z)	0.971	0.971	0.005	3.618	0.000
PKP (X2) -> KP (Y)	0.203	0.203	0.156	1.302	0.193
Indirect Effect					
FOMO (X1) -> IB (Z) -> KP (Y)	-0.008	-0.008	0.007	1.088	0.277
PKP (X2) -> IB (Z) -> KP (Y)	0.216	0.217	0.152	1.417	0.157

Source: processed field data

The hypothesis testing results indicate that H1 is accepted; specifically, Fear of Missing Out (FoMO) has a positive and significant effect on Impulsive Buying (IB), with a p-value of 0.008 (< 0.05) and a t-statistic of 2.668 (> 1.96). H2 is also accepted, as Fear of Missing Out (FoMO) has a positive and significant effect on Purchase Decision (KP), with a p-value of 0.000 and a t-statistic of 3.150.

Furthermore, H3 was rejected because Impulsive Buying (IB) did not have a significant effect on Purchase Decision (KP), with a p-value of 0.156 (> 0.05) and a t-statistic of 1.419 (< 1.96). H4 was accepted because Perceived Product Quality (PKP) had a positive and significant effect on Impulsive Buying (IB), with a p-value of 0.000 and a t-statistic of 3.618.

Meanwhile, H5 was rejected because Perceived Product Quality (PKP) did not have a significant effect on Purchase Decision (KP), with a p-value of 0.193 and a t-statistic of 1.302. H6 and H7 were also rejected because Impulsive Buying (IB) failed to mediate the effect of either Fear of Missing Out (FOMO) or Perceived Product Quality (PKP) on Purchase Decision (KP), as indicated by p-values of 0.277 and 0.157 (> 0.05), respectively.

5. Discussion

The results of the hypothesis 1 test indicate that Fear of Missing Out (FoMO) has a positive and significant effect on impulsive buying of Skintific skincare products on TikTok Shop among Generation Z. These findings align with the Theory of Planned Behavior (TPB), which posits that individual behavior is influenced by intentions formed through attitudes, subjective norms, and perceived behavioral control. In the context of purchasing, individuals experiencing FOMO tend to perceive following trends or owning popular products as essential for social acceptance. This subjective norm creates a psychological urge to make an immediate purchase before the opportunity slips away. Consequently, consumers find it more difficult to control their impulses, often leading to purchasing decisions made without careful deliberation. The results of this study indicate that the Fear of Missing Out is not merely an emotional psychological condition but also a significant factor influencing consumer decision-making processes in the digital era.

The results of the hypothesis 2 test indicate that the perception of product quality has a positive and significant effect on impulsive buying behavior regarding Skintific skincare products on TikTok Shop among Generation Z. These findings align with the Stimulus-Organism-Response (SOR) theory, which explains that product quality, appearance, information, and consumer reviews displayed on TikTok Shop act as stimuli influencing consumers' psychological states. When consumers perceive Skintific products as high-quality, safe to use, and capable of meeting their needs, an internal response, characterized by trust, confidence, and interest is formed. This emotional response subsequently drives consumers to make spontaneous purchases without undergoing a lengthy deliberation process, thereby increasing the likelihood of impulsive buying. The positive influence of perceived product quality on impulsive buying occurs because consumers tend to experience less hesitation when they are confident that the product they intend to purchase is of good quality.

The results of the hypothesis 3 test indicate that the Fear of Missing Out (FoMO) has a positive and significant influence on Generation Z's purchasing decisions regarding Skintific skincare products on TikTok Shop. These findings align with the Stimulus Organism Response (SOR) Theory, which explains that various forms of digital content, such as viral videos, user reviews, promotions, live streams, and recommendations from content creators or influencers act as stimuli that affect consumers' psychological states. Such exposure triggers an internal response characterized by the fear of missing out on trends, losing the chance to secure a promotion, or being excluded from experiences others are enjoying. This emotional response subsequently drives consumers to make immediate purchasing decisions to avoid feeling left behind by their social circles. The positive influence of FOMO on purchasing decisions arises because consumers are motivated more by the psychological need to stay connected with trends than by conducting an in-depth evaluation of the product itself.

The results of the hypothesis 4 testing results indicate that the perception of product quality does not have a significant effect on the purchasing decisions of Generation Z regarding Skintific skincare products on TikTok Shop. The findings suggest that although consumers hold a positive perception of Skintific's product quality, this perception is not strong enough to directly influence purchasing decisions. This indicates that in the digital marketing environment, specifically on TikTok Shop purchasing decisions are not determined solely by assessments of product quality; rather, they are influenced by various other factors, such as promotions, pricing, influencer recommendations, user reviews, social media trends, and emotional impulses arising during the shopping process. In other words, while product quality is considered a factor, it is not the most dominant determinant of purchasing decisions. Based on the Stimulus-Organism-Response (SOR) theory, product quality acts as a stimulus capable of influencing a consumer's psychological state; however, the results of this study indicate that this stimulus is insufficient to directly elicit a response in the form of a purchasing decision.

The results of the hypothesis 5 test indicate that impulsive buying does not have a significant effect on the purchasing decision for Skintific skincare products among Generation Z on TikTok Shop. These findings demonstrate that the urge to make a spontaneous purchase does not always culminate in an actual buying decision. Although consumers may feel a sudden interest in Skintific products after viewing promotions, reviews, or content on TikTok Shop, they still have the opportunity to reconsider the decision before finalizing the transaction. In the skincare product category, consumers generally do not rely solely on emotional impulses; they also consider functional aspects such as product safety, suitability for their skin type, active ingredients, offered benefits, and past usage experiences. Therefore, an impulsive urge is not necessarily strong enough to transform a fleeting intention into a concrete purchasing decision.

The results of the hypothesis 6 test indicate that impulsive buying does not mediate the effect of Fear of Missing Out (FOMO) on the purchase decision for Skintific skincare products among Generation Z on TikTok Shop. These findings suggest that FOMO influences purchase decisions more directly rather than through the urge to buy impulsively. In other words, when consumers worry about missing out on trends, losing out on promotions, or failing to own a popular

product, they tend to make a purchase decision immediately without necessarily going through an impulsive buying process. This demonstrates that impulsive buying is not the primary mechanism explaining the relationship between FOMO and purchase decisions in this study.

Hypothesis testing results indicate that impulsive buying does not mediate the effect of perceived product quality on Skintific skincare purchasing decisions among Generation Z consumers on TikTok Shop. The findings show that while perceived product quality increases the likelihood of spontaneous purchasing, this urge is not strong enough to significantly influence the actual purchasing decision. In other words, although consumers who perceive Skintific products as high-quality are more inclined to make impulsive purchases, they still consider various other factors such as price, personal needs, product suitability for their skin type, and reviews from other users before finalizing their decision. Therefore, impulsive buying does not serve as a mechanism bridging the relationship between perceived product quality and purchasing decisions.

6. Conclusion

The results of this study indicate that Fear of Missing Out (FoMO) has a positive and significant effect on impulsive buying of Skintific skincare products on TikTok Shop among Generation Z. Perceived product quality has a positive and significant effect on impulsive buying of Skintific skincare products on TikTok Shop among Generation Z. Fear of Missing Out (FoMO) has a positive and significant effect on the purchasing decision for Skintific skincare products on TikTok Shop among Generation Z. Perceived product quality does not have a significant effect on the purchasing decision for Skintific skincare products on TikTok Shop among Generation Z. Impulsive buying does not have a significant effect on the purchasing decision for Skintific skincare products on TikTok Shop among Generation Z. Impulsive buying does not mediate the effect of Fear of Missing Out (FoMO) on the purchasing decision for Skintific skincare products on TikTok Shop among Generation Z. Impulsive buying does not mediate the effect of perceived product quality on the purchasing decision for Skintific skincare products on TikTok Shop among Generation Z.

The findings of this study can provide valuable insights for business operators particularly skincare brands active on TikTok Shop to design and implement more effective and targeted marketing strategies.

Compliance with ethical standards

Acknowledgments

The author wishes to express gratitude to all TikTok users who participated in this study as respondents, for taking the time to complete the questionnaire and assisting with data collection to enable the completion of this research.

Disclosure of conflict of interest

The Authors wish to declare that none has any interest to disclose.

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