

# **FoMO (Fear of Missing Out) on Impulsive Buying of Skintific Among Gen Z: A Conceptual Framework**

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## **Abstract:**

The development of technology and social media has significantly influenced consumer behavior, particularly among Generation Z, who are more connected to digital platforms than any other generation. One emerging phenomenon that has gained attention in this context is FoMO (Fear of Missing Out), a psychological response to the anxiety of missing out on experiences or information that others have, often aggravated by constant exposure to social media updates. This anxiety can drive individuals, particularly younger consumers, to engage in impulsive buying behaviors as a means to ease their fear of being left out. This research aims to investigate the impact of FoMO on impulsive buying, with a particular focus on the Skintific brand, a popular beauty product among Gen Z. The methodology employed in this study includes a literature review on FoMO and impulsive buying behavior, discussing key issues and concepts related to these variables as explored in previous research. While existing studies highlight a significant relationship between FoMO and impulsive buying, specific studies focusing on this dynamic within the context of beauty product purchases among Gen Z remain limited. The different results from previous studies highlight a research gap, emphasizes the need for further exploration, which this research seeks to address by constructing a conceptual framework that emphasizes both variables and their interconnections.

**Keywords:** impulsive buying; FoMO (Fear of Missing Out); Gen Z

## 1. Introduction

The development of technology in recent decades has changed various aspects of human life, including shopping habits. Shopping, once reliant on traditional transactions that required consumers to visit physical stores, can now be easily done through digital platforms (Yunus, 2023). The internet and increasingly sophisticated mobile technology provide consumers with quick, easy, and practical access to shopping. Online platforms allow consumers to view a variety of products from different sellers in one place.

Technology has also simplified payment, shipping, and product return processes.

Online shopping apps enable consumers to shop anywhere and anytime. Smartphones have become essential tools facilitating these activities. Through these apps, consumers can view current promotions, discounts, and follow popular trends in real-time (Wahyudi, 2024). Moreover, technology has encouraged new marketing strategies such as personalized offers based on consumer behavior data. Algorithms on online shopping platforms can predict consumer preferences and provide relevant product recommendations, speeding up decision-making processes and encouraging impulsive buying behavior.

According to Solomon & Russell (2024), digital technology has drastically changed consumer behavior, allowing for limitless and real-time access to products and services, which increases the chance of impulsive buying. Verplanken & Sato (2011) further state that the availability of technology and easy access to products through digital platforms encourage impulsive buying behavior, especially among young people who are familiar with digital environments.

Consumer shopping behavior is also influenced by the development of technology and social media. In the digital age, consumers are connected to a wealth of information, advertisements, and promotions that influence their purchasing decisions. Shopping behavior has changed significantly, particularly among Gen Z (Generation Z). According to Dimock in Dorothy (2024) from the Pew Research Center, Gen Z consists of individuals born between 1997 and 2012, characterized as a group highly connected to technology and social media. They are often exposed to various attractive advertisements and promotions that influence their purchasing decisions.

Statistics show that Gen Z is a crucial demographic group in Indonesia. The total population of Gen Z in Indonesia is 71,509,082, according to data from the Central Statistics Agency (BPS) and Rainer (2023) from the 2020 Population Census. They dominate Indonesia's demographics with approximately 70 million individuals, or 27.94% of the population. This generation, which is still young and in their teenage years, is positioned to drive changes in the future, including in consumer behavior. Based on census results, East Jakarta is recorded as the area with the largest Gen Z population in DKI Jakarta, totaling 782,855 individuals. Therefore, the researcher chose East Jakarta as the primary focus of this study.

One of the emerging phenomena among Gen Z is impulsive buying, often influenced by emotional factors and promotions on digital platforms Rook & Gardner, as cited in Marlisa Putri & Komalasari (2023). In the context of beauty product marketing, this phenomenon is becoming increasingly relevant, as cosmetics and skincare have become highly sought-after segments, particularly among Gen Z females recently.

The continuously evolving beauty trends in Indonesia indicate an increase in consumer awareness regarding effective and quality skincare. One standout brand in the skincare industry is Skintific. Introduced in late 2021, Skintific quickly gained popularity and has become one of the top brands sought after by skincare enthusiasts in the country. Beauty products continue to evolve, especially among Gen Z, who actively follow trends through social media. The "clean beauty" trend, which emphasizes natural and safe products, is becoming increasingly popular, reflecting consumers' desire to use safe and healthy products. According to Kalil et al. (2022) consumers are now seeking products with transparent and simple ingredient lists, making them feel safer when using the products.

The use of makeup has also evolved over time. One significant change is the shift from foundation to cushion, as cushions are more favored due to their ease of use and natural finish (Syariah, 2024). Skintific Perfect Stay Velvet Matte Cushion has become a popular product due to its natural result and lightweight formulation. Based on 2024 sales data, Skintific has become the top-selling brand in the beauty product category, making it the focus of this study.

Many people are eager to follow trends and try products like this. This phenomenon is known as FoMO (Fear of Missing Out), which is the anxiety of missing the opportunity to follow trends or own popular products. FoMO arises when an individual feels they are missing out on valuable opportunities (Przybylski et al.), as cited in (Civelek & Tiğli, 2023).

In short, the purpose of this study is to examine the issues and concepts related to the relationship between these two variables that can support the development of a conceptual framework. This article also aims to discuss the process of constructing a conceptual framework to explore the relationship between FoMO (Fear of Missing Out) and impulsive buying of Skintific Perfect Stay Velvet Matte Cushion among Gen Z. Therefore, this article is structured as follows:

- (1) Discussing potential issues in the research regarding FoMO (Fear of Missing Out) and impulsive buying.
- (2) Presenting previous studies on the concepts of FoMO (Fear of Missing Out) and impulsive buying.
- (3) Explaining the relationship between FoMO (Fear of Missing Out) and impulsive buying.
- (4) Constructing the conceptual framework of FoMO (Fear of Missing Out) and impulsive buying.

## **2. Potential Issues in the research on FoMO (Fear of Missing Out) and Impulsive Buying**

The researcher identified several issues that form the background of this study. First, the advancement of technology has led to positive developments, but it has also brought negative impacts. As highlighted in the research by Mukaromah et al. (2021), it was concluded that impulsive buying influences a person's mindset and behavior, leading to a strong desire to purchase in order to satisfy a momentary urge. This often disregards the benefits and functions of the purchased product, disrupting financial stability.

Given the young age of Gen Z, the instability caused by impulsive buying will likely develop an incorrect mindset. According to Candela (2024), nearly half of Gen Z (around 48%) allocates IDR 150,000 per transaction to purchase beauty products. In comparison, only 34% of millennials spend a similar amount on such products.

Furthermore, the phenomenon of FoMO (Fear of Missing Out) has become an increasingly prominent issue among Gen Z, who are highly connected to technology and social media. With the vast amount of information being shared, social media users, especially Gen Z, often feel pressured to appear or own the same items as others (Przybylski et al., 2013) as cited in (Civelek & Tiğli, 2023). In his research, Latief (2024) concludes that FoMO has detrimental effects, leading to stress and exhaustion, both mentally and physically.

Several studies have examined the influence of FoMO on impulsive buying behavior. Previous research, such as that conducted by Muharam et al. (2023) found that FoMO plays a significant role in driving impulsive buying, with an influence value of 52%. Studies by Asyifa et al. (2024), Hamizar et al. (2024) and Hayani & Nurlita (2024) also concluded that FoMO has a positive and significant impact on impulsive buying.

However, some studies have different opinions. Research conducted by Aenaya et al. (2024), Mainun & Azizah (2024) and Pusenius (2023) stated that no relationship was found between FoMO and impulsive buying.

Based on the differences in the results found, this creates a gap in the existing literature. Additionally, there has been no study specifically analyzing the influence of FoMO on impulsive buying among Gen Z, nor research that examines the interaction between these two variables on impulsive buying behavior of beauty products, such as Skintific, specifically the Perfect Stay Velvet Matte Cushion among Gen Z.

Therefore, this study aims to fill this gap by understanding the influence of FoMO (Fear of Missing Out) on impulsive buying of Skintific Perfect Stay Velvet Matte Cushion among Gen Z.

### **3. Literature Review**

#### **3.1. FoMO (Fear of Missing Out)**

FoMO (Fear of Missing Out) is a psychological condition characterized by feelings of anxiety, discomfort, and fear of missing out on information or experiences that others may have, particularly through social media. According to Hodkinson & Poropat as cited Dewi Kalisna et al. (2021), FoMO drives individuals to engage in risky behaviors on social media, such as posting content that is not entirely truthful to gain attention. This condition triggers individuals to constantly seek out the latest information and participate in social activities to avoid feeling left out (Przybylski et al.), as cited in (Civelek & Tiğli 2023).

Przybylski et al. (2013) connecting FoMO to Self-Determination Theory (SDT), where FoMO arises from a lack of fulfillment of psychological needs when using social media. This leads individuals to constantly seek updates from others and tends to make them compare their lives with those of others.

This view is in line with Kotler et al. (2024), who define consumer behavior as the study of how individuals or groups choose and use goods or services to fulfill their needs and wants. They emphasize that purchasing behavior is influenced by cultural, social, personal and psychological factors. FoMO can be seen as an additional factor influencing consumer behavior, where social pressure and the desire not to feel left out can lead individuals to make unplanned purchases, especially in a highly connected digital environment.

This perspective is consistent with Baker et al. (2016) as cited in Fahmi et al. (2022) who state that FoMO is a psychological condition closely related to social media use, often causing

anxiety and worry in individuals, especially among teenagers and young adults. Roberts & David (2020) also note that FoMO can contribute to impulsive buying behavior and irrational decision-making, as individuals seek to avoid feelings of missing out and pursue social recognition.

Based on the previous explanations and definitions, it can be concluded that FoMO is a psychological condition in which a person fears missing out on information or experiences that others have, especially through social media. This feeling drives individual to continually follow updates and social activities, thereby affecting their self-satisfaction. FoMO often emerges among teenagers and young adults who feel the need to engage and gain social recognition, even pushing them to make impulsive buying decisions to avoid feeling left behind.

### **3.1.1. Factors Influencing FoMO (Fear of Missing Out)**

Kaloeti et al. (2021) identified three main factors contributing to the phenomenon of FoMO (Fear of Missing Out):

#### **a. Missed Experience**

Missed experiences create feelings of anxiety or worry when individuals realize they have missed out on experiences or moments considered valuable or enjoyable. This is often triggered by content shared by friends on social media, such as events, trips, or other social activities. Seeing others enjoy these experiences can make individuals feel isolated and believe their social lives are unfulfilling.

#### **b. Compulsion**

Compulsion refers to the strong urge to constantly check social media and engage in online activities. Individuals feel the need to always stay connected with the latest information, even if this disrupts their well-being. This tendency often drives impulsive behaviors, such as purchasing items impulsively or posting content that may not fully represent their reality, simply to gain attention and recognition from others.

#### **c. Comparison with Friends**

Social comparison with friends occurs when individuals compare their lives to the seemingly more interesting or successful lives of their friends on social media. This can lead to feelings of inadequacy or dissatisfaction with their own lives. Such comparisons heighten feelings of FoMO as individuals feel the need to do something more exciting or unique to match what they perceive in their friends' lives.

### **3.1.2. Dimension of FoMO (Fear of Missing Out)**

Przybylski et al. (2013) identify two main categories of FoMO dimensions:

#### **a. The Desire for Belonging,**

Which reflects the individual's need to feel connected and accepted in a social group, motivating them to engage in social activities and maintain relationships.

#### **b. The Anxiety of Isolation,**

Which is the individual's fear and concern about being ignored or unnoticed in social contexts. This anxiety arises from the fear of missing information, experiences, or significant moments that others experience.

Additionally, Sette et al., as cited in Wijaya et al. (2023) describe FoMO dimensions, including:

- a. **Need to Belong**, is the need to feel accepted and connected to others.
- b. **Need for Popularity**, reflects the desire to be recognized and seen as popular among peers, often triggering attention-seeking behaviors on social media.
- c. **Anxiety**, refers to the feelings of anxiety that arise from fearing the loss of information or experiences others may have.
- d. **Addiction**, refers to the dependence on social media usage that can lead to excessive behavior to keep up with the latest developments.

The research conducted by Dwi Wahdini (2023), Hasan (2024), and T. A. W. Putri & Hapsari (2024) identifies similar dimensions. Based on the findings from studies with the same dimensions, it can be concluded that this research will utilize dimensions encompassing the Need to Belong, reflecting the desire for acceptance; the Need for Popularity, indicating the drive for recognition; Anxiety related to the fear of losing information; and Addiction depicting dependence on social media. These dimensions will be employed in this study to understand the influence of FoMO on impulsive buying behavior.

### **3.2. Impulsive Buying**

Rook & Gardner, as cited in Marlisa Putri & Komalasari (2023) define impulsive buying as a purchasing action driven by strong emotional urges, spontaneous, and irresistible, often without careful planning.

According to Yahmini, as cited in Nurwealthy (2024) impulsive buying is defined as the urge to make a purchase spontaneously, without prior planning, typically triggered by emotional factors, mood, store environment, product display, and attractive promotions.

Verplanken & Herabadi, as cited in Farchina et al. (2023) further explain that impulsive buying behavior reflects a conflict between cognitive and affective (emotional) processes, where emotions often dominate, triggering the spontaneous action.

Based on these definitions, it can be concluded that impulsive buying is the sudden act of purchasing something without prior planning or careful consideration. Typically, this decision is influenced by strong emotional impulses, such as being tempted by attractive offers, mood, or environmental factors. Impulsive buying is often done without thinking about the long-term need or benefit of the product and focuses more on the immediate satisfaction felt at that moment. This phenomenon demonstrates how emotions can influence consumer behavior, causing them to act spontaneously and without planning.

#### **3.2.1. Factors Influencing Impulsive Buying**

Verplanken & Herabadi, as cited in Jamal (2023) explain several factors that influence an individual's impulsive buying behavior, specifically:

- a. **Situational Factors**
  1. Store environment, factors such as the physical appearance of products, product arrangement, store atmosphere, decorations, color choices, perfumes, fragrances, and pleasant music play a crucial role in creating a positive ambiance. This atmosphere can attract consumers' attention and encourage them to engage in impulsive buying.
  2. Availability of time and money, impulsive buying is also influenced by having free time and available money. When individuals have enough time and money, they tend to make

purchases without much deliberation, making them more prone to impulsive buying behavior.

b. Person-related Factors

This factor relates to an individual's emotional condition. A positive mood, drive, and sense of power can trigger impulsive buying. People may make unplanned purchases to cope with negative feelings such as depression or to gain self-reward, support, recognition, and comfort. These impulses can stem from significant life experiences, whether positive or negative. Additionally, more structured motivation can also prompt impulsive buying. Impulsive buying behavior can reflect one's self-identity, and gender differences may influence the type of items purchased spontaneously.

c. Normative Factors

Rook & Fisher, as cited in Jamal (2023) state that impulsive buying can occur when individuals feel that such behavior is acceptable or appropriate within their social context.

According to Yahmini, as cited in Jamal (2023), the factors influencing impulsive buying are:

a. Mood and emotional states

Negative emotions often drive individuals to engage in impulsive buying as a way to cope with these emotions.

b. Environment

Environmental factors, such as having friends or family who also tend to shop spontaneously, can influence impulsive buying behavior.

c. Store influence and product categories

Stores with appealing atmospheres and enticing products can encourage consumers to make immediate purchases.

d. Social status and residence

People living in urban areas are more likely to engage in impulsive buying due to easy access and proximity to shopping centers.

e. Personality

Individuals' cognitive, emotional, and behavioral traits, which vary among individuals, contribute to their tendencies toward impulsive buying.

### **3.2.2. Dimensions of Impulsive Buying**

Verplanken & Herabadi, as cited in Khairiyah (2023) explain that impulsive buying has two dimensions, cognitive and affective.

#### **a. The cognitive aspect**

Involves the lack of consideration and planning in making purchasing decisions, with the desire to buy arising suddenly based on a whim, which can be repetitive or compulsive.

#### **b. The affective aspect**

Involves emotional urges that drive feelings after the purchase, where after impulsive buying, a person may experience mixed feelings such as excitement or regret. This occurs without good control and can lead to satisfaction, disappointment, or regret after spending money just to fulfill a temporary desire.

This perspective aligns with Lee & Chen (2021), who state that impulsive buying is influenced by two main reactions:

- a. Affective reactions, which are driven by perceptions of attractiveness, trust, and expertise.
- b. Cognitive reactions, which are influenced by perceptions of product benefits, ease of purchase, and cost.

Based on the above explanations, it can be concluded that the dimensions used in this research are affective and cognitive. The cognitive dimension involves a lack of planning and control in the decision-making process underlying impulsive behavior, while the affective dimension relates to emotional impulses and mood that motivate impulsive buying behavior. Both dimensions are essential for understanding how emotional factors and a lack of planning influence impulsive buying behavior.

#### **4. The Relationship Between FoMO (Fear of Missing Out) and Impulsive Buying**

The research by Eka Putri et al. (2024) analyzes the influence of FoMO on impulsive buying behavior among young consumers in Indonesia. The study found that individuals experiencing high levels of FoMO are more vulnerable to impulsive purchases, often triggered by the fear of missing out on information or rapidly evolving trends. This is made worse by the habit of online shopping, which allows consumers to make quick purchases without thinking carefully. This shows that FoMO not only affects impulsive buying decisions but also creates harmful shopping habits, especially for the younger generation who are more active on social media.

A review conducted by Nasr et al. (2023) also highlights how FoMO influences consumer behavior in the context of digital marketing. This review shows that FoMO acts as a driving factor in increasing impulsive buying behavior, particularly in digital markets that heavily rely on visual and social elements. Individuals with high levels of FoMO, according to this study, are more likely to follow trends that emerge on social media and purchase products they see being used or discussed by others, without considering whether the products align with their needs or budget.

A study by Przybylski et al. (2013) also explores the emotional aspects of FoMO and shows a strong relationship between FoMO and impulsive buying. In this study, it was found that individuals with higher levels of FoMO are more likely to engage in impulsive buying as a way to feel connected to their social environment, especially through social media platforms. The emotions triggered by the fear of missing out or not being accepted within a social group cause consumers to overlook deeper needs and prioritize purchasing actions to relieve that anxiety.

Next, a study by Thi Thuy et al. (2023) shows that FoMO can drive impulsive buying behavior among social media users. The study notes that individuals who feel pressured to constantly follow trends on social media are more likely to make impulsive purchases as a way to express their identity and gain social recognition. This suggests that in the digital age, product purchases are often driven not only by functional needs but also by the desire to display social status and attractiveness in the eyes of others.

The findings of Rana Deliana et al. (2024) also support this conclusion, indicating that FoMO in the digital environment can intensify impulsive behavior among young consumers. The study found that social pressure to stay connected and engaged in the latest trends can push consumers to make unplanned purchases, leading to purchases that do not align with their needs or personal budget. This research also highlights the negative impact of the FoMO phenomenon

on personal financial management, especially among younger generations who tend to be more active on social media.

Relatively, FoMO encourages impulsive buying behavior by creating a deep sense of uncertainty and anxiety in consumers. This fear of missing out triggers individuals to make purchases without careful consideration, simply to alleviate their anxiety and feel connected to the social groups they deem important. As a result, consumers who are intensely exposed to social media and digital trends are more likely to neglect their needs and budget, choosing instead to fulfill the impulsive urges they experience.

### 5. Conceptual Framework: FoMO (Fear of Missing Out) and impulsive buying

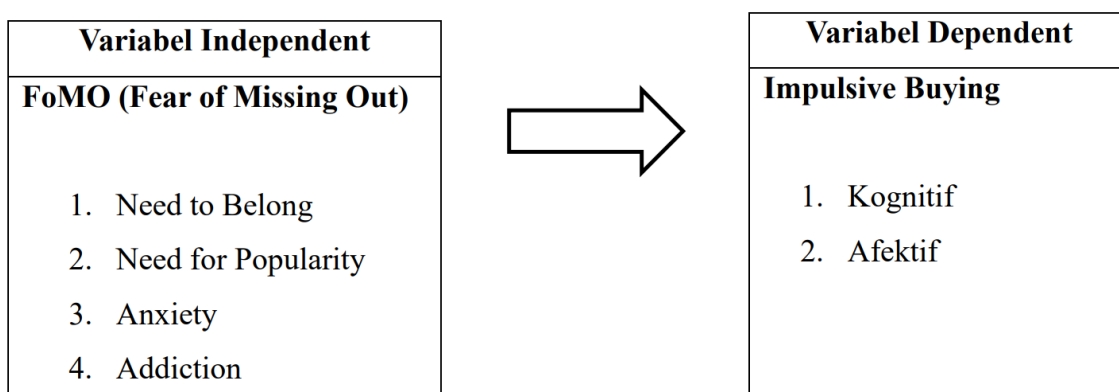
Based on the empirical evidence cited from previous studies, it can be concluded that FoMO significantly influences impulsive buying. Therefore, this research proposes the following conceptual framework to explore the relationship between FoMO (Fear of Missing Out) and impulsive buying of Skintific Perfect Stay Velvet Matte Cushion among Gen Z. This framework is established based on a comprehensive literature review, positioning FoMO as the independent variable and impulsive buying as the dependent variable. Future empirical research can be conducted based on the conceptual framework developed in this study.

The FoMO framework is adapted from Sette in Wijaya et al. (2023), encompassing four dimensions: Need to Belong, Need for Popularity, Anxiety, and Addiction. Conversely, the structure of impulsive buying is adapted from Verplanken & Herabadi as cited in Khairiyah (2023) consisting of two dimensions: cognitive and affective.

A literature review indicates a significant relationship between FoMO and impulsive buying (Asyifa et al., 2024; Eka Putri et al., 2024; Hamizar et al., 2024; Hayani & Nurlita, 2024; Muharam et al., 2023; Nasr et al., 2023; Przybylski et al., 2013; Rana Deliana et al., 2024; Thi Thuy et al., 2023) The previous sections provided detailed explanations of the relationship between the dependent and independent variables. Thus, drawing from prior empirical studies and relevant literature, the theories of FoMO and impulsive buying form the conceptual framework for this research.

The conceptual framework presented in this paper illustrates how the variables under study are interconnected. This conceptual model also provides a theoretical guide for researching impulsive buying in the context of Skintific Perfect Stay Velvet Matte Cushion among Gen Z. Consequently, the framework for impulsive buying is illustrated in Figure 1, indicating that FoMO is considered to contribute to impulsive buying.

**Figure 1.** illustrates the conceptual framework of FoMO (Fear of Missing Out) and impulsive buying of Skintific Perfect Stay Velvet Matte Cushion among Gen Z.



However, empirical research examining the relationship between FoMO and impulsive buying of this product among Gen Z remains limited. This underscores the need for further exploration of how FoMO influences impulsive buying behavior in the context of beauty products, particularly among consumers in Gen Z who are highly familiar with the digital landscape.

Understanding the extent and direction of FoMO's impact on impulsive buying is crucial for brands and marketers in crafting effective strategies to engage this generation. Previous studies have indicated that FoMO, often triggered by social media exposure and promotions, frequently leads to impulsive purchasing decisions. By investigating this phenomenon in relation to beauty products like Skintific, this research aims to provide deeper insights into consumer behavior patterns among Gen Z.

Furthermore, this study can help fill gaps in the current literature regarding FoMO and impulsive buying. Findings from this research could offer recommendations for marketing strategies that leverage media engagement trend to enhance consumer interest. This study not only seeks to deepen the understanding of the relationship between FoMO and impulsive buying but also aims to broaden theoretical perspectives related to consumer behavior in the digital era.

Thus, exploring this relationship will not only add originality to the research but also provide valuable insights for future studies that wish to further investigate these variables. Additionally, it is hoped that the efforts to connect these variables will contribute to the development of knowledge in consumer behavior research and effective marketing strategies in the digital age, particularly within the beauty and skincare industry.

## **6. Conclusion**

In summary, previous research has shown that there is a possible connection between FoMO (Fear of Missing Out) and impulsive buying. However, there hasn't been much research specifically looking at how FoMO affects impulsive buying of beauty products like Skintific Perfect Stay Velvet Matte Cushion among Gen Z. This study aims to fill that gap by providing a framework to help understand how FoMO influences impulsive buying.

This framework can also be useful for future research on how these two variables relate in different population and contexts. Additionally, this study can help explain the differences in results found in previous research and fill the existing gap. Overall, this framework is designed to enrich the understanding of FoMO and its contribution to the phenomenon of impulsive buying, particularly in the context of the digital generation, such as Gen Z, who tend to exhibit higher levels of this behavior.

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