
Unveiling the Power of Social Media and FOMO: How Hedonic Motivation Drives Impulsive Purchases of Cosmetic Products

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Abstract: This study examines the influence of Social Media Marketing (SMM) and Fear of Missing Out (FOMO) on impulsive purchasing behavior among Generation Z consumers, with hedonistic shopping motivation as an intervening variable. The rapid growth of the cosmetics industry in Indonesia, driven by social media, makes this topic highly relevant for analysis. A quantitative method with a Structural Equation Modeling (SEM) approach using SmartPLS was applied to test the proposed hypotheses. The sample in this study consisted of 100 people obtained through purposive sampling. The results showed that SMM had a significant effect on hedonistic shopping motivation, while FOMO also had a significant effect on this motivation. Hedonistic shopping motivation was found to influence impulsive buying, but the direct effect of SMM on impulsive buying was not significant. FOMO was found to directly influence impulsive buying. Additionally, hedonistic shopping motivation acted as a full mediator in the relationship between SMM and impulsive buying, and as a partial mediator in the relationship between FOMO and impulsive buying. These findings emphasize the importance of emotional involvement and psychological factors in influencing impulsive buying behavior. The practical implication of this study is that marketers need to design content that can evoke emotional responses and create a sense of exclusivity, which can encourage consumers to make impulsive purchases, especially for cosmetic products.

Keywords: Social Media Marketing, Fear of Missing Out, Impulsive Purchasing, Hedonic Shopping Motivation, Generation Z

INTRODUCTION

The cosmetics industry in Indonesia is experiencing exponential growth, projected to reach a valuation of USD 11.7 billion by 2032 (GMI Research, 2025). This growth is fundamentally driven by Generation Z, with 73% of this cohort in Indonesia categorizing beauty products as a basic necessity rather than just a desire (Bharvani, 2024). Within this digital ecosystem, impulsive purchasing behavior has become a dominant phenomenon, where 62% of Gen Z make transactions through live shopping features designed to trigger urgency (Jakpat, 2024). This behavior is characterized by unplanned purchases driven by sudden external stimuli and emotional surges (Santoso & Irawati, 2024).

Social Media Marketing (SMM) is considered a primary stimulus for this behavior, as cosmetic brands capitalize on Gen Z's screen time with viral content strategies (Sunandari & Hanafi, 2024). Although SMM is generally assumed to have a positive influence on impulsive

purchasing (Aprilianti et al., 2025; Ku & Selvee, 2025; Singh et al., 2023), there are inconsistencies in research findings that are worth exploring further. Contradictory findings by (Dina & Marlien, 2024) indicate that social media marketing has a positive but insignificant effect on impulse buying for certain beauty products. This research gap suggests that exposure to advertisements alone is insufficient; internal psychological variables are needed to bridge the stimulus with the act of purchasing.

On the other hand, the psychological phenomenon of Fear of Missing Out (FOMO) has emerged as a strong predictor among Gen Z (Pramesty & Merida, 2025). Research confirms that FOMO significantly influences impulsive shopping decisions, particularly for local beauty products (Gloria, 2025). To mediate the inconsistent influence of SMM and explain the FOMO mechanism, this study proposes Hedonic Shopping Motivation as an intervening variable. Hedonic motivation relates to the pursuit of pleasure, fantasy, and emotional satisfaction (Febria Mavilinda et al., 2020). Previous studies have proven that SMM and FOMO drive hedonic shopping motivation (Bata Ilyas et al., 2022; Cahaya Tresna et al., 2025; Habib & Almamy, 2025; Khoa et al., 2025), and that hedonic motivation subsequently influences impulsive buying (Deborah, 2022; Dinda Puspa Salsabilla et al., 2024; Pratiwy & Siregar, 2022).

Based on these phenomena and the identified research gap, this study aims to dissect the psychological mechanisms behind impulsive buying of Emina Cosmetics products. Theoretically, this study contributes to the literature by clarifying the mediating role of Hedonic Shopping Motivation in the relationship between SMM, FOMO, and impulsive buying. Practically, the findings provide insights for marketers to design content that evokes emotional responses and leverages FOMO to effectively encourage impulsive purchases.

LITERATURE REVIEW

Social Media Marketing

Social media marketing (SMM) is defined as marketing activities that utilize social media platforms to promote brands and products (Fatila, Atasya Noor & Millaningtyas, 2022). According to (Dina & Marlien, 2024), SMM is shaped by five interrelated indicators: Online Communities, which describe the bonds formed between members; Interaction, involving the ease of user expression; Sharing of Content, reflecting users' willingness to share information; Accessibility, regarding the ease of accessing information; and Credibility, which emphasizes the relevance and trust of the information provided.

Fear Of Missing Out (FOMO)

Fear of missing out (FOMO) is defined as the anxiety of missing out on the latest information or trends (Damayanti et al., 2023). Przybylski et al., (2013) identify three main indicators of FOMO: fear, the feeling of being threatened when disconnected from others' activities; worry, the realization that others are enjoying moments without the individual; and anxiety, the discomfort experienced when not involved in collective events.

Hedonic Shopping Motivation

Hedonic shopping motivation refers to the consumer's drive to shop for pleasure, emotional satisfaction, and sensory experiences rather than solely for utilitarian needs (Redda, 2024). Consumers driven by this motivation seek thrills and excitement, often disregarding practical benefits. Arnold & Reynolds, (2003) classify this motivation into five indicators: Adventure Shopping, Gratification Shopping, Idea Shopping, Role Shopping, and Value Shopping.

Impulsive Buying

Impulsive buying is characterized by spontaneous, unplanned purchasing behavior driven by strong emotional impulses (Bhakat & Muruganatham, 2013). It often occurs without rational analysis, triggered by internal or external stimuli. Wahyuni & Setyawati, (2020) outline four indicators: spontaneous purchases without planning, rushed purchases due to offers, purchases influenced by emotions for personal satisfaction, and purchases made without considering future consequences.

Hypothesis Development

Social Media Marketing (SMM) serves as a potent external stimulus that enhances consumers' hedonic shopping motivation. Platforms such as Instagram and TikTok provide visual and interactive experiences that trigger feelings of pleasure and exploration (Ciocodeică et al., 2025; Deborah et al., 2022). Beyond mere information, SMM utilizes creative content and influencers to create a pleasant atmosphere, stimulating the desire for emotional satisfaction (Yaparak & Coban, 2023). This relationship is consistently observed across various demographics, where intense exposure to SMM correlates with higher hedonic motivation (Khokhar et al., 2019).

H1: Social Media Marketing has a positive and significant effect on Hedonic Shopping Motivation.

Parallel to SMM, the psychological phenomenon of FOMO also acts as a driver for hedonic motivation. As individuals strive to keep up with trends to avoid social exclusion (Cahaya Tresna et al., 2025), they are driven to seek new sensations and emotional satisfaction through

consumption (Neha & Walia, 2025). This anxiety strengthens the desire for unique shopping experiences, leading consumers to actively hunt for viral products (Sofiana & Hayu, 2025). Recent studies confirm that FOMO functions as a primary antecedent to hedonic shopping motivation, particularly among active social media users (Good & Hyman, 2021).

H2: Fear of Missing Out (FOMO) has a positive and significant effect on Hedonistic Shopping Motivation

Subsequently, Hedonic Shopping Motivation serves as a strong predictor of impulsive buying behavior. Consumers seeking pleasure and fantasy tend to lower their rational defenses, facilitating spontaneous purchasing decisions (Ramdani et al., 2024). Empirical evidence indicates that hedonic dimensions, such as gratification and value shopping, significantly increase impulsive tendencies in both e-commerce and social media environments (Euis Nurmalasari et al., 2024).

H3: Hedonic Shopping Motivation has a positive and significant effect on Impulsive Buying

Regarding the direct effect of marketing stimuli, SMM influences impulsive buying by creating an emotionally stimulating environment (Sucheta Tripathy, 2025). Features like flash sales and personalized recommendations increase urgency (Budree et al., 2021). Research across various platforms confirms that SMM can increase the frequency of impulsive purchases, especially among digital-native generations (Saini, 2024).

H4: Social Media Marketing has a positive and significant effect on Impulsive Buying

Similarly, FOMO exerts a direct pressure on impulsive buying. The "trend anxiety" creates a psychological urgency to own viral products immediately before they run out. Ideally, this pressure overrides logical considerations, triggering instant purchases. Studies on Generation Z confirm that FOMO plays a positive role in driving impulsive purchases of beauty products (Gloria, 2025).

H5: The Influence of Fear of Missing Out (FOMO) on Impulsive Buying

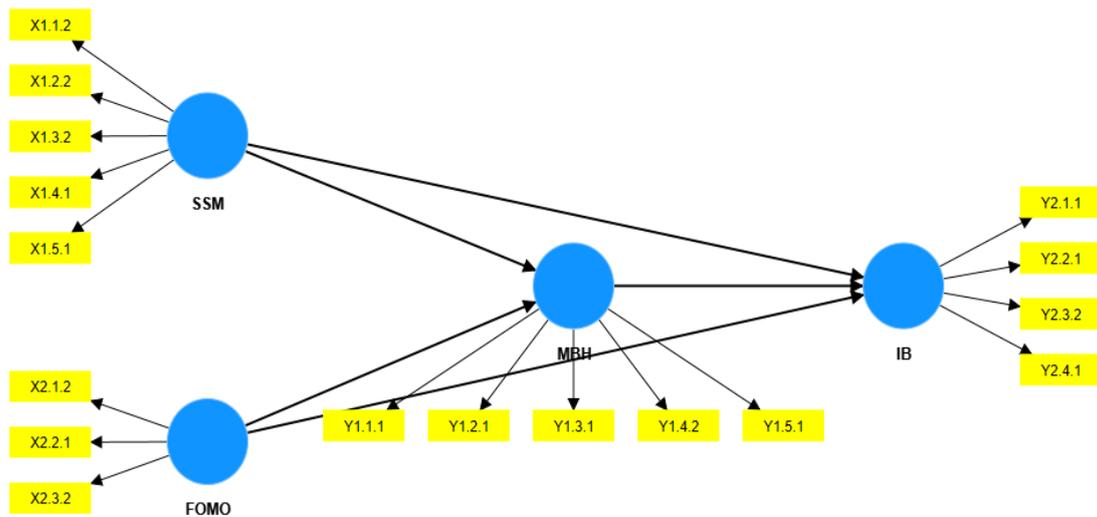
Finally, this study posits that Hedonic Shopping Motivation mediates the relationship between external stimuli and impulsive behavior. Research indicates that SMM strategies are more effective in triggering impulsive buying when they first successfully arouse hedonic motivation (Deborah et al., 2022; Yaprak & Coban, 2023). Thus, effective SMM influences impulsive buying indirectly through increased hedonic motivation (Nurazizah et al., 2022).

H6: Social Media Marketing influences Impulsive Buying through Hedonic Shopping Motivation as an intervening variable

Likewise, FOMO influences impulsive buying not only directly but also indirectly by heightening the desire for shopping pleasure (Cahaya Tresna et al., 2025). The anxiety of missing out increases hedonic motivation, which then drives the impulsive act (Sofiana & Hayu, 2025). Consequently, hedonic shopping motivation serves as a crucial pathway linking FOMO and impulsive behavior in the digital context (Pratama et al., 2025).

H7: Fear of Missing Out (FOMO) influences Impulsive Buying through Hedonistic Shopping Motivation as an intervening variable

Figure 1. Conceptual Framework



METHOD

This study employs a quantitative approach with a causal associative design to empirically analyze impulsive buying behavior among consumers of Emina products. This method was selected to objectively measure behavioral phenomena through numerical data, facilitating the development of a valid strategic model for managing purchase triggers in the Generation Z segment.

The population comprises Generation Z consumers who are active social media users and have purchased Emina products. Due to the unknown population size, a non-probability sampling technique using purposive sampling was applied. Respondents were selected based on specific criteria: individuals aged at least 13 years who follow Emina's social media accounts and have purchased products within the last six months.

To determine the sample size, this study followed the guidelines of (Hair et al., 2019), which recommend a minimum sample size for SEM-PLS analysis. A total of 100 respondents were

recruited, satisfying the requirement for statistical power in PLS-SEM models. To ensure data quality and minimize respondent bias, a screening question was implemented at the beginning of the electronic questionnaire to strictly verify that all participants met the inclusion criteria before proceeding. Data were collected using a five-point Likert scale, ranging from strongly disagree to strongly agree.

Data analysis and hypothesis testing were conducted using the variance-based Structural Equation Modeling (SEM-PLS) technique with SmartPLS software. This method is superior in handling complex research models involving intervening variables. The analysis proceeded in two stages: evaluation of the outer model to test instrument validity and reliability, followed by evaluation of the inner model to test structural influences. The significance of direct and indirect effects was verified through a bootstrapping procedure to determine the mediating role of hedonic shopping motivation.

RESULT

The profile of respondents in a study involving 100 users of Emina products in Jombang Regency was dominated by Generation Z demographics. The majority of respondents were female (96%) in the young productive age range of 18–23 years (75%) and were students (87%) with a high school or equivalent education background (72%). In terms of user experience, the characteristics of the respondents varied considerably but tended to be dominated by new users who had been using the product for less than 3 months (30%), followed by loyal users who had been using the product for more than 2 years (25%).

Outer Model Results

Table 1. Outer Model

Variable	Item	Outer Loading	Average Variance Extracted (AVE)	Composite Reliability	Discriminant Validity
Social Media Marketing	X1.1.2	0.710	0.562	0.816	0.710
	X1.2.2	0.789			0.789
	X1.3.2	0.734			0.734
	X1.4.1	0.771			0.771
	X1.5.1	0.739			0.739
FOMO	X2.1.2	0.880	0.772	0.856	0.880
	X2.2.1	0.865			0.865
	X2.3.2	0.892			0.892
Hedonistic Shopping Interest	Y1.1.1	0.815	0.620	0.853	0.815
	Y1.2.1	0.842			0.842

	Y1.3.1	0.804			0.804
	Y1.4.2	0.754			0.754
	Y1.5.1	0.717			0.717
Impulsive Buying	Y2.1.1	0.777	0.665	0.833	0.777
	Y2.2.1	0.824			0.824
	Y2.3.2	0.852			0.852
	Y2.4.1	0.808			0.808

The assessment of the measurement model focused on convergent validity, reliability, and discriminant validity. As presented in Table 1, all indicators for the constructs of Social Media Marketing, FOMO, Hedonic Shopping Motivation, and Impulsive Buying yielded outer loading values ranging from 0.710 to 0.892, surpassing the recommended threshold of 0.70. The Average Variance Extracted (AVE) for all variables exceeded 0.50 (ranging from 0.562 to 0.772), confirming satisfactory convergent validity.

Construct reliability was established through Composite Reliability (CR) values, which ranged between 0.816 and 0.856. These values fall within the ideal range (> 0.70 and < 0.95), indicating good internal consistency without item redundancy. Furthermore, discriminant validity requirements were met, demonstrating that each latent variable is empirically distinct. Thus, the measurement model is valid and reliable for structural testing.

Table 2. R-Square

	R-square	Adjusted R-square
IB	0.492	0.477
MBH	0.655	0.648

The coefficient of determination (R^2) was assessed to examine the proportion of variance explained in the endogenous constructs. The results indicate that the model explains 49.2% of the variance in Impulsive Buying (IB) ($R^2 = 0.492$; Adjusted $R^2 = 0.477$) and 65.5% of the variance in Hedonic Shopping Motivation (HSM) ($R^2 = 0.655$; Adjusted $R^2 = 0.648$).

Table 3. F-Square

	FOMO	IB	MBH	SSM
FOMO		0.149	0.400	
IB				
MBH		0.070		
SSM		0.005	0.489	

Effect size (f^2) was examined to assess the contribution of each exogenous construct to the endogenous variables. The results show that Social Media Marketing (SMM) has an effect size of 0.489 on Hedonic Shopping Motivation (HSM) and 0.005 on Impulsive Buying (IB). Fear of Missing Out (FOMO) demonstrates an effect size of 0.400 on HSM and 0.149 on IB, while HSM

shows an effect size of 0.070 on IB.

Table 4. Hypothesis Testing

	Original sample (O)	T statistics (O/STDEV)	P values
SSM -> MBH	0.485	5.457	0.00
FOMO -> MBH	0.439	5,241	0.000
MBH -> IB	0.320	2,389	0.017
SSM -> IB	0.074	0.743	0.457
FOMO -> IB	0.385	3.735	0.000
SSM -> MBH -> IB	0.156	2.059	0.040
FOMO -> MBH -> IB	0.141	2.256	0.024

Hypothesis testing was conducted using the bootstrapping procedure to evaluate the significance of the structural relationships. The results show that Social Media Marketing (SMM) has a significant effect on Hedonic Shopping Motivation (HSM) ($\beta = 0.485$; $t = 5.457$; $p = 0.000$) and Fear of Missing Out (FOMO) also has a significant effect on HSM ($\beta = 0.439$; $t = 5.241$; $p = 0.000$). In addition, HSM significantly affects Impulsive Buying (IB) ($\beta = 0.320$; $t = 2.389$; $p = 0.017$). The direct effect of SMM on IB is not significant ($\beta = 0.074$; $t = 0.743$; $p = 0.457$), whereas the direct effect of FOMO on IB is significant ($\beta = 0.385$; $t = 3.735$; $p = 0.000$). For indirect effects, the SMM \rightarrow HSM \rightarrow IB pathway is significant ($\beta = 0.156$; $t = 2.059$; $p = 0.040$) and the FOMO \rightarrow HSM \rightarrow IB pathway is significant ($\beta = 0.141$; $t = 2.256$; $p = 0.024$).

DISCUSSION

This study examined how Social Media Marketing (SMM) and Fear of Missing Out (FOMO) shape Impulsive Buying (IB) among Generation Z cosmetic consumers, with Hedonic Shopping Motivation (HSM) positioned as a mediating mechanism. Overall, the findings indicate that SMM and FOMO significantly increase HSM, and HSM in turn significantly increases IB. While FOMO also exerts a significant direct effect on IB, SMM does not demonstrate a significant direct effect on IB. Instead, the influence of SMM on IB operates through HSM, highlighting the importance of affective and pleasure-oriented mechanisms in translating digital stimuli into spontaneous purchase decisions.

The significant positive relationship between SMM and HSM suggests that social media marketing functions primarily as an experiential stimulus rather than merely an informational cue. Interactive content, visual storytelling, and entertainment-oriented communication can foster pleasure-seeking orientations, making shopping more closely associated with enjoyment, exploration, and self-reward. This pattern is consistent with prior studies indicating that digitally mediated brand encounters may strengthen hedonic motivations by intensifying emotional

engagement and imagined consumption experiences (Deborah et al., 2022; Yaprak & Coban, 2023).

The significant effect of FOMO on HSM indicates that fear of being left behind socially can encourage consumers to seek hedonic gratification through shopping. For Generation Z, consumption is frequently tied to social belonging and trend participation; when individuals perceive that others are adopting a product or participating in a trend, they may respond by increasing their motivation to shop for pleasure, emotional relief, or social reassurance. This finding aligns with the view that FOMO does not only increase urgency but can also shift the underlying motivation for shopping toward affective and pleasure-driven orientations (Neha & Walia, 2025; Sofiana & Hayu, 2025).

The significant relationship between HSM and IB supports the argument that pleasure-seeking motivation lowers deliberation and increases the likelihood of unplanned purchases. When shopping is framed as a rewarding or emotionally uplifting activity, consumers may prioritize immediate gratification over planned decision-making. This is consistent with consumer behavior literature suggesting that hedonic dimensions such as excitement, novelty seeking, and self-treating are proximal drivers of impulsive consumption (Euis Nurmalasari et al., 2024; Ramdani et al., 2024).

The non-significant direct effect of SMM on IB indicates that exposure to social media marketing does not automatically translate into immediate, spontaneous purchasing. This result suggests that social media content may be processed as entertainment, inspiration, or information without necessarily producing behavioral conversion at the point of exposure. In this context, the effect of SMM appears to require an intervening affective mechanism to become behaviorally meaningful. This pattern is consistent with studies reporting that social media marketing may fail to predict impulsive purchases directly when psychological or motivational mediators are not activated (Dina & Marlien, 2024; Herbst et al., 2013).

The significant direct effect of FOMO on IB indicates that perceived social and temporal urgency can lead to spontaneous purchasing decisions. When consumers believe that a product or trend is time-sensitive due to limited availability, short-lived virality, or perceived social pressure purchasing may occur as an immediate response to reduce anxiety about missing out. This finding is aligned with research emphasizing the role of FOMO in increasing impulsive consumption, particularly within fast-moving digital environments and trend-based product categories (Gloria, 2025).

The mediation results further clarify the mechanisms linking digital stimuli to impulsive

purchasing. First, the significant indirect effect of $SMM \rightarrow HSM \rightarrow IB$, coupled with a non-significant direct $SMM \rightarrow IB$ path, indicates full mediation: SMM affects impulsive buying primarily by increasing hedonic motivation. This implies that marketing exposure becomes behaviorally influential when it successfully activates pleasure-oriented shopping motives. This pattern supports the stimulus–organism–response logic, where marketing stimuli shape internal affective states that subsequently drive behavior (Nurazizah et al., 2022).

Second, the significant indirect effect of $FOMO \rightarrow HSM \rightarrow IB$, alongside a significant direct effect of $FOMO \rightarrow IB$, indicates partial mediation: FOMO influences impulsive buying both directly (through urgency) and indirectly (through increased hedonic motivation). In other words, consumers may purchase impulsively to reduce “missing out” anxiety, and they may also purchase because the act of shopping itself becomes a hedonic coping or reward process (Pratama et al., 2025; Sofiana & Hayu, 2025).

These findings contribute to the literature by showing that SMM is not necessarily a direct predictor of impulsive buying, but rather operates through an affective-motivational pathway (HSM). The study also demonstrates that FOMO is a dual-channel driver, combining direct urgency effects with indirect pleasure-seeking motivation. Together, the results reinforce a mechanism-based explanation of impulsive buying in digital contexts, where internal motivational states serve as the main bridge between social media exposure and unplanned purchases.

From a managerial perspective, the results suggest that improving conversion from social media exposure to purchasing requires more than increasing posting frequency or visibility. Strategies that emphasize experiential appeal (e.g., emotionally engaging narratives, interactive formats, and enjoyable content cues) are more likely to strengthen hedonic motivation, which then increases impulsive buying tendencies. In addition, because FOMO has both direct and indirect effects, campaign designs that incorporate time-bounded participation cues should be managed carefully to remain credible and ethical, while still stimulating engagement and purchase intention through excitement, exclusivity, and trend participation cues.

CONCLUSION

This study investigated the relationships between Social Media Marketing (SMM), Fear of Missing Out (FOMO), Hedonic Shopping Motivation (HSM), and Impulsive Buying (IB) among Generation Z cosmetic consumers. The findings show that SMM and FOMO significantly increase HSM, and HSM significantly increases IB. While FOMO has a significant direct effect on IB, the direct effect of SMM on IB is not significant. The mediation analysis further indicates that HSM

significantly mediates the relationship between SMM and IB as well as the relationship between FOMO and IB, highlighting HSM as a key psychological mechanism linking digital stimuli to impulsive purchasing behavior.

The study contributes to the consumer behavior and digital marketing literature by clarifying that social media marketing exposure may not translate into impulsive buying without activating an internal affective-motivational process. In addition, the results suggest that FOMO influences impulsive buying through two routes: directly, and indirectly through hedonic motivation. From a practical standpoint, the findings imply that marketing efforts in social media environments may be more effective when designed to strengthen hedonic shopping motivation through engaging and experience-oriented content, while time- or trend-based cues associated with FOMO should be applied carefully to maintain credibility.

This study has limitations. The sample was restricted to a single geographic area and focused on a specific product category, which may limit generalizability. The cross-sectional design also restricts causal inference. Future research may expand to different regions and product categories, incorporate additional psychological variables (e.g., self-control or perceived scarcity), and apply longitudinal or experimental designs to better capture changes in motivation and purchasing behavior over time.

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